

Subject: Request for Quotation (RFQ) for Onboarding Digital Media Buying Agency for Prime Bank PLC.

Dear Concerned,

Prime Bank PLC. is looking for Digital Media Buying Agency to onboard for Year-Long Digital Media Buying Services. The agency must have proven track record and expertise in the respective 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.

Scope of Work: Digital Media Buying Services

1.0 Overview

This Scope of Work (SOW) details the digital media buying services to be provided by the Selected Agency for Prime Bank **over a period of two-years**.

Digital media covers the traditional medium as well as the emerging media along with any required media for attaining Brand Goals.

The aim is to strategically plan, execute, and manage ongoing digital media campaigns to meet the Prime Bank's long-term marketing objectives, including brand visibility, traffic generation, and ROI optimization.

Prime Bank requires a digital media agency that should be able to:

- Work as an agency and intermediates with media platforms/houses focusing on the main services related to digital media and assist in creating an optimum plan to positively impact the purchase funnel, offer uptake and increase traffic on all channel
- Increase the reach and rationalize spends by increasing effectiveness of each medium used for all digital channels
- Increase the reach and rationalize spends by increasing effectiveness of each medium used for all digital channels
- Improve the effectiveness of media communication solutions, the time to market and the ability to analyze and forecast the overall trends in the media market
- Plan to build a cost-effective communication plan across all media with Digital 1st approach
- Media operations should also contribute to brand health parameters – TOMA, Ad Recall, Increasing Brand Equity and ensure active participation
- Actively participate in Market Visits and Survey as per business need
- Build a harmonious and constructive relationship with Prime Bank based on:

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- o A lean organization with clearly defined responsibilities and a culture of accountability
- o Fast delivery time and quick reactions to changes on the marketplace. The deployment of simple work and decision making processes
- o The ability to quickly deploy innovations and new activities
- o The ability to keep updated about market updates and track competition
- o The ability to maintain and exhibit professionalism in terms of all business operations
- Agency will provide their Team Structure recommendation for Prime Bank account and will jointly appoint resources who will prove to be fit for the service

2.0 Objectives

- Brand Awareness: Enhance and maintain high levels of brand visibility throughout the year.
- Traffic Generation: Consistently drive targeted traffic to the Prime Bank's website or landing pages.
- Lead Generation: Generate leads for different products of Prime Bank from different Digital Channels.
- App Marketing: Promote MyPrime to increase app installs and app engagement. This will cover the user behavior tracking as well and implementing relevant tools tracking and communication.
- Conversion Optimization: Maximize conversion rates and achieve a high return on investment (ROI).
- Industry research and competition analysis: Regular research to find out latest trend, audience analysis and psychographic analysis along track how the competition are operating.
- Insightful Reporting: Provide in-depth performance analysis and actionable insights regularly.

3.0 Services Provided

3.1 Media Planning

Annual Strategy Development: Create a comprehensive media plan for the entire year, including detailed monthly and quarterly plans.

Market Research: Conduct ongoing market research to adapt to market trends and audience behavior changes.

Campaign Scheduling: Develop a content and campaign calendar, aligning with key business milestones and seasonal trends.

3.2 Media Buying

Campaign Setup: Set up and configure ad campaigns across selected digital platforms, including creative assets, targeting parameters, and bid strategies.

Ongoing Budget Management: Oversee budget allocation and spending on a monthly basis, ensuring alignment with the annual plan.

Bid Optimization: Continuously adjust bidding strategies to optimize cost-per-click (CPC) and cost-per impression (CPM) or any other Cost-per-result.



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3.3 Campaign Management

Continuous Monitoring: Regularly monitor campaign performance and make necessary adjustments to improve outcomes.

A/B Testing: Implement ongoing A/B testing to refine ad creatives, headlines, and landing pages.

Issue Resolution: Proactively identify and address any issues with campaign delivery or performance.

3.4 Reporting & Analysis

Monthly Reports: Provide detailed performance reports on a monthly basis, covering metrics such as impressions, clicks, conversions, and ROI.

Campaign Reports: Campaign reports need to be shared weekly, bi weekly, mid campaign or based on the requirements

Quarterly Reviews: Conduct in-depth performance reviews and strategic adjustments every quarter.

Annual Review: Summarize the year's performance, insights, and recommendations for future strategies.

3.5 Communication & Collaboration

Monthly Meetings: Hold monthly meetings to discuss campaign performance, upcoming strategies, and any adjustments needed.

