

Ref: PRIME/HO/Proc./RFQ/DCA/2026/531

August 19, 2026

Subject: Enlistment and fixation of rate for design and creative works related to marketing and communications of Prime Bank PLC.

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 which may be extended for further period for design and creative works related to marketing and communications. In this regard interested bidders are requested to submit their **technical and financial proposals** in their letterhead pad duly signed 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:

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 12 (twelve) months which may be extended for an additional year based on satisfactory performance. The panel of suppliers may be considered based on common rate of the items be fixed by the Bank.
2	The quoted rates shall excluding VAT, include AIT and others charges. No additional cost will be paid by the bank for transportation. Bank will deduct AIT as per government rules.
3	Bidder must submit photocopy of following documents along with the RFQ: - 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 - List of Employees (related to design and creative works) - Client List (Not the proper submission of the documents may be the reason for technical disqualification.)
4	Experience with Bank & International Platform (if any): - Practical work experience of minimum 03 (Three) 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.



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12	Confidentiality: The selected agency shall execute a Non-Disclosure Agreement (NDA).
13	Service Level Agreement (SLA): A SLA will be executed between Bank and the selected Agency (es).
14	Any attempt of persuasion will result in immediate disqualification of the bidder from this tender process.

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

Scope of Works (Social Media/Press Media/Event)	Unit of Measure	Unit Rate (Including AIT, excluding VAT)
Digital Media		
Static Master Creative for 360 campaign	1 Unit	
EDM design for daily circulation	1 Unit	
Motion Graphic/Dynamic/Short Videos/ GIF (Using Provided graphics, Text, Static Image, Stock Audio and photos) adaptation of the KV (Music based)	1 Unit	
Motion Graphic/Dynamic/Short Videos/ GIF (Using Provided graphics, Text, Static Image, Stock Audio and photos) adaptation of the KV (VO based)	1 Unit	
Post Adaptation	1 Unit	
Carousel	1 Unit	
Illustration Sketch	1 Unit	
Adaptation of digital strip/sticky ads (Any size)	1 Unit	
Adaptation of other digital items (Web banner, ATM screen, InApp banner, X banner, Popup banner etc.)	1 Unit	
Press Print Media		
New Design for Print (Half page/ 8 x 8 / 8 x 6)	1 Unit	
New Design for Print (Full page/ 8 Col. 20 inch)	1 Unit	
Adaptation for Print (Half page/ 8 x 8 / 8 x 6)	1 Unit	
Adaptation for Print (Full page/ 8 Col. 20 inch)	1 Unit	
New Design for Print (4x5 / 4x6/ or relevant size)	1 Unit	
Adaptation for Print (4x5 / 4x6/ or relevant size)	1 Unit	
New Design for Print Quarter Page / Magazine Size Design	1 Unit	
Adaptation for Print Quarter Page / Magazine Size Design	1 Unit	
New Design for Print Strip ads (13 X 1.5 or any other size)	1 Unit	
Adaptation for Print Strip ads (13 X 1.5 or any other size)	1 Unit	
Col X Inch size for any other specific size	Per Col x Inch	
New Design for Print PrimeAspire Strip	1 Unit	
Adaptation for Print PrimeAspire Strip	1 Unit	
Greetings Card Design	1 Unit	
Greetings Card Design adaptation	1 Unit	
Gift Item related materials	1 Unit	
Ribbon/Box/Mug/Bag/Pen/Crest/Diary or Note book cover with Inner page/Key ring/ flask / photo frame/gadgets or any other gift item design	1 Unit	
Ribbon/Box/Mug/Bag/Pen/Crest/Diary or Note book cover with Inner page/Key ring/ flask / photo frame/gadgets or any other gift item adaptation	1 Unit	
Calendar design	1 Unit	
Calendar concept charge	1 Unit	
Product Branding related materials		
One pager flyer	1 Unit	
One fold or 2 page flyer	1 Unit	
Two fold or 3 page flyer	1 Unit	
More than 3 page flyer	1 Unit	
Booklet Cover page	1 Unit	
Booklet Inner page	1 Unit	




