

Subject: Request for Quotation (RFQ) for Onboarding Creative Agency for Prime Bank PLC.

Dear Concerned,

Prime Bank PLC. is looking for Creative Agency to onboard on monthly retainer basis. The agency must have proven track record and expertise in developing creative and engaging contents for social media and digital platforms. It should be able to assign dedicated team to develop creatives and run campaign maintaining strict deadline at the same time with creative agility. The agency will ensure consistency in all creatives of the bank in term of look and feel, color scheme to create a unique brand identity of the bank.

Scope of Work: Creative Agency for Prime Bank

1. Overview

The creative agency will be responsible for developing and executing all creative assets for Prime Bank. This includes, but is not limited to, brand strategy development, brand campaigns, special events, special reports, annual report concept development, social media content, outdoor advertisements, brand collateral development, online/television commercial planning and scripting, media buying, point-of-sale material (POSM), press advertisements, brochures, forms, website banners, and other digital channel banners etc. There should also be a separate team to engage and manage customer queries over social media. The agency is expected to be Pro-Active in nature and should have the capacity to provide prompt and deadline-oriented service to the Bank.

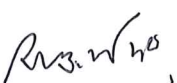
The goal is to enhance Prime Bank's brand perception, presence, drive engagement, and support marketing initiatives across multiple platforms.

Crucial Pointers for a long term 360 communication:

- Develop a long term brand proposition to ensure consideration of the following:
 - Establish the bank as a stronger, safer and a better choice amongst the rest of the banks
 - Use the brand proposition to develop a strategic route to tell stories of trust, empowerment and innovation to mark the bank's 30 years journey.
 - Use the brand proposition to create a single thread of communication encompassing all special occasions, segment wise communication, stakeholder engagements, corporate and internal communication

Crucial Pointers for immediate 360 campaign requirement:

- **Use the same brand proposition (once developed and selected) to drive overall bank's brand enhancement campaign along with a deposit and related segment campaign in the month of December and continue till mid-March, 2025**
 - Plan needs to comprise of heavy visibility across all platforms of media – Traditional (TV, Web and Print), Social (Not limited to social media platforms) and OOH
 - Brand proposition needs to seamlessly align with Product Communication focusing to drive deposits and relevant segments across all banking related channels – Consumer Banking, Wholesale Banking, Islamic Banking, Payroll Banking along with Digital Nano Loan platform – Prime Agrim,, Remittance, MSME and Digital Banking platforms like MyPrime and PrimePay.



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2. Deliverables

2.1 Brand Strategy:

- Creating long term and short term brand strategy that helps the brand to stand out among competitors
- Create a single thread of communication supporting the strategic route based on a long-term brand proposition
- Develop long term segment wise strategy, segment archetypes and ensure effective stakeholder engagements plans
- Local and global industry communication research and insight sharing
- Go to market communication for product launches and quarter wise strategic campaign planning and strategy building
- Introduce new strategic tools to gain better insight into consumer behavior and market comparison for effective and impactful communication of products and services

2.2 ATL & Digital Communication Development:

- Developing press/magazine ad, online/television commercial scripts
- Social media visuals and motion graphics
- All digital platform communication and visuals
- Own media communication development (ATM Display, POS Machine Display, Branch LED, Desktop Banners and EDMs etc.)
- An experienced team should be in place to manage queries and engage with customer queries and develop reports and analysis based on the type of queries the bank receives over all social media platforms
- A standard FAQ template and answers sheet should be developed and followed by the team upon approval of the Bank's Brand & Communications team

2.3 Brand Collateral:

- Stationery: Design business cards, letterheads, envelopes, and other corporate stationery etc.
- Presentation Templates: Develop branded PowerPoint templates and report layouts.
- Go to market collaterals: Table toppers, posters, leaflets, brochures, pack designs, gift box, flyers, dangles, x banners, cutouts
- Credit/Debit Card: Designing credit and debit cards as per bank and its partners brand guideline.

2.4 Outdoor, Infrastructure, Event and Activation Branding:

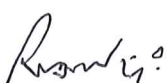
- Provide stakeholder engagement event ideas
- Event backdrop, booth, cutout, standee etc.
- Branch, Sub branch, Agent Banking, ATM branding (wall branding, signboard, bell sign, counter branding etc.)
- Billboards, Island, Fixed board branding, installations, road side branding etc.
- Activation booth, t-shirt, cap, gifts and other material branding

3.0 Budget & Payment terms:

- Budget will be in retainer model. All the creatives will come under this retainer. There will be no out of scope billing except for third party involvement for production, photoshoot, development works etc.
- Payment terms and milestones to be agreed upon before project commencement

4.0 Confidentiality, Exclusivity and Intellectual Property

Confidentiality: The creative agency agrees to keep all Prime Bank's information and assets confidential.



