

Advertising Campaign Management



This advertising campaign management contract (the "Contract") is entered into between elvisuel SARL (the "Agency") and [Client Name] (the "Client"). Together, the Agency and the Client are individually referred to as a "Party" and collectively as the "Parties".

1-Purpose of the Contract

The Agency will be responsible for managing and optimizing the Client's online advertising campaigns, with the aim of promoting its products or services. Advertising campaigns may include, but are not limited to, paid advertisements on search engines, social networks, third-party websites, display ads, video ads, etc. The Agency will provide consulting, planning, creation, monitoring, analysis, and optimization services for the advertising campaigns.

2- Duration of the Contract

This Contract will come into effect on the date of its signature by both Parties and will continue for a duration of [contract duration] (the "Term"). At the end of the Term, the Contract may be renewed by mutual consent of the Parties, subject to new terms.

3- Agency's Responsibilities

- The Agency will conduct an initial analysis of the Client's objectives and needs to determine an appropriate advertising campaign strategy.
- The Agency will develop detailed campaign plans, including the selection of advertising channels, audience targeting, budgets, schedules, and outcome forecasts.
- The Agency will create, manage, and optimize the advertising campaigns, providing regular reports on performance, expenses, and results achieved.
- The Agency will implement appropriate tracking measures to evaluate the effectiveness of the advertising campaigns and propose strategic adjustments accordingly.
- The Agency will comply with industry best practices and adhere to relevant rules and regulations concerning online advertising.

4- Client's Responsibilities

- The Client will provide the Agency with all necessary materials for the creation and implementation of the advertising campaigns, including, but not limited to, information about products or services, creative assets (images, videos, texts, etc.), access to advertising accounts, and reports on past performance.
- The Client agrees to actively collaborate with the Agency by providing feedback, approvals, and additional information necessary for the effective management of the advertising campaigns.
- The Client agrees to comply with the agreed payments to the Agency according to the terms and conditions defined in the Contract.

5- Confidentiality

The Parties undertake to maintain the confidentiality of all confidential information exchanged during the duration of the Contract. Neither Party will disclose such information to third parties without the prior written consent of the other Party, except as required by law.

6- Termination

Either Party may terminate the Contract upon written notice of [notice period] days to the other Party in the event of a material breach of contractual obligations. In the case of early termination, advertising campaign management fees will be charged until the effective termination date.

7- Fees and Payments

The Agency's fees for advertising campaign management services will be based on [agreed pricing model, e.g., a percentage of total advertising expenses or monthly fees]. The Client agrees to pay the Agency's fees according to the terms and conditions specified in a separate financial agreement.

8- Limitation of Liability

Under no circumstances shall the Agency be held liable for any indirect, consequential, special, or exemplary losses, damages, or costs arising from the performance or non-performance of the Contract.

9- Applicable Law and Jurisdiction

This Contract shall be governed and interpreted in accordance with the laws of [country/jurisdiction]. Any dispute arising from this Contract shall be subject to the exclusive jurisdiction of the courts of [competent jurisdiction].

By signing this contract, the parties acknowledge that they have read, understood, and agreed to all of its terms and conditions.

[Agency's Signature]

[Agency's Name]

[Date]

[Client's Signature]

[Client's name]

[Date]