

Facility Management Division

Prime(H0)/FMD/RFQ/DCA/2021/345

July 14, 2021

Subject: 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
- 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