Feedback: Actively incorporate Prime Bank's feedback into the ongoing media strategies.

Documentation: Deliver comprehensive documentation of strategies, media buys, and performance reports.

4.0 Digital Media SoW (Scope of Works)

Summary:

- Develop digital media buying strategy for all digital/social platforms
- Maintain Prime Bank's Social Media Platforms and its Engagements. Use global tools to maintain them
- Must be adept at analytics across digital media (Google analytics, Facebook analytics, etc.)
- Provide weekly/quarterly/monthly marketing plan and buying strategy based on Prime Bank objectives
- Provide the best ad placement deals from both local platforms and global platforms
- Optimize spend on all platforms and generate savings while achieving targets and KPIs
- Provide daily/weekly/monthly reports so that KPI's can monitored

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- Provide competitive analysis stating competitive activity, campaign analysis, and suggestions for improvement
 - Inform Prime Bank about latest innovations and platforms
 - Need to create and/or takeover existing ad accounts of Prime Bank and provide admin access to relevant Prime Bank personnel
 - Have specialization in setting up SDK and tracking codes in all apps for Prime Bank and set them up whenever needed with the help of app developer
 - Should have all appropriate tools for monitoring and reporting; must have one global advanced social listening and insights tool for competition updates (complimentary service)
 - Have a global social listening tool like Brand watch, give relevant Prime Bank personnel full access to it and share actionable insights from them (collaboration with existing SLT platform),
 - Certain adaptation of visuals will be required by D. M. agency depending on platform specification.
 - Digital Media agency will be responsible for creating or acquiring contents to promote Prime Bank campaigns in digital media
 - Arrange regular local and global training/workshop to understand global media spectrum
- Prerequisite
- Understanding of the current market
 - Analysis of Prime Bank from Market Available Data
 - Strategy for Prime Bank Digital Media Operations
 - Unique approach towards work and deliverables
 - Have appropriate experience of Bangladesh market and specialized people who are looking into specific platforms
 - Should have a strong client base
 - Should have all appropriate tools for monitoring and reporting
 - Affiliation with an international media agency
 - The agency must be ready with resource and structured team prior to getting on-board –

5.0 Roles & Responsibilities

- Prime Bank: Provide necessary access to existing accounts, approve media plans and creative assets, and provide timely feedback.
- Agency: Develop and execute media strategies, manage campaigns, and deliver performance reports.

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6.0 Budget & Payment Terms

- Total Annual Budget: Will be shared later
- Payment Schedule: Monthly, Campaign Basis.
- Additional Costs: Any additional costs beyond the initial budget must be pre-approved by Prime Bank.

7.0 Terms & Conditions

- Confidentiality: Both parties agree to maintain the confidentiality of proprietary information and campaign performance data.
- Termination: Either party may terminate this agreement with one month's written notice, subject to settlement of any outstanding payments and obligations.
- This Scope of Work document establishes the framework for a year-long engagement, detailing the services, deliverables, and expectations for digital media buying. Amendments or additional services will be documented and agreed upon in writing by both parties

EOI Terms & Conditions and Instructions to the bidders

EOI for Selecting Creative Agency			
Part-A	A	Reference Number	Prime Bank/BNC Y26M09D10, date: 10.09.2026
	B	Purchase Department's Name & Address	Procurement Division, Prime View, Plot# SE(F)7, Bir Uttam Mir Shawkat Sharak, Gulshan Avenue, Gulshan, Dhaka-1212
	C	Name of the Work/Services	Selecting Digital Media Buying Agency
	D	Place of Work	Prime Bank Head office, Prime View, Plot# SE(F)7, Bir Uttam Mir Shawkat Sharak, Gulshan Avenue, Gulshan, Dhaka-1212
	E	Proposal submission place	Prime Bank PLC., Head Office, Dispatch, Prime View (First Basement), Plot# SE(F)7, Bir Uttam Mir Shawkat Sharak, Gulshan Avenue, Gulshan, Dhaka-1212
	F	Submission Date and Time	Date of submission on September 17, 2026 before 3:00 PM. (Except Holidays).
	G	Point of Contact	For any clarification, please contact both during the office hour only: • Tanveer Ahamed, AVP and Head of Procurement, Email: tanveer.ahamed@primebank.com.bd • Nabila Khalid, VP and Head of Brand & Communications, Email: nkhalid1@primebank.com.bd
	H	Pre-Bid Meeting	Interested bidders shall have to attend a pre-bid meeting (Physical Meeting) at Prime Bank PLC., Prime View, Plot # SE (F) 7, Bir Uttam Mir Shawkat Sharak, Gulshan Avenue, Gulshan, Dhaka - 1212 on September 14, 2026 at 11:00 AM.
Part-B	1	Written Offer	Complete proposal/offer must be written clearly in Company Letterhead, duly signed and sealed with date, name, designation of the authorized representative of the Company. There should not be any cutting/erasing/overwriting in the bid documents.

