

# REQUEST FOR QUOTATION

RFQ NO.: <b>MIB-PR-RFQ/2019/1-R2</b>	RELEASE DATE: <b>11 February 2019</b>
RFQ NAME: <b>Marketing Agency</b>	DUE DATE: <b>14 February 2019 (2:00 PM)</b>

Maldives Islamic Bank invites reliable and experienced marketing agencies to submit quotations for the provision of advertising and public relations related services to the Bank on a retainer basis.

Interested parties are required to submit a proposal with a retainer fee per month and an applicable discounted Rate Card (menu) for services. Items that need to be covered under the retainer fee are indicated in the column (Price Inclusion in Retainer) of the *Scope of Work* table below.

The Rate Card (menu) must contain an exhaustive list of services provided together with rates for each.

## SCOPE OF WORK

Collaborate with the Bank to strategize, plan, design and implement marketing campaigns to:

- a. Achieve the desired objective of the specific campaign
- b. Achieve the overall brand equity impact and branding objective.

These would include, and is not limited to, design, creation and execution of collateral related to branding, product marketing, special promotions for both digital and traditional platforms.

## COLLATERAL AND EXPECTATION

TYPE	MESSAGE ORIENTATION		ATTRIBUTES OF COLLATERAL/OUTPUT		PRICE INCLUSION IN RETAINER/RATE CARD
	STRATEGIC	TACTICAL	DEVELOPMENT FREQUENCY ESTIMATION	REQUIREMENTS	
General Marketing consultation	N/A	N/A	Upon request	For general marketing issues /PR Matters	Retainer
Campaign strategy	Yes	Yes	4 per year	Retained firm will be required to work together with MIB to conceptualize and develop 4 major marketing campaigns for each year. The strategy development must include <ol style="list-style-type: none"> <li>1. Concept</li> <li>2. Ideation</li> <li>3. Overall design language Communication Strategy</li> <li>4. Implementation Plan</li> </ol>	Retainer
<b>VIDEO ADS</b>					
TVC and Video Advertisement	Yes	Yes	4 Major Campaigns each year with 3 videos for each campaign (total videos = 4 x 3)	30 secs ad conceptualization to production. [The ad must be crop-able to 10 seconds and 5 seconds without losing the overall message.]	Rate Card

BILLBOARDS, POSTERS, WALL ADS (TACTICAL), STICKERS, DIGITAL DISPLAY ADS					
Large Billboards	Yes	No	Minimum 6 placements geographically spread. Must be refreshed every 6 Months	Conceptualization, Copywriting, Design and Production  Size 8 x 8 / 8 x 4 and upwards	Rate Card
Medium Wall Ads	Yes	Yes	Minimum 34 geographically spread and must be refreshed every 3 months	Conceptualization, Design and Production  Size 4 x 4 to 6 x 6	
Stickers and Posters	No	Yes	Must be refreshed every 3 months	Conceptualization and Design. Variety of sizes	
Digital Display and Social Media Ads	Yes	Yes	1 Social Media and Digital Display ad pack every month. (Total of 12 Packs every year)	Ads must be designed in line with the major campaign happening during each month. The dimensions required will be communicated based on our Ad buy.	Retainer
EVENTS, EXHIBITIONS, FAIRS AND PRESS CONFERENCES					
Large Events (Eg. IPO, Roadshows... etc)	N/A	N/A	One to two large scale events will be held per year.	Turnkey solution from concept development to execution as per event requirement.	Rate Card
Exhibitions, Fairs (as participant) and Press Conference.	N/A	N/A	Minimum of 3 exhibitions per year	Conceptualization, design and production of booth, collaterals and	Consultation and Concept Development – Retainer.  Design, production, installation and other similar work – Rate Card.
<b>Note:</b> The Rate card must contain prices for the components above in addition to various other services provided by the agency.					

## QUOTATION SUBMISSION

Quotations submitted in response to this RFQ should contain the following information.

- Prices for services mentioned above are to be given on rate basis.
- Price of the quoted items in Maldivian Rufiyaa (MVR), inclusive of applicable taxes.

Quotations submitted in response to this RFQ may be submitted in in sealed packages (with the name of the proposer, RFQ number, RFQ name and the word “CONFIDENTIAL” clearly labelled on the outside of the package) or via email to [procurement@mib.com.mv](mailto:procurement@mib.com.mv). Quotations must be submitted address on or before **2:00 PM on Thursday, 14<sup>th</sup> February 2019.**

- **Submittal Address**  
Corporate Support, Maldives Islamic Bank  
4<sup>th</sup> Floor, H. Medhuziyaaraydhoshuge, 20097 Medhuziyaaraiy Magu, Malé City, Maldives
- **Email Address**  
[procurement@mib.com.mv](mailto:procurement@mib.com.mv)

## EVALUATION CRITERIA

All quotations will be evaluated based on the following criteria.

- **Price (70%)**

Price will be evaluated based on the lowest prices proposed, i.e., the quotation with the lowest rates for required services will score the highest and maximum score of 70% while the remaining will be given scores relative to the lowest price. Prices should be provided in the best rate considering a minimum retainer period of one year.

- **Experience (30%)**

Experience will be evaluated based on the stability of the business, experience and qualifications of personnel assigned to the Bank and completion of similar works. The following supporting documents must be submitted with the quotation.

- Company profile (with business registration)
- Company portfolio
- CVs of personnel who will be assigned to the Bank, with their portfolios
- Reference letters of similar projects completed

## TERMS AND CONDITIONS

1. All quotations must be submitted before the submission deadline specified in this RFQ. Quotations submitted after the deadline will not be accepted.
2. Quotations submitted in response to this RFQ should be valid for a minimum period of 60 (sixty) days from the date of submission.
3. The Bank may add to or remove items from the scope of this RFQ before placing the order.