

Ref: HO/FMD/RFQ/Sign./2024/234

April 21, 2024

Sub: Enlistment and fixation of rate for design and creative works related to marketing and communications.

Dear Concern,

Please refer to the captioned subject, we would to inform you that, Prime Bank PLC. intends to select a panel of vendors for a period of 12 (Twelve) months for design and creative works related to marketing and communications. In this regard interested bidders are requested to submit financial offer in their letterhead pad duly singed with sealed envelope. The envelope must be marked as **"Submitted for the enlistment and fixation of rate for design and creative works related to marketing and communications"**.

Eligibility and other conditions:

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|----|--|
| 1 | Prime Bank will maintain a panel of suppliers in order to do design and creative works related to marketing and communications as and when required for a period of maximum 12 months. The panel of suppliers may be considered based on common rate of the items be fixed by the Bank. |
| 2 | The quoted rates shall include all taxes, VAT & others. No additional cost will be paid by the bank for transportation. Bank will deduct VAT & AIT as per government rules. |
| 3 | Bidder must submit photocopy of following documents along with the RFQ: <ol style="list-style-type: none"> Up-to-date Valid Trade License Certificate of incorporation in case of Limited Company Valid TIN & BIN Certificate VAT Registration Certificate Bank Solvency Certificate Experience Certificate/ Work Order Client List |
| 4 | Experience with Bank & International Platform (if any): <ol style="list-style-type: none"> Practical work experience of minimum 05 (Five) years in designing and creative works as an agency. Copy of oldest Trade License need to be provided as proof. At least 3 different client work order/bill copy (1 each from 3 clients total 3) for the work done within last 6 months. |
| 5 | Any vendor with previous negative experience with Prime Bank PLC. will be directly disqualified. Their financial offer will not be acceptable and will not be opened. |
| 6 | Any Fake, Tempering of Data, Manipulation or any kind of unusual approach or failure to submit the proposal/offer within the stipulated time frame will be treated as "Disqualification" to attend to the bidding. |
| 7 | In case of supply inferior quality goods, any changes request by Prime Bank must be entertained immediately |
| 8 | The Bank shall not be bound or under any obligation to accept the lowest quotation. |
| 9 | The supplier will maintain an agreed delivery time for all works assigned. |
| 10 | All creative works done for Prime Bank PLC will be treated as Prime Bank property and the supplier shall provide the editable soft copy in google drive, where applicable, as and when required by the bank. |
| 11 | The Supplier shall provide immediate response either by phone, e-mail, and/or by person to any of the Purchaser's queries related to support and service. |



For this purpose, you are requested to submit financial offer as per following format/specifications:

| Social Media | | |
|---|------------|--|
| Static Master Creative | Per Unit | |
| Motion Graphic/Short Videos/ GIF (Using Provided graphics, Text, Static Image, Stock Audio) | Per Unit | |
| Post Adaptation (50% of the main KV) | Per Unit | |
| Carousel | Per Frame | |
| Illustration Sketch | Per Frame | |
| Adaptation for Print (13 X 1.5) | | |
| Adaptation for Quarter Page Design (10 X 4) | | |
| Adaptation for Half Page Design (10 X 8) | | |
| GDN (AdPlay, GNR, Eskimi) | | |
| HTML5 (20 sizes) | Per Unit | |
| Static/GIF (20 Sizes) | Per Unit | |
| Rich Media Ads | Per Unit | |
| Blog | | |
| SEO | Per Unit | |
| Blog | Per Unit | |
| Rich Media Ads | Per Unit | |
| Video | | |
| Animation | Per Sec | |
| Adaptation (6 sec) | Per Sec | |
| Adaptation (10 sec) | Per Sec | |
| Adaptation (15 sec) | Per Sec | |
| Talk show - 15 minutes | | |
| OVC - 20 sec (with voiceover) | Per 20 Sec | |
| OVC - 20 sec (without voiceover) | Per 20 Sec | |
| OVC - 30 sec (with voiceover) | Per 30 Sec | |
| OVC - 30 sec (without voiceover) | Per 30 Sec | |
| Third Party Production Agency Service Charge | % | |
| Print material | | |
| Billboard Design (10' x20') | Per Unit | |
| Banner (Large) Design | Per Unit | |
| X Banner Design | Per Unit | |
| Standee Design | Per Unit | |
| Brochure Design | Per Unit | |
| Leaflet (A4 Size, 3 Fold) | Per Unit | |
| Press ad Design | Per Unit | |
| Cutout Design | Per Unit | |
| Hand Cutout Design | Per Unit | |
| Booklets Design (20+ Page / Per Version) | Per Unit | |
| Additional Revisions to Booklet Design | Per Unit | |

The proposal must be submitted in the tender box kept at Prime Bank PLC., Head Office, Central Dispatch, Prime Tower (Ground Floor), Plot # 08 & 35 Airport Road, Nikunja-2, Khilkhet C/A, Dhaka -1229 on **April 28, 2024** from **10.30 am to 03.00 pm** and the tender will be opened on the same day at 03.30 pm.

For details information please contact with:

For design information details:

1. Head of Brand & Communications, SAVP, Brand & Communications Division, Cell # 01713486695

For RFQ submission details:

1. Mr. Md. Razu Ahmed, Officer, FMD, Cell # 01714744931



Kazi Sohail Masud
AVP & Unit Head
Procurement - FMD

Thanking You,



For
Shah Jishan Md. Ataul Kadir
VP & Head of Admin