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Event Gate design	1 Unit	
Event Standee/Cutout/X banner/Popup banner design	1 Unit	
Event Standee/Cutout/X Banner/Popup banner adaptation	1 Unit	
Any other event branding material design (Parameter board, score board etc.)	1 Unit	
Any other event branding material adaptation (Parameter board, score board etc.)	1 Unit	
GDN (AdPlay, GNR, Eskimi)		
HTML5 (20 sizes)	1 Unit	
Static/GIF (20 Sizes)	1 Unit	
Rich Media Ads	1 Unit	
Blog		
SEO	1 Unit	
Blog	1 Unit	
Rich Media Ads	1 Unit	
Video		
3D Animation (Up to 10 sec)	1 Unit	
3D Animation (Up to 20 sec)	1 Unit	
3D Animation (Up to 30 sec)	1 Unit	
3D Animation (Up to 40 sec)	1 Unit	
Per Sec extra cost for video over 40 sec.	Per Sec.	
New 2D Video with Music (AI or without AI up to 10 sec)	1 Unit	
New 2D Video with VO (AI or without AI up to 10 sec)	1 Unit	
Adaptation of 2D Video with Music (AI or without AI up to 10 sec)	1 Unit	
Adaptation of 2D Video with VO (AI or without AI up to 10 sec)	1 Unit	
New 2D Video with Music (AI or without AI up to 20 sec)	1 Unit	
New 2D Video with VO (AI or without AI up to 20 sec)	1 Unit	
Adaptation of 2D Video with Music (AI or without AI up to 20 sec)	1 Unit	
Adaptation of 2D Video with VO (AI or without AI up to 20 sec)	1 Unit	
New 2D Video with Music (AI or without AI up to 30 sec)	1 Unit	
New 2D Video with VO (AI or without AI up to 30 sec)	1 Unit	
Adaptation of 2D Video with Music (AI or without AI up to 30 sec)	1 Unit	
Adaptation of 2D Video with VO (AI or without AI up to 30 sec)	1 Unit	
New 2D Video with Music (AI or without AI up to 40 sec)	1 Unit	
New 2D Video with VO (AI or without AI up to 40 sec)	1 Unit	
Adaptation of 2D Video with Music (AI or without AI up to 40 sec)	1 Unit	
Adaptation of 2D Video with VO (AI or without AI up to 40 sec)	1 Unit	
Per second extra cost for New 2D Video with Music (AI or without AI after 40 sec)	Per Sec.	
Per second extra cost for New 2D Video with VO (AI or without AI after 40 sec)	Per Sec.	
Per second extra cost for adaptation of 2D Video with Music (AI or without AI after 40 sec)	Per Sec.	
Per second extra cost for adaptation of 2D Video with VO (AI or without AI after 40 sec)	Per Sec.	
Actual Acting /Character Performance based OVC or TVC	Per Unit	As per negotiation
Talk Show / Podcast	Per Unit	As per negotiation
Third Party Production Agency Service Charge	%	
Third Party Service Charge on Digital Media Buying	%	
Artist/ Influencer Remuneration for Performance based OVC / TVC		
Category-A (Not any superstar and the category is decided based on industry remuneration regardless of popularity)	Per person	
Category-B (Not any superstar and the category is decided based on industry remuneration regardless of popularity)	Per person	



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Category-C (Not any superstar and the category is decided based on industry remuneration regardless of popularity)	Per person	
Event Presenter	Per person	
Event Invited Guest	Per person	
Social Media Influencer – Tier 1 (Based on Social Media influence and follower list: 800K – 5 Million and above)	Per Person / Per Content	
Social Media Influencer – Tier 2 (Based on Social Media influence and follower list: 80k – 700K followers)	Per Person / Per Content	
Social Media Influencer – Tier 3 (Based on Social Media influence and follower list: 5K – 79K followers)	Per Person / Per Content	
Digital Media Buying		
Digital Media Buying for Facebook, YouTube, Instagram and LinkedIn	At Actual and as per Dollar rate on the existing date with applicable Govt. fees and charges	
Query Management (Facebook, Instagram and LinkedIn comments)	Per Month	

The proposal must be submitted in the tender box kept at Prime Bank PLC., Head Office, Dispatch, Prime View (First Basement), Plot # SE (F) 7, Bir Uttam Mir Shawkat Sharak, Gulshan Avenue, Gulshan, Dhaka - 1212 on **August 27, 2026 before 3:00 pm** and the tender may be opened on the same day at 03.30 pm.

For details information please contact with:

For design information details:

1. Mr. Satyajit Roy, Executive Officer, Brand & Communications, Cell # 01701204043

For RFQ submission details:

2. Mr. Md. Razu Ahmed, Senior Officer, Procurement, Cell # 01714744931

Thanking You,



Tanveer Ahamed

Head of Procurement