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2	Scope of Service/Supply	Prime Bank is looking for well reputed, qualified agency for performing as creative agency of the bank to create and develop the activities not limited but mentioned in annexure-2_ Scope of Work of this EOI document.
3	Delivery Time	The Service Provider/Agency shall mention average minimum delivery time of assign tasks.
4	Evaluation Criteria	Major evaluation criteria (not limited to) are mentioned below – • Year of experience. • Experience in banking industry. • Local and global affiliation. • Client list. • Detail of Resource pool with experience & expertise. • Dedicated team detail for Prime Bank. • Expanse of services and access to automation tools.

5	Presentation	Prime Bank will share campaign brief to shortlisted bidders after initial screening of the EOI. Bidders have to submit idea & plan and present.
6	Price/Cost & Payment Terms	Prime Bank will request for price/quotation during the submission of the technical proposal. Payment term will be shared in second stage for monthly retainer model during negotiations for price/ quotation.
7	Rights of Prime Bank	Prime Bank reserves the right to accept/cancel/reject any or all offer without assigning any reason. Prime Bank is not obliged to purchase the lowest offer or any offer at all. Prime Bank reserves the right to share the Bidder's response to this EOI with its advisors and concern Business Units. Prime Bank reserves the right to conduct negotiations with one or more Bidder and/or accept the Bid without any negotiations.
8	Structure & Contains of Bid	EOI proposal must contain the following information – Proposal should contain the documents not limited but the following- • Document related to experience. • Client list & experience certificate related to banking industry. • Document of Affiliation. • Client list & experience certificate other than banking industry. • Sample of few (5 to 10) creative work that recently delivered to clients. • Detail of Resource pool with experience & expertise. • Dedicated team detail for Prime Bank. • Company Profile; • Duly filled SIF Form & SCOC; • Valid & up dated Trade License; • Up-to-date TIN Certificate; • VAT Registration Certificate; • Bank Solvency Certificate/documents (If applicable) and • other documents fit for the purpose that can add value to select creative agency.
9	Seal Bid	Bid envelop shall be properly sealed and Signed. At the top of envelop, bidder shall clearly write (name and reference number of this EOI) <u>"Prime Bank/BNC Y26M09D10, EOI for Selecting Digital Media Buying Agency"</u> Envelop without reference number, seal and sign will not be considered for evaluation. Prime Bank reserves the right to accept/reject/cancel any or all the bids without showing any reasons.

[Handwritten signature]

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10	Clarification	Prime Bank may arrange clarification/presentation meeting with the short listed bidders. The bidders' experts will attend in such meeting for which no allowance /fee will be provided by Prime Bank. If the bidder fails to respond to such meeting their bid will be treated as non-responsive.
11	Offer Validity	Offer should be valid at least two years. The offer validity must be mentioned in the offer.
12	Submission of SIF	Bidder shall duly fill up Supplier Information Form (SIF) and submit along with supporting documents with the Technical Offer.
13	Incomplete Bid Document	The bid will be automatically cancelled if the required terms & conditions are not fulfilled.
14	Manipulation & Action	Manipulation or any kind of unusual approach or failure to submit the proposal/offer within stipulated time frame will be treated as "Disqualification" to attend in the bidding.

Agency Information:

Sl No.	Category	Sub Category	Response	Remarks
1	Organization Structure	Operational Structure		
		Total Number of Employees		
		Management Team		
		Affiliation		
2	Clientele	Existing clients and/or brands		
		Experience in Bank/MFS/Telecom (domestic/international, large/small)		
		Recent (past one year - account wins and/or losses		
		Any clients competing in the same sector of activity (Banking)		
3	Innovative Works	Mentionable work with year of execution		
		Creative & Media awards won in last 2 years		
4	International Credentials	of the agency		
		of its shareholders		
		of clients		
		any partner, etc.		
5	Expanse of services	scope of services offered by the agency		
		Studies/research, sponsorship, capabilities		
6	Tools	List of tools available for planning, creative development, automation, reporting and billing		
		Whether external or proprietary assets		

TR *Ad.*

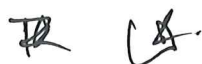
SUPPLIER INFORMATION FORM (SIF)

Please provide the following information and attach extra documentation as required. Every question of this form must be completed. Insert "N/A" where questions are not applicable. All information held within this form is CONFIDENTIAL and will be handled accordingly.

