
**Annex I:
List of
potential needs**

- ↗ Managing the client's account
- ↗ Strategic planning
- ↗ Creative services in English and French
- ↗ Adaptation and translation services
- ↗ Digital services (web, interactive, mobile, etc.)
- ↗ Website creation, management, and hosting
- ↗ Branding and graphic design
- ↗ Non-media creative
- ↗ Point-of-sale communication
- ↗ Design of commercial environments
- ↗ Name and design of new products and new brands
- ↗ Production services (print, electronic, digital)
- ↗ Media planning
- ↗ Media buying
- ↗ Direct marketing
- ↗ Sponsorship management and implementation
- ↗ Event and experiential marketing
- ↗ Promotions
- ↗ Public relations
- ↗ Social media
- ↗ Trade shows, exhibitions, presentations
- ↗ Research
- ↗ Other (if applicable)

**Annex II:
Example of an
evaluation grid**

See next page ↗