

Prime(HO)/FMD/RFQ/MBA/2025/768

December 09, 2025

Subject: Request for Proposal (RFQ) for Media Buying Agency for Prime NOW, Prime Bank PLC.

## A. Introduction

Prime NOW is Prime Bank's **digital-only banking platform**, built for **convenience, speed, and simplicity**. We ideate, incubate, and accelerate innovative retail offerings for consumers who, like us, are unafraid to think outside the box. We do not iterate on the old; rather, we use a **first-principles approach to usher in the new**.

As we prepare for our official market launch, we are seeking a **specialized Media Buying Partner** capable of powering a bold, impactful, and first-of-its-kind launch campaign in Bangladesh's banking landscape.

This RFQ invites experienced and forward-thinking media agencies to propose **innovative, data-driven, and result-oriented media strategies** for the period **1 January 2026 to 31 March 2026**. Agencies may submit:

- A full-funnel, full-course campaign blueprint, or
- A standard rate card / a-la-carte offering, or
- Both, depending on the operating model and recommendation from the bidders.

Prime NOW is intentionally **not setting guardrails** on budget, KPIs, or media mix at this stage. We want to understand the scope of possibilities the market can offer to match our ambition.

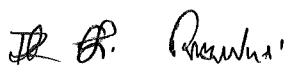
## B. Objectives of this RFQ

- Onboard a **Media Buying Partner** with strong **digital and offline expertise**.
- Acquire a **holistic, innovative, and scalable campaign plan** for Prime NOW's launch.
- Ensure **seamless execution, measurement, and optimization** across all touchpoints.
- Establish a **strategic partnership** for potential extended collaboration beyond launch.

Our ideal partner must:

- Be **data-driven, ROI-focused and highly fluent in media analytics**
- Possess **deep experience managing high-velocity, performance-led media campaigns**
- Be able to **negotiate premium inventory rates and ensure optimal placement**
- Understand **youth-driven digital behavior, consumer segmentation, and multichannel funnel planning**
- Demonstrate **clear media transparency**, including rate cards, buying methodologies, and reporting
- Offer **consultative support**, such as forecasting, attribution modeling, audience mapping, and experimentation frameworks
- Ensure **exclusivity** by not working with competing digital/mobile banking platforms

We are not looking for standard media execution—we need a partner capable of shaping **disruptive media strategy aligned with our brand identity and rapid growth ambitions**.



## C. Scope Of Work

The selected partner will be responsible for the following functions:

### 1. Strategy & Planning

- Quarterly media strategy & funnel design
- Media mix modeling and budget allocation recommendations
- Audience research, persona mapping, and omnichannel segmentation
- Competitor benchmarking, share-of-voice Intelligence, and industry Insights

### 2. Digital Media Buying

- Buying & optimization across Meta, Google, YouTube, Programmatic, DV360, OTT
- Retargeting, remarketing, and full-funnel engagement frameworks
- Performance optimization: CAC, CTR, CPI, ROAS, LTV, retention KPIs
- Experimentation frameworks (A/B tests, multivariate testing, creative-audience pairings)

### 3. Offline Media Buying (as required)

- OOH (billboards, transit media, LED displays, non-traditional formats)
- Print and radio (if strategically aligned)
- Rate negotiation, Inventory validation and placement optimization

### 4. Reporting & Measurement

- Weekly dashboards and monthly performance reports
- Full pre-and post-campaign analysis
- Attribution modelling and conversion tracking
- Budget vs. outcome reporting with forecasting and optimization recommendations

### 5. Compliance & Brand Alignment

- Strict adherence to Prime Bank and Prime NOW brand compliance guidelines
- Coordination with Prime NOW's creative, product, and compliance teams
- Ensure confidentiality and data security as per financial sector requirements

## D. Point of Contact

Any query related to this RFQ should be directed to the following persons only, who are authorized to provide clarifications to vendor about creative, functional, and other related areas of this RFQ:

Area of Work	Point of Contact
Related to RFQ submission	<b>Mr. Md. Razu Ahmed</b> Officer, FMD Email: <a href="mailto:ahmed.razu@primebank.com.bd">ahmed.razu@primebank.com.bd</a> Cell: +8801714744931
Creative and Functional	<b>Qoushik Ahmed</b> Designation: FAVP Email: <a href="mailto:goushik@primenow.ai">goushik@primenow.ai</a> Cell: 01795860884



**E. Eligibility Requirements**

Agencies must meet the following minimum criteria to participate:

*Organizational Capability*

- Minimum 3 years in media buying
- In-house media planning, reporting, and analytics teams
- Must not be a bank loan defaulter

*Portfolio & Sector Experience*

- Proven experience with niche clients, youth-centric brands, and mass-market communication
- Work completed for **at least three major business groups** in Bangladesh
- Experience supporting a digital platform with **10M+ monthly user visits**
- Experience in both performance marketing and branding campaigns
- Ability to handle 360° media across digital, OOH, and print

*Technical Capabilities*

- Certified partner status (Google, Meta, Programmatic vendors) preferable
- Strong analytics and reporting competency
- Tools for attribution, insights, BI dashboards, and audience intelligence

**F. Creative Proposal Requirements**

Interested agencies must submit a proposal containing the following:

*Agency Profile*

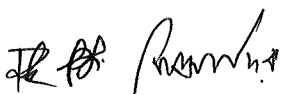
- Background, Years of operation, ownership details, office address
- Leadership bios and management experience
- Relevant registrations and compliance documents
- Certifications / partnerships (Meta, Google, DSPs, etc.)

*Campaign Proposal*

- Understanding of Prime NOW and its positioning
- Launch strategy (Jan–Mar 2026) — narrative, media thinking, funnel approach
- Media mix recommendation and rationale
- Sample creatives or campaign mood boards (optional)
- Proposed KPIs and reporting methodology

*Portfolio & Case Studies*

- Minimum three case studies showcasing media strategy, execution, and results
- Preferably include digital-first launches or product rollouts



Facility Management Division

- Key clients (preferably BFSI, telco, fintech, lifestyle, or tech)

*Proposed Team & Structure*

- Media planners, buyers, performance marketers, analysts
- Dedicated team members for Prime NOW
- Escalation matrix

*Media Strategy Approach*

- Planning → Forecasting → Buying → Optimization → Reporting
- Tools and platforms used
- Transparency methodology (actual cost, commission, rebates)

*Governance & Compliance*

- Data security & privacy protocol
- Conflict of interest declaration
- Contracting and billing procedures

## **G. Financial Proposal Requirements**

Agencies may submit:

- A full end-to-end proposal with estimated investment and breakdown, **or**
- An agency rate card / a-la-carte pricing, **or**
- Both

Commercials should cover:

- Buying fees, retainers, media commissions
- Platform-wise indicative rates (digital, OOH, etc.)
- Any additional service charges
- Currency conversion rates (where applicable)

## **H. RFQ Preparation**

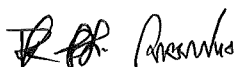
(i) The proposal must follow a two-envelope submission system, consisting of:

- **One (1) Creative Proposal**
- **One (1) Financial Proposal**

Each envelope must clearly mention “Media Buying Creative Proposal” or “Media Buying Financial Proposal” on the top. Both envelopes must be placed inside a **third outer envelope**, which must be properly sealed and signed.

**Creative Proposal:**

- One (1) original hard copy
- One (1) electronic copy on a pendrive in MS Word/PDF format



**Financial Proposal:**

- One (1) original hard copy
- One (1) electronic copy on a pendrive in MS Word/MS Excel format

(ii) All proposals must be duly filled and signed by an authorized representative of the bidder. Proposals submitted via fax or email **will not be accepted**.

