

5W

5W RFP Center v2

A modern RFP framework for evaluating PR, digital, GEO, AI visibility, crisis, and measurement partners.

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Executive Summary

The communications RFP has changed. Brands still need earned media, strategic counsel, crisis readiness, social fluency, executive visibility, and measurable business impact. They also need to know whether their agency can build authority inside AI answer engines, understand citation sources, protect reputation in generated answers, and turn original research into durable visibility.

5W RFP Center v2 helps marketing, communications, procurement, and executive teams evaluate agencies against the work that now matters: reputation, relevance, discoverability, speed, creativity, and proof.

Core Evaluation Areas

- Strategic fit: category fluency, senior counsel, business understanding, and practical operating rhythm.
- Earned media: press relationships, story development, executive access, and proof of relevant coverage.
- AI visibility and GEO: prompt research, citation source mapping, answer accuracy, and authority-building programs.
- Digital integration: paid, organic, influencer, creator, search, analytics, and content production coordination.
- Crisis readiness: scenario planning, escalation paths, message discipline, monitoring, and response speed.
- Measurement: outcome dashboards, source-quality analysis, share of voice, AI citation share, and business reporting.

Questions To Ask Every Agency

How do you decide which stories are worth pitching and which are better handled through owned, social, or direct channels?

How do you measure brand visibility in ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews?

Which citation sources currently shape our category, and how would you improve our presence in those sources?

What would the first 30, 60, and 90 days look like if we started together?

How do senior leaders stay involved after the pitch?

How do you handle legal, regulatory, medical, financial, or crisis-sensitive review?

What reporting would we receive, and how would the dashboard change decisions?

Recommended RFP Scorecard

25% Strategy and category intelligence.

20% Earned media and narrative development.

20% AI visibility and source authority.

15% Integrated execution.

10% Crisis and reputation capability.

10% Measurement and operating discipline.

For custom research, AI visibility diagnostics, or communications strategy support, contact 5W at info@5wpr.com.