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Exclusivity: The creative agency agrees not to work for any other bank after signing retainership contract with Prime Bank

Intellectual Property: All creative work produced by the agency will be the property of Prime Bank.

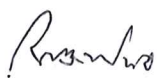
5.0 Termination

Terms for early termination of the contract by either party, including notice period and conditions

This scope of work ensures that all aspects of Prime Bank's creative needs are covered comprehensively and provides a clear framework for collaboration between Prime Bank and the creative agency.

EOI Terms & Conditions and Instructions to the bidders

EOI for Selecting Creative Agency			
Part-A	A	Reference Number	Prime Bank/BNC Y24M10D29, date: 29.10.24
	B	Purchase Department's Name & Address	Procurement Division, Prime Tower, Plot-8 & 35 (Ground Floor) Airport Road, Nikunja-2, Dhaka-1229
	C	Name of the Work/Services	Selecting Creative Agency.
	D	Place of Work	Prime Bank Head office, Simpletree Anarkali, 89 Gulshan Avenue, Dhaka1212.
	E	Proposal submission place	Procurement Division Prime Tower, Plot-8 & 35 (Ground Floor) Airport Road, Nikunja-2, Dhaka-1229
	F	Submission Date and Time	Date of submission on or before November 07, 2024 at 3:00 PM.
	G	Point of Contact	For any clarification, please contact both during the office hour only: <ul style="list-style-type: none"> Kazi Sohail Masud, AVP and Unit Head - Procurement, Email: km022702@primebank.com.bd Syed Rayhan Tarique, SAVP & Head of Brand & Communications, Mobile: 01713486695 Email: syed.tarique@primebank.com.bd
	H	Last date of sending queries /clarification	If need any clarification of this EOI document, please let us send your queries to the above mention email by 5/11/24. Queries/clarification receive after the dead line may not be answered.
Part-B	1	Written Offer	Complete proposal/offer must be written clearly in Company Letterhead, duly signed and sealed with date, name, designation of the authorized representative of the Company. There should not be any cutting/erasing/overwriting in the bid documents.
	2	Scope of Service/Supply	Prime Bank is looking for well reputed, qualified agency for performing as creative agency of the bank to create and develop the activities not limited but mentioned in annexure-2_ Scope of Work of this EOI document.
	3	Delivery Time	The Service Provider/Agency shall mention average minimum delivery time of assign tasks.



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4	Evaluation Criteria	<p>Major evaluation criteria (not limited to) are mentioned below –</p> <ul style="list-style-type: none"> • Year of experience. • Experience in banking industry. • Local and global affiliation. • Client list. • Detail of Resource pool with experience & expertise. • Dedicated team detail for Prime Bank. • Expanse of services and access to automation tools.
5	Presentation	Prime Bank will share campaign brief to shortlisted bidders after initial screening of the EOI. Bidders have to submit idea & plan and present.
6	Price/Cost & Payment Terms	Prime Bank will request for price/quotation during the submission of the technical proposal. Payment term will be shared in second stage for monthly retainer model during negotiations for price/ quotation.
7	Rights of Prime Bank	Prime Bank reserves the right to accept/cancel/reject any or all offer without assigning any reason. Prime Bank is not obliged to purchase the lowest offer or any offer at all. Prime Bank reserves the right to share the Bidder's response to this EOI with its advisors and concern Business Units. Prime Bank reserves the right to conduct negotiations with one or more Bidder and/or accept the Bid without any negotiations.
8	Structure & Contains of Bid	<p>EOI proposal must contain the following information -</p> <p>Proposal should contain the documents not limited but the following-</p> <ul style="list-style-type: none"> • Document related to experience. • Client list & experience certificate related to banking industry. • Document of Affiliation. • Client list & experience certificate other than banking industry. • Sample of few (5 to 10) creative work that recently delivered to clients. • Detail of Resource pool with experience & expertise. • Dedicated team detail for Prime Bank. • Company Profile; • Duly filled SIF Form & SCOC; • Valid & up dated Trade License; • Up-to-date TIN Certificate; • VAT Registration Certificate; • Bank Solvency Certificate/documents (If applicable) and • other documents fit for the purpose that can add value to select creative agency.
9	Seal Bid	Bid envelop shall be properly sealed and Signed. At the top of envelop, bidder shall clearly write (name and reference number of this EOI) <u>"Prime Bank/BNC Y24M10D29, EOI for Selecting Creative Agency"</u> Envelop without reference number, seal and sign will not be considered for evaluation. Prime Bank reserves the right to accept/reject/cancel any or all the bids without showing any reasons.
10	Clarification	Prime Bank may arrange clarification/presentation meeting with the short listed bidders. The bidders' experts will attend in such meeting for which no allowance /fee will be provided by Prime Bank. If the bidder fails to respond to such meeting their bid will be treated as non-responsive.
11	Offer Validity	Offer should be valid at least 90 days. The offer validity must be mentioned in the offer.
12	Submission of SIF	Bidder shall duly fill up Supplier Information Form (SIF) and submit along with supporting documents with the Technical Offer.



