

# Media Agency Standard Information Template

## GENERAL INFORMATION

Date Last Amended:

### Full name, address and website

Company name

Address

Town/City

Postcode

Country

Website

### Name, job title and contact details of main new business contacts

First Contact

Name

Job Title

Telephone Number

E-mail

Fax

Second Contact (if applicable)

Name

Job Title

Telephone Number

E-mail

Fax

### Current legal status of the company

*Please tick one box*

Sole Trader

Partnership

Public Limited Company

	Private Limited Company	
	Other (please state)	
<b>Date and place of formation of company, registration under the Companies Act, provision of copy of Certificate of Incorporation and any changes of name, registered office and principal place of business</b>		
	Date of formation	
	Place of formation	
	Date of registration	
	Registration number	
	Certificates available on request	Yes/No (delete as applicable)
	Registered office	
<b>Please provide a one-page chart illustrating the agency's ownership structure, including relations to any parent or other group holding companies</b>		
	Ownership structure chart enclosed	Yes/No (delete as applicable)
<b>Registration with professional body and industry accreditation</b>		
	<i>Please indicate as many as appropriate</i>	
	IPA	Yes/No (delete as applicable)
	IAB	Yes/No (delete as applicable)
	DMA	Yes/No (delete as applicable)
	Google Accreditation	Yes/No (delete as applicable)
	ISO 9000/9001	Yes/No (delete as applicable)
	Other	Please state

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## FINANCIAL INFORMATION

### Bank Details

Bank name

Address

Town/City

Postcode

### Accounts information *Provided*

*Please provide a copy of the full report and audited accounts for the last three financial years. If the accounts submitted are for a year ended more than 10 months ago please enclose the latest set of management accounts* *Yes/No*

*Agencies that do not have three years audited accounts should provide whatever accounts that are available. New agencies should provide a statement of turnover, profit and loss account and cashflow for the most recent year of trading and/or a statement of cashflow forecast for the current year and bank letter indicating the current cash and credit position* *Yes/No*

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**INSURANCE/STAFF RESOURCE/INCOME AND BILLINGS**

Please provide evidence of the employer's liability, public liability insurance and professional liability or indemnity insurance held by the agency

Type of insurance *Please state*

Limits of indemnity (per occurrence and aggregate) *Please state*

Please provide a statement of any material pending or threatened litigation or other legal proceedings *Details provided or else state 'None'*

Please indicate total number of FTE staff for the current year and previous two years

*This year*

*Last year*

*Two years ago*

Please provide a profile of the agency's current billings, income and number of clients

*Billings*

Less than £1m   £1-5m   £5-10m   £10-20m   £20m+

*% and number of current clients*

*Income*

Less than £100k   £100-250k   £250-500   £500k-£1m   £1m+

*% and number of current clients*

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<b>Media Agency Standard Information Template</b>	
<b>COMPANY POLICIES</b>	
Do you have polcies on:	
Equal Opportunities	<i>Yes/No (delete as applicable)</i>
Health & Safety	<i>Yes/No (delete as applicable)</i>
Environment and Climate Change	<i>Yes/No (delete as applicable)</i>

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## AGENCY SERVICES

Please tick the box to indicate the services you offer

Yes - in house

Yes - via an affiliate or partner

### Business Planning

- Business & Marketing Strategy
- Brand Strategy
- Customer Insight
- Communications Planning
- Data Planning
- Data Analytics/Econometrics

### Traditional Media Planning & Buying

- Press Planning & Buying
- TV Planning & Buying
- OOH Planning & Buying
- Broadcast Planning & Buying
- Direct Response Planning & Buying
- Sponsorship or Experiential Strategy & Execution

### Digital

- Digital Strategy
- Digital Communications
- Paid Search
- Organic Search
- Digital Content Creation
- Digital Analytics & Conversion Optimisation
- Digital Display Planning & Buying
- Paid Social
- Affiliate
- Digital Lead Generation
- Shopping Feeds
- Social Strategy
- Community Management
- Online Reputation Management
- Online Influencer Engagement
- Tracking & Analytics

	Mobile Strategy		
	Mobile Communications Planning		
<b>Other Agency Services</b>			
Please list below any other core agency services that are not included in the above list			

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<b>GLOBAL REACH</b>		
	Wholly Owned	Via Affiliate Network
Please list the countries where you have a physical presence		



## Media Agency Standard Information Template

### 5 REASONS WHY

Please give five reasons why clients choose to work with your agency (maximum 100 words)

1

2

3

4

5

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**FULL CLIENT LIST**

Please attach a copy of your client list.