(iii) The proposal documents must be **typed, or computer printed**, without overwriting, erasing, or manual modifications. All required information must be completed in full.

(iv) The outer envelope shall be clearly marked as: **“Request for Proposal (RFQ) for Media Buying Agency for Prime NOW”**

(v) All submissions must be **unconditional**. Conditional offers will result in immediate disqualification.

Every page of the proposal must be **signed and sealed** by the authorized representative, with all fields completed where applicable.

(vi) All proposal information is considered **restricted and confidential** and will not be publicly disclosed until the final award decision is made by Prime Bank's relevant authority.

**I. General Terms and Conditions***(i) Award Finalization & Subsequent Actions:*

Prime Bank will award the contract to the agency whose proposal is found to be substantially responsive, technically suitable, strategically aligned, and commercially acceptable to the Bank. Upon selection, the appointed agency must maintain close coordination with the Prime NOW team to finalize campaign details, timelines, and execution plans.

*(ii) Right to Reject:*

Prime Bank reserves the absolute right to accept or reject any or all proposals without assigning any reason.

*(iii) Correction of Errors:*

If any discrepancy or error is identified in the submitted proposal, annexures, or pricing documents at any stage, Prime Bank reserves the right to request clarification or correction as deemed necessary.

*(iv) Specification Compliance:*

All work must adhere to the specifications, scope, and requirements outlined in this RFQ and any subsequent clarifications issued by Prime Bank.

*(v) Lowest Price Not Binding:*

The Bank is not obligated to accept the lowest financial offer. Evaluation will be based on a combination of strategy, capability, quality, compliance, and commercial suitability.



*(vi) Performance Timeline:*

All campaign activities must adhere to the timelines stipulated in the final Work Order. Any delay in commencement or execution due to agency-side issues may attract penalties or corrective action.

*(vii) Unforeseen Delays:*

In case of delays caused by unforeseen or external circumstances beyond reasonable control, the Bank will assess the situation and determine next steps. No compensation will be provided for delays arising from such circumstances.

*(viii) Turnkey Delivery:*

The selected agency will be responsible for delivering a complete, end-to-end media buying and execution service, including all necessary planning, coordination, reporting, and campaign management. No additional materials or resources will be provided by the Bank beyond the agreed scope.

*(ix) Delay Penalty:*

If the agency fails to meet agreed timelines without justified cause, Prime Bank reserves the right to impose penalties or take corrective measures as mentioned in the Work Order.

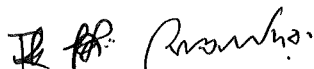
*(x) Responsibility of Third-Party Costs:*

Any third-party agreements, media inventory, or platform-level invoicing must be handled directly by the agency unless otherwise directed by the Bank. Agencies are responsible for ensuring proper documentation and compliance for all external engagements.

*(xi) Proposal Rejection Criteria:*

A proposal may be rejected for any of the following reasons. Prime Bank's decision will be final:

- a) Failure to submit the proposal within the specified deadline.
- b) Absence of signatures/seals where required.
- c) Non-compliance with the specifications or scope outlined in this RFQ.
- d) Submission of false information, misrepresentation, or fraudulent documentation.
- e) Failure to follow instructions provided in the RFQ.
- f) Unauthorized alterations or modifications in the submitted documents.
- g) Failure to submit required documents as per the RFQ checklist.
- h) Any discrepancy, overwriting, ambiguity, omission, or inconsistency in commercial or creative sections that compromises evaluation.
- i) Submission of price escalation terms — no price escalation will be accepted.

*(xii) Partial Award:*

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Prime Bank reserves the right to award the contract fully or partially based on internal evaluation and campaign needs.

*(xiii) Additional Work Requirements:*

The Bank may request additional campaign support, optimizations, or deliverables not explicitly mentioned in the RFQ but necessary to successfully execute the launch. The agency is expected to accommodate such reasonable requests under mutually agreed terms.

