



## TENDER NOTICE :

### Appointment of Creative Agency – for Retail & SME 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 job/assignment
  - 6) Willingness to rectify any damages/error done without additional cost
4. High level scope of work:
  - 1) The agency's understanding of our organization, our competitors and our sector (Retail & SME)
  - 2) 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
  - 3) Constantly be in-tune with market development and competition to recommend suitable campaign & communication ideas for Retail and SME to win market share
  - 4) 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.
  - 5) Submissions of the campaigns to Group Marketing prior to launch
  - 6) Effectively keeping tracks of campaign results and provide evaluation of our campaigns
  - 7) Have better collaboration with other RHB agencies to achieve cohesive approach to market that is efficient and effective