1	Legal Name of the Company:
2	Local Address:
	Telephone: _____ Mobile: _____
	Fax No.: _____
	E-mail: _____
	Web Address: _____
	Registered Address:
	Telephone: _____ Mobile: _____
	Fax No.: _____
	E-mail: _____
	Web Address: _____
3	Type or Structure of Supplier's Firm (please tick the appropriate one):
	☐ Public Limited ☐ Private Limited ☐ Partnership ☐ Proprietorship ☐ Other
	Please provide the following information if yours' is a Proprietorship/ Partnership/Other Company:
	a. Date of Establishment:
	b. Total Capital/Investment (in BDT):
	Please provide the following information if yours' is a Limited Company/ Corporation:
	a. Place of Incorporation:
	b. Date of Incorporation:
	c. Paid-up Capital/Investment (in BDT):
	c. Estimated Total Amount of Revenue:
4	Nature of Business:
	☐ Manufacturer ☐ Supplier ☐ Service Provider ☐ Contractor
	Please provide the product & service list below:
	Goods & Services Traded:
	1.
	2.
	3.
	4.
	5.

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5	Questioners (Use √ Mark in the box) 1. Do you and Employees have Receive, Knowledge and Agree to the Comply Prime Bank's SCOC? ☐ YES ☐ No 2. Do you Had any negative news in any sort of media? ☐ YES ☐ No IF Yes mention _____																							
6	List of Subsidiary/Branches <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Name</th> <th style="width:30%;">Address</th> <th style="width:20%;">Contact Person & Contact No.</th> <th style="width:20%;">Business Category</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table>				Name	Address	Contact Person & Contact No.	Business Category																
Name	Address	Contact Person & Contact No.	Business Category																					
7	Owner's & Staff Information Owners/Key Personnel Name, Address & Contact No. <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:45%;">Name</th> <th style="width:30%;">Address</th> <th style="width:25%;">Contact Number</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> </tbody> </table> No. of Management staff: _____. No. of Non-Mgt Staff: _____. No. of Contractual/Outsourced Staff: _____. No of Technical Staff: _____.				Name	Address	Contact Number																	
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8	Main Contact Person for Prime Bank PLC Enquiries & Correspondence: <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:35%;">Name</th> <th style="width:30%;">Address</th> <th style="width:35%;">Contact Numbers (Phone, Cell & Email)</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> </tbody> </table>				Name	Address	Contact Numbers (Phone, Cell & Email)																	
Name	Address	Contact Numbers (Phone, Cell & Email)																						
9	Vendor Bank Accounts Information: List of the Supplier's Principal Bank(s): _____ Name of the Bank: <i>[Prime Bank PLC Preferable]</i> _____ Bank Account Name: _____ Bank Account No.: _____ Address: _____ Telephone No.: _____ Fax No.: _____ E-mail: _____ Web Address: _____																							
10	After Sale Support Service : Dedicated Maintenance & Support Stuff (Yes/No: _____). If yes number of service stuff: _____. Country Wide Network (Sales & Service Centers): (Yes/No: _____). If yes, number of Centers: _____. Response Time (in Hour): _____.																							