*(xiv) Delivery of Services:*

- (a) The agency must clearly specify its proposed service delivery timelines in alignment with the campaign period (Jan–Mar 2026).
- (b) All required coordination, reporting, and documentation must be delivered to Prime NOW's designated teams or locations (physical or digital) as instructed by the Bank.

*(xv) Local Presence:*

The agency must have an operational office in Dhaka, Bangladesh, with the ability to provide real-time local support, meetings, and campaign oversight.

*(xvi) Pricing & Payments:*

All prices must be quoted in Bangladeshi Taka (BDT). Payments will also be made exclusively in BDT.

*(xvii) Non-Disclosure Agreement:*

A formal Non-Disclosure Agreement (NDA) must be executed between the selected agency and Prime Bank prior to commencement of work.

*(xviii) Campaign Execution Timeline:*

The successful agency must execute the campaign strictly within the timeline mentioned in the Work Order and ensure all deliverables, media placements, and reporting remain on schedule.



**J. ANNEXURE A: RFQ FORM****RFQ FORM:**

Having examined the terms, conditions, instructions and specifications included in the RFQ documents, we the undersigned offer to supply, deliver and commission the items in conformity with the said conditions and specifications.

We undertake to complete the job within the period as specified in tender schedule. We agree to abide by this bid for the period of 365 (Three Hundred and Sixty-Five) days from the RFQ submission date mentioned by the bank.

Until a formal contract is prepared and executed, this bid together with your written acceptance thereof in your notification of award shall constitute a binding contract between us.

Dated:

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**Signature**

---

**Seal of the authorized official  
and round seal of the company**

-----  
(In the capacity of)

Duly authorized to sign bid for and on behalf of -----

Witnesses with address:                      1.

2.





**K. ANNEXURE B: NON-DISCLOSURE AGREEMENT**

This AGREEMENT is made and entered into by and between the Prime Bank PLC ("Bank") and \_\_\_\_\_ ("Company"), and is effective upon execution by both parties.

WHEREAS, the Company requires access to many forms of information and materials considered proprietary and confidential to the Prime Bank PLC; and

WHEREAS, the Company requires access to this information to propose, plan, develop, implement and maintain Bank systems and/or for successful completion of the Scope of Work; and

WHEREAS, information and materials includes, but is not limited to, [revise to fit] access to secure facilities, systems, technologies, information infrastructure, including network architecture; server environment, services and hardware standards. The Company must comply with the Bank, and government regulations in accessing and using Information.

**THEREFORE, IT IS AGREED AS FOLLOWS:**

The Bank will allow the Company access to all files and records required to perform Company's duties ("Duties") concerning the System.

The Company agrees to limit the use of this Information for the purposes ("Purposes") of developing, implementing and warranty of other Solutions.

The Company agrees that access to Information will be limited to approved employees and subcontracted employees ("Authorized Personnel"). The Company agrees that it will provide the Prime Bank PLC with a list of employees to be authorized for each agreed upon work order. Company agrees that all Authorized Personnel shall be informed of the provisions of this Agreement and shall first agree to comply with the revisions of this Agreement before Company permits such Authorized Personnel to have access to any Information.

The Company shall obtain written authorization from the Bank prior to permitting any Consultant or sub-consultant employees to have access to Information. The Bank and Company will screen all contracted or subcontracted employees whom the Company requests to have access to Information. Screening may include a criminal record background investigation and others. At the Bank's sole discretion, the Bank may deny authorization to an individual because of criminal record or other pertinent reason. Authorization can be revoked immediately for anyone reasonably believed to be violating access/disclosure regulations.

The Bank agrees to further limit access to Information to Authorized Personnel. No copies of Information shall be made except as clearly necessary to accomplish purposes of this agreement.

Company agrees to destroy copies of such Information when copies of such Information are no longer needed for Purposes of this Agreement. The Company will not disclose any Information in a form which can identify an individual in any report or documentation, except for purposes of this Agreement when working with Department Name, Department personnel, or authorized personnel on the list.

