

Media Review Engagement Letter

Date: [Insert Date]

[Your Name]
[Your Title]
[Your Company Name]
[Your Address]
[City, State, Zip Code]

[Client Name]
[Client Title]
[Client Company Name]
[Client Address]
[City, State, Zip Code]

Subject: Media Review Engagement for Audience Insights

Dear [Client Name],

We are pleased to confirm our engagement to conduct a media review aimed at gathering audience insights for [specific project or campaign name]. The objective of this engagement is to analyze media performance and audience reception to enhance strategic decision-making.

Scope of Work:

1. Review and analysis of [list specific media types/resources].
2. Audience segmentation analysis based on [criteria].
3. Presentation of findings in a detailed report.

Timeline:

The engagement will commence on [start date] and is expected to conclude by [end date].

Fees:

The total fee for this engagement will be [insert fee], payable upon receipt of the final report.

If you have any questions or require further clarification, please feel free to contact me at [your phone number] or [your email address]. We look forward to working with you on this project.

Thank you for your trust in [Your Company Name].

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]