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11	Experience with Prime Bank PLC: Yes/No:If yes fill up the followings-			
	Got first W/O (year):..... Number of project executed: <i>Note: Please provide necessary documents.</i>			
12	Supplier will Provide Copies of the Following Documents: (please mark items provided)			
	Name of the Document	Yes	No	N/A
A	Memorandum and Articles of Association (certified copy) (applicable for Limited Company Only)			
B	Certificate of Incorporation (applicable for Limited Company Only)			
C	Valid Trade License			
D	Value Added Tax (VAT) Registration Certificate (applicable for Local Company/ Foreign Company if they participate through their local office in Bangladesh)			
E	Tax Identification Number (TIN) Certificate (applicable for Local Company/ Foreign Company if they participate through their local office in Bangladesh)			
F	Bank Solvency Certificate not older than 30 days from the date of submission (if not a Limited Company)			
G	Most current Annual Report (audited, if available) (applicable for Limited Company)			
H	Partnership Deed (applicable only for Partnership Firm)			
I	Company Brochure (recent/updated)			
J	ABC Supervisory License (electrical works only)			
K	Other document(s) related to your business (Licenses, Certifications, etc.)			
L	Experience Certificate			
M	Major Client List			
n	Logistic Support (applicable for distribution & related service company)			
Supplier Information Forms that are not completed in their entirety, with all relative and requested attachments or which are not certified by an acknowledged official of the entity may not be accepted by Prime Bank PLC.				
The undersigned is authorized to Certify on behalf of the entity that all stated information in the above form and attachments are true and correct and no important and relevant information has been suppressed. The undersigned acknowledges that the Company at any time may verify the validity the above information.				
I do hereby declare that all the provided information here above is fully correct. In case of any false/ mis-declaration, I shall personally be liable to appropriate legal action. I do take the responsibility to immediately inform of any change concerning the advice declaration. Considering all the details as above, I would like to be enlisted as a vendor in your esteemed company.				
Signature & Seal :				
Name of the Signatory :				
Designation of the Signatory :				
Name of Company :				
Date :				



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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
- Submitting 2 their biggest campaign failures – why did the agency fail and what did they learn from this failure?
- Trade License, VAT/BIN etc.

For any Proposal submission related information please contact : Mr. Md. Razu Ahmed, Senior Officer, Procurement Division, Cell : 01714744931.

After going through the terms & conditions, if you are interested to participate in the bidding process, please submit your proposal in your company's letter head pad as per above mentioned format duly signed by your company's authorized representative. The RFQ is to be submitted in 2 (two) envelope system i.e. one "**Technical Proposal**" and another "**Financial Proposal**" mentioning Technical/Financial proposal on the top of each envelope. These two proposals will be submitted together in a sealed envelope. All the envelopes will contain the full name and address of the participant company. The name, address and telephone number of the contact person should be mentioned in the forwarding letter both of the "Technical Offer" and the "Financial Offer. The quotation shall be dropped in the Tender Box kept at Procurement Division, Head Office, Prime Bank PLC., Dispatch, Prime View (First Basement), Plot# SE(F)7, Bir Uttam Mir Shawkat Sharak, Gulshan Avenue, Gulshan, Dhaka-1212 on **September 17, 2026 by 03.00 p.m.** and clearly marked "**Digital Media Buying Agency for Prime Bank**" on the top of the envelope. No quotations shall be dropped before or after this time period.

Thanking You,



10.09.26

Tanveer Ahamed

Head of Procurement

Phone: 09610-990000, Extn: 2320



Annexure - A

**[TO BE PRINTED IN BIDDER'S LETTERHEAD PAD]
SUPPLIER'S RELATIONSHIP DECLARATION FORM**

Date:

Prime Bank PLC.

Prime View

Plot No. SE (F) 7, Bir Uttom Mir Showkat Sharak,

Gulshan Avenue, Gulshan - 1

Dhaka-1212, Bangladesh

Attention :

RFQ Title : Request for Quotation (RFQ) for Onboarding Digital Media Buying Agency for Prime Bank PLC.

RFQ Ref. No. : PRIME/HO/Proc./RFQ/DMBA/2026/585 dated September 10, 2026

1. Please state if (Vendor Company name) has any relationship with Prime Bank PLC. employees. The list must, as a minimum, include the following persons in your company:

- Major shareholder(s) or owner(s) of the company.
- Member(s) of the management team.
- Other person(s) involved in answering this RFQ.
- Other key person(s).

☐ YES

☐ NO (In such case skip section 2)

2. Relationships that must be described should, as a Minimum, cover the following:

- Family and relatives.
- Friends.
- Business partners outside the company.
- PBP employees who have ownership in your company.

Name of Supplier's Employee(s)	Position in Supplier's Company	Name of PBP Employee	Position in PBP	Type of Relationship

The undersigned is authorized to certify on behalf of the entity that all stated information in the above form are true and correct and no important and relevant information has been suppressed. The undersigned acknowledges that the Company at any time may verify the validity the above information.

Signature : _____

Name of the Signatory :

Title of the Signatory :

Name of the Company :

Date :

E-mail Address :

Phone No. :

Note: Any company that fails to comply with this requirement, or on purpose withhold any information, may at any time and without further notice be excluded from the ongoing PO/ Contract process and will also risk not having future business with Prime Bank PLC