

TENDER NOTICE:

Appointment of Creative Agency – for Community Banking and Wholesale Banking

Self-Registration Closing Date: **28th August 2026**

Self-Registration Link (**Required for new vendor only**):

https://www.rhbgroup.com/malaysia/group_procurement

Please proceed to perform supplier self-registration if the following requirements are met:

1. Minimum company paid up capital and shareholder fund of RM200k
2. Preferably with past experience with at least 1 financial institutions & 1 corporate companies
3. Mandatory requirements:

No	Requirement
1	Able to adhere with RHB Corporate Identity and Brand Guideline
2	Professionalism in servicing and able to meet tight deadline during critical situations.
3	Responsive for requests, enquiries, requests and cases lodged by RHB Group Marketing team.
4	Responsive in providing updates to RHB Group Marketing Team as per agreed delivery timeline.
5	Able to meet and comply with the total budget given by Group Marketing for a specific project / assignment and demonstrate significant value adds.
6	Willingness to rectify any damages / errors done without additional cost from RHB

4. High Level Scope
 - a) The agency's understanding of our organization, our competitors and our sector Community Banking and Wholesale Banking.
 - b) Leverage on Agency's experience to update/share best practices with RHB Group Marketing team to inspire potential adoption that's suitable for our market requirement.
 - c) Constantly be in-tune with market development and competition to recommend suitable campaign & communication ideas for Community Banking and Wholesale Banking to win market share.
 - d) Constantly ensuring that campaigns proposed are insight based and the key messages stand out across mediums, while complying to the given brand guidelines by Group Marketing.
 - e) Submissions of the campaigns to Group Marketing prior to launch.
 - f) Effectively keeping tracks of campaign results and provide evaluation of our campaigns.
 - g) Have better collaboration with other RHB agencies to achieve cohesive approach to market that is efficient and effective.