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13	Incomplete Bid Document	The bid will be automatically cancelled if the required terms & conditions are not fulfilled.
14	Manipulation & Action	Manipulation or any kind of unusual approach or failure to submit the proposal/offer within stipulated time frame will be treated as "Disqualification" to attend in the bidding.

Agency Information:

SI No.	Category	Sub Category	Response	Remarks
1	Organization Structure	Operational Structure		
		Total Number of Employees		
		Management Team		
		Affiliation		
2	Clientele	Existing clients and/or brands		
		Experience in Bank/MFS/Telecom (domestic/international, large/small)		
		Recent (past one year - account wins and/or losses		
		Any clients competing in the same sector of activity (Banking)		
3	Innovative Works	Mentionable work with year of execution		
		Creative & Media awards won in last 2 years		
4	International Credentials	of the agency		
		of its shareholders		
		of clients		
		any partner, etc.		
5	Expanse of services	scope of services offered by the agency		
		Studies/research, sponsorship, capabilities		
6	Tools	List of tools available for planning, creative development, automation, reporting and billing		
		Whether external or proprietary assets		

SUPPLIER INFORMATION FORM (SIF)
(for Enlistment)

Please provide the following information and attach extra documentation as required. Every question of this form must be completed. Insert "N/A" where questions are not applicable. All information held within this form is CONFIDENTIAL and will be handled accordingly.

1	Legal Name of the Company:
2	Local Address:
	Telephone: _____ Mobile: _____
	Fax No.: _____
	E-mail: _____
	Web Address:
	Registered Address:
	Telephone: _____ Mobile: _____
	Fax No.: _____
	E-mail: _____
	Web Address:
3	Type or Structure of Supplier's Firm (please tick the appropriate one):
	<input type="checkbox"/> Public Limited <input type="checkbox"/> Private Limited <input type="checkbox"/> Partnership
	<input type="checkbox"/> Proprietorship <input type="checkbox"/> Other
	Please provide the following information if yours' is a Proprietorship/ Partnership/Other Company:
	a. Date of Establishment:
	b. Total Capital/Investment (in BDT):
	Please provide the following information if yours' is a Limited Company/ Corporation:
	a. Place of Incorporation:
	b. Date of Incorporation:
	c. Paid-up Capital/Investment (in BDT):
c. Estimated Total Amount of Revenue:	
4	Nature of Business:
	<input type="checkbox"/> Manufacturer <input type="checkbox"/> Supplier <input type="checkbox"/> Service Provider <input type="checkbox"/> Contractor
Please provide the product & service list below:	




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	Goods & Services Traded: 1. 2. 3. 4. 5.																							
5	Questioners (Use ✓ Mark in the box) 1. Do you and Employees have Receive, Knowledge and Agree to the Comply Prime Bank's SCOC? <input type="checkbox"/> YES <input type="checkbox"/> No 2. Do you Had any negative news in any sort of media? <input type="checkbox"/> YES <input type="checkbox"/> No IF Yes mention _____.																							
6	List of Subsidiary/Branches <table border="1"> <thead> <tr> <th>Name</th> <th>Address</th> <th>Contact Person & Contact No.</th> <th>Business Category</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table>				Name	Address	Contact Person & Contact No.	Business Category																
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7	Owner's & Staff Information Owners/Key Personnel Name, Address & Contact No. <table border="1"> <thead> <tr> <th>Name</th> <th>Address</th> <th>Contact Number</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> </tbody> </table> No. of Management staff: _____. No. of Non-Mgt Staff: _____. No. of Contractual/Outsourced Staff: _____. No of Technical Staff: _____.				Name	Address	Contact Number																	
Name	Address	Contact Number																						
8	Main Contact Person for Prime Bank PLC Enquiries & Correspondence: <table border="1"> <thead> <tr> <th>Name</th> <th>Address</th> <th>Contact Numbers (Phone, Cell & Email)</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> </tbody> </table>				Name	Address	Contact Numbers (Phone, Cell & Email)																	
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9	Vendor Bank Accounts Information:																							




