



Head Office, Suvastu Imam Square (Level – 3 & 6)  
65 Gulshan Avenue (Gulshan-1), Dhaka-1212

Ref : MGBL/HO/GSD/BRAND/11/2022

Date: November 7, 2022

**Tender Notice for Appointment of Creative/Branding Agency under Retainership for 2023**

Sealed tenders are hereby invited for proposals to participate in the bidding process for selecting single/multiple creative/branding agency/agencies under retainership for the year 2023. Agency/Agencies will be responsible to develop creative and branding ideas/identities/ campaigns for the bank. Short-listed agencies will be called in for idea and creative pitching before final selection.

- 1) Tender Notice Ref. No. and Date : MGBL/HO/GSD/BRAND/11/2022
- 2) Purpose of tender : Appointment of Creative/Branding Agency
- 3) Eligibility for the tender : Any reputed and experienced Creative/Branding Agency
- 4) Name of the sales office of Tender Schedule : General Services Department, Head Office Dhaka
- 5) Address of the office to submit the Tender Bid : Suvastu Imam Square (L-06), 65 Gulshan Avenue, Gulshan-1, Dhaka General Services Department, (in the designated Tender Box placed in the reception.
- 6) Name of Division/ Department inviting Tender : Brand & Marketing Department, Head Office, Dhaka
- 7) Last date of submission of Tender Bid : Date: 15/11/2022 Time: 12:30 PM.
- 8) Opening date and time of Tender Bid : Date: 16/11/2022 Time: 12:00 PM.
- 10) Details of Work : As detailed in the Annexure A
- 11) Papers/certificates to be enclosed with the Tender Bid :
  - a) Copy of Trade License
  - b) Attested copy of full income tax paid certificate including TIN
  - c) Attested photocopy of VAT certificate
  - d) Copies of existing client works (minimum 3 clients)
- 12) Special instructions :
  - a) If any holiday falls on the date of opening of Tender bids, then it will open on next/following working day.
  - b) Tender Bids shall be declared ineligible if all papers/documents called for in serial no.: 11 are not enclosed.
  - c) Beside all above noted conditions all other terms and conditions mentioned in the Tender Schedule shall also apply.
  - d) Financial offer must be enclosed





The Bank reserves the right to accept or reject any or all the tender or any part thereof without assigning any reason whatsoever and reserves the right to further negotiate with any of the bidders. The Bank Authority also reserves the right to modify the specification etc.

Head of General Services Department

“Annexure-A”

## *Creative & PR Brief*

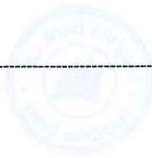
Meghna Bank Limited is a 4<sup>th</sup> generation private commercial bank. Launched in 2013, the bank aspires to be a leader in offering innovative and digital banking solutions in the market. Meghna Bank offers Retail, SME, Corporate and Treasury banking services through a network of 48 branches. It has also started Agent Banking as part of its network expansion strategy. Islamic Banking and Priority Banking services are also offered. In short, we have a complete shelf of products that a bank can offer.

We want to establish Meghna Bank as women-friendly bank. We also want to focus our image as a strong contributor in Sustainable Banking and Green Financing.

Meghna Bank has over 100,000 customers till date. Cards are one of our fastest growing divisions. We offer a host of customer benefits and reward programs. We have got a mobile financial services license, which will be re-launched as MeghnaPay.

### **MARKETING OBJECTIVES**

1. Establish Meghna Bank as a tech-savvy digital bank
2. Establish Meghna Bank business segments as sub-brands
  - a. Retail Banking
  - b. Cards
  - c. SME Banking
  - d. Islamic Banking
  - e. Corporate Banking
  - f. Agent Banking
  - g. Digital Banking
  - h. Mobile Financial Services (MeghnaPay)





3. Project Meghna Bank as a Women friendly bank
4. Top-of-Mind awareness regarding High Net Worth banking services
5. Promoting bank as knowledge center/financial inclusion program activist (CSR Angle)

#### **TARGET AUDIENCE**

- Middle - Upper Middle & Affluent
- 35+ M & F
- All Metro Cities
- Service holders
- International Travelers

#### **EXPECTED DELIVERABLES ON THE PITCH**

- Visualize "together we sail" – our brand promise in light of our objectives
- Share ideal consumer insights about Meghna Bank and present the most relevant strategic creative route which will meet our business objectives
- Present both strategic and tactical campaign ideas for our target audience
- Sub-brand branding suggestions
- Creative Execution (Print Media, A/V, Static, Dynamic Posts) - alternative usage of logo, custom patterns, alternative typography options can be suggested, if required
- PR Plan including Reputation Management (Online, Print, Radio & TV)
- Media Buying Plan (Online, Print, Radio & TV)

#### **APPLICATION FORMAT**

- A list of creative deliverables/scope of work/ chart of services must be included in the docket
- Retainer Price Offer

#### **SELECTION PROCESS**

- Agencies will be shortlisted based on initial application and price offer
- Pitch will be invited to showcase idea/creative routes suggested
- Based on the above two, Meghna Bank management may select agency/agencies for appointment or reject all for fresh procurement process

