



## TENDER NOTICE :

### Appointment of Creative Agency – for Branding Section

Self-Registration Closing Date : 16<sup>th</sup> October, 2024

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 RM 200,000.00
2. Preferably with past experience with at least 1 financial institutions & 1 corporate companies
3. Mandatory requirements:
  - 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 of work:
  - 1) The agency's understanding of our organization, our competitors and our sector.
  - 2) Leverage on Agency's group network to update / share best practices with RHB Group Marketing team to inspire potential adoption that's suitable for our market requirement.
  - 3) Constantly be in-tune with market development and competition to recommend suitable ideas for ATL / BTL communications and brand / festive video to address target audience that allows us to stand out.
  - 4) Potential collaboration opportunities with other clients of the agency when there are good opportunities for collaboration
  - 5) 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.
  - 6) Clear and transparent financial dealings with bi-annual / annual reconciliations where rebates are carried out in an effective and timely manner.
  - 7) Financial processes from cost estimates to invoicing are handled accurately, in pre-agreed timeframes.
  - 8) Collaborate with other RHB creative / digital agencies to achieve a cohesive go-to-market strategy that is efficient and effective, when required.