

Prime(HO)/FMD/RFQ/DCA/2023/384

June 4, 2023

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

Dear Concerned,

Prime Bank Limited is looking for a Digital 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.

The Purpose of Onboarding a Digital Creative Agency:

As a bank established in mid 1990s, the bank's customer base most consists of customers above age of 40. The bank has now realized wooing the millennials is not a choice but a necessity for survival in the fiercely competitive industry with more than 60 peer banks. In light of that, the bank has adopted a digital transformation journey that involves a number of technology overhaul projects which are in the different stages of implementation. The will create following personality of the bank:

- To portray Prime Bank as a tech savvy bank
- A bank that caters to the needs of young people
- A bank that is fast and secured in service delivery
- A bank whose services are accessible through mobile and digital devices anytime anywhere
- No need to visit branch
- Shift the bank's perception from being considered as a corporate bank to a retail/consumer bank
- Telling life changing stories made possible by digital banking services
- The most connected bank (Integration with bkash, Nagad, JCB, Visa, Mastercard, utility partners etc.)

Social Media Platforms to be Used:

The agency will be responsible for managing all the social media platform for the bank. The agency will advise on achieving key social media parameters including clicks, reach, engagement etc. The agency will also handle query and community management and advise on effective lead generation out of social media queries. The scope of works will include but not limited to the following social media platforms:

- Facebook
- LinkedIn
- YouTube
- Instagram

- Blogs
- WhatsApp
- Viber

Scope of Works:

Have a look at the scope of work. Suggest a dedicated team and respective retainer team structure along with cost. Please share profile of team members suggested in the retainer team.

Initial pages to facilitate:

1. Prime Bank Official Facebook Page
2. Prime Bank Instagram Page
3. Prime Bank LinkedIn profile
4. Neera – Facebook Page
5. Neera – Insta Handle

Frequency	Deliverables	QTY.
Monthly	Social Media Post (Static & Dynamic) (3 Static = 1 Dynamic) Design Development	1 Prime Bank Official Facebook Page (25) 2 Prime Bank Instagram Page (15) 3 Prime Bank LinkedIn profile (10) 4 Neera – Facebook Page (15) 5 Neera – Insta Handle (15)
Monthly	Electronic Direct Mailer (EDM) – New design and adaptations	15
Monthly	Content Planning	For all the above-mentioned pages + Strategic positioning of the brand through campaigns and events
Quarterly	Campaign Planning	4-5 campaigns in total
Monthly	Media Planning	Plan & Present Digital plans for specific products in addition to campaigns
Monthly	Reports	1. Competition Analysis report 2. Campaign analysis report 3. Media spend report (KPI analysis & learnings) 4. Monthly Share of voice report
Yearly	Digital Buying commission Rate	N/A
Yearly	QMT	Suggest cost effective BOT/Manual solution for QMT of all pages. Expected Turnaround time – 1 hour, 24*7
Yearly	Report	

Facility Management Division

		Develop annual report – Theme, Creative and Communication route, Photoshoot, Mock up report submission before print and Print Production. Submit cost for approval. We will proceed once theme, creative and cost is approved by MT.
Yearly	Research	Agency will conduct necessary market research on behalf of the client and will hand over all raw data to them. The scope of research, methodology and cost will be shared with the client and execution will begin based on mutual agreement of scope, methodology and cost

N.B.:

- This is only indicative and actual requirements may vary from month to month in view of requisition from the business and management priority.
- If deliverable number is not fulfilled in a particular month, it will be carried forward to the following month.
- The agency can raise invoice for projects, AV/video production, photoshoot and other expenses in mutually agreeable terms.
- The agency must have experience of 5 (Five) years or more.

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.

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Process of Onboarding:

Steps	Timeline
Debriefing Session for the interested agencies at Prime Bank	June 11, 2023 at 4:00 PM
Submission of pitch along with financial proposal and agency credentials	June 19, 2023 by 12:00PM
Presentation by the agencies	June 22, 2023

For any clarification and details of the Debriefing Session, the interested agencies are requested to contact:

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Thanking You,



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