The Company agrees to take all necessary reasonable precautions to protect Information from unauthorized access, alteration, or destruction. Information and programs to access it must be stored in secure, locked containers. Company programs shall employ all current safeguards to prevent unauthorized access to disk and tape files. Company Personnel shall not bypass or override security provisions in existing systems and



## Facility Management Division

networks in the course of their work and the programs they develop shall conform to existing security provisions.

In the event that Company deems it necessary, for the purposes of this agreement, to disclose Information to any sub-contractor, the Company shall notify the Bank and secure the written agreement of the sub-contractor to comply with all terms of this Non-Disclosure Agreement as if it were the Company named herein. The Bank shall have the right, at any time, to monitor, audit, and review the activities, policies, records, and documents of the Company and its sub-contractor in implementing this Agreement in order to assure compliance therewith.

Since this Agreement provides access to Information on an ongoing basis, the Bank reserves the right to immediately suspend furnishing Information under this Agreement when it is determined by the Bank that any rule, policy, procedure, or regulation described or referenced herein is violated or appears to be violated. The Company shall not be liable for any deficiencies in the performance of its duties caused by the suspension provided it is later determined by investigation of the Bank that the Company did not violate this agreement. Notice of any such suspension shall be provided to Company in writing by the Bank.

It is hereby understood and acknowledged by the parties that any breach of their obligations detailed in this Agreement may cause the other damage and that monetary relief will not be in every case an adequate remedy for any such breach. Accordingly, in the event of any such breach the damaged party may seek injunctive relief from such breach or threatened breach of this Agreement.

The Company shall immediately return and redeliver to Bank all tangible material embodying any confidential information provided hereunder and all notes, summaries, memoranda, drawings, manuals, records, excerpts or derivative information deriving therefrom, and all other documents or materials ("Notes") (and all copies of any of the foregoing, including "copies" that have been converted to computerized media in the form of image, data, word processing, or other types of files either manually or by image capture) based on or including any confidential information, in whatever form of storage or retrieval, upon the earlier of (i) the completion or termination of the dealings between the parties contemplated hereunder; (ii) the termination of this Agreement; or (iii) at such time as the Bank may so request; provided however that the Company may retain such of its documents as is necessary to enable it to comply with its reasonable document retention policies. Alternatively, the Company, with the written consent of the Bank may (or in the case of Notes, at the Company's option) immediately destroy any of the foregoing embodying confidential information (or the reasonably non-recoverable data erasure of computerized data) and, upon request, certify in writing such destruction by an authorized officer of the Receiving Party supervising the destruction).

**IN WITNESS HEREOF**, the Parties hereto have executed this Agreement as of the Effective Date and agree to be legally bound by all terms and conditions contained herein.

Prime Bank PLC Representative:

Company Representative:

\_\_\_\_\_  
Name:

Designation:

Date:

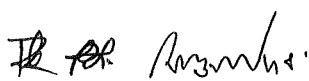
Official Seal:

\_\_\_\_\_  
Name:

Designation:

Date:

Official Seal:



**L. RFQ Submission**

(i) The RFQ shall be submitted to the following address:

**Senior Vice President & Head**  
Facility Management Division  
Prime Bank, Head Office,  
Prime Tower (Ground Floor, Central Despatch),  
Plot # 08 & 35, Nikunja-2,  
Airport Road, Khilkhet C/A, Dhaka-1229

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 duly signed by your company's authorized representative. The RFQ is to be submitted in 2 (two) envelope system i.e. one "**Creative Proposal**" and another "**Financial Proposal**" mentioning Creative/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 "Creative 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, Nikunja-2, Airport Road, Khilkhet C/A, Dhaka-1229 on **December 15, 2025 by 03.00 p.m.** and clearly marked "**Media Buying Agency for Prime NOW**" 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