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List of the Supplier's Principal Bank(s):					
Name of the Bank: <i>[Prime Bank PLC Preferable]</i>					
Bank Account Name:					
Bank Account No.:					
Address:					
Telephone No.:					
Fax No.:					
E-mail:					
Web Address:					
10	After Sale Support Service :				
	Dedicated Maintenance & Support Stuff (Yes/No: _____).				
	If yes number of service stuff: _____.				
	Country Wide Network (Sales & Service Centers): (Yes/No: _____).				
If yes, number of Centers: _____.					
Response Time (in Hour): _____.					
11	Experience with Prime Bank PLC: Yes/No:If yes fill up the followings-				
Got first W/O (year): _____ Number of project executed: _____.					
<i>Note: Please provide necessary documents.</i>					
12	Supplier will Provide Copies of the Following Documents: (please mark items provided)				
	Name of the Document	Yes	No	N/A	
A	Memorandum and Articles of Association (certified copy) (applicable for Limited Company Only)				
B	Certificate of Incorporation (applicable for Limited Company Only)				
C	Valid Trade License				

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D	Value Added Tax (VAT) Registration Certificate (applicable for Local Company/ Foreign Company if they participate through their local office in Bangladesh)			
E	Tax Identification Number (TIN) Certificate (applicable for Local Company/ Foreign Company if they participate through their local office in Bangladesh)			
F	Bank Solvency Certificate not older than 30 days from the date of submission (if not a Limited Company)			
G	Most current Annual Report (audited, if available) (applicable for Limited Company)			
H	Partnership Deed (applicable only for Partnership Firm)			
I	Company Brochure (recent/updated)			
J	ABC Supervisory License (electrical works only)			
K	Other document(s) related to your business (Licenses, Certifications, etc.)			
L	Experience Certificate			
M	Major Client List			
n	Logistic Support (applicable for distribution & related service company)			

Supplier Information Forms that are not completed in their entirety, with all relative and requested attachments or which are not certified by an acknowledged official of the entity may not be accepted by Prime Bank PLC.

The undersigned is authorized to Certify on behalf of the entity that all stated information in the above form and attachments are true and correct and no important and relevant information has been suppressed. The undersigned acknowledges that the Company at any time may verify the validity the above information.

I do hereby declare that all the provided information here above is fully correct. In case of any false/ mis-declaration, I shall personally be liable to appropriate legal action. I do take the responsibility to immediately inform of any change concerning the advice declaration. Considering all the details as above, I would like to be enlisted as a vendor in your esteemed company.

Signature & Seal :

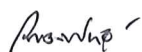
Name of the Signatory :

Designation of the Signatory :

Name of Company :

Date :

Note: This enlistment does not give vendors guarantee of awarding any jobs. Rather it will give the opportunity to the vendors to participate in competitive bidding process as a competent vendor to supply goods/services to Prime Bank.




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Documents to be submitted:

Along with digital marketing plan and financial offers for the bank, the proposal should also include the following:

- Brief profile of the agency
- In-depth list of agency's capabilities
- A list of current and past clients
- Team structure and how the agency plans to allocate resources for Prime Bank
- Brief profile of team members the agency would assign to manage Prime Bank account
- Highlighting creative works of its valued clients
- Submitting 2 their biggest campaign failures – why did the agency fail and what did they learn from this failure?
- Trade License, VAT/BIN etc.

After going through the terms & conditions, if you are interested to participate in the bidding process, please submit your proposal in your company's letter head pad as per above mentioned format duly signed by your company's authorized representative. The RFQ is to be submitted in 2 (two) envelope system i.e. one "**Technical Proposal**" and another "**Financial Proposal**" mentioning Technical/Financial proposal on the top of each envelope. These two proposals will be submitted together in a sealed envelope. All the envelopes will contain the full name and address of the participant company. The name, address and telephone number of the contact person should be mentioned in the forwarding letter both of the "Technical Offer" and the "Financial Offer. The quotation shall be dropped in the Tender Box kept at Facility Management Division, Head Office, Prime Bank PLC., Prime Tower (Ground Floor, Central Dispatch) Plot No.35 & 08, Airport Road, Nikunja-2, Khilkhet C/A, Dhaka-1229 on or before **November 07 , 2024 by 03.00 p.m.** and clearly marked "**Creative Agency for Prime Bank**" on the top of the envelope. No quotations shall be dropped before or after this time period.

Thanking You,



Md. Muktadir Khan Chowdhury
Head of FMD