



## **TENDER NOTICE :** **To Supply Marketing Campaign Creatives**

Self-Registration Closing Date : 15<sup>th</sup> August, 2023

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. Must have 2 year's past experience in digital marketing for financial institutions
2. Mid-sized company with total annual revenue minimum RM2 Mill
3. Minimum company paid up capital of RM 100,000 and shareholder fund of RM 200,000.00
4. Mandatory requirements:

**To supply marketing campaign creatives including but not limited to conceptualization, creative design, copywriting, artwork adaptation and final artwork in any advertising format and/or channel, but especially digital.**

Over and above the daily responsibilities expected of a creative agency, the incumbent will be expected to:

1. Be in tune with the advertising campaigns of RHB's competitors and develop creatives  
That are based on insights into the industry and consumer
  2. Be a strong advocate of cost optimisation and provide value adds
  3. Be able to manage multiple projects with an emphasis on speed to market
  4. Be solely responsible for strong quality control
  5. Manage smooth daily operations and administration including but not limited to the provision of accurate payments-related reports, and retention and backing up of payments-related records and supporting documents.
  6. Manage third party providers including photographers, videographers and animators.
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