



TENDER NOTICE :

Appointment of Media Agency – for Digital & Social Media section

Self-Registration Closing Date : 16th 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 / errors done without additional cost from RHB
 - 7) Knowledgeable in social listening tool platform and analytics.
 - 8) Agency's approach to managing potential crises or negative feedback on social media platforms
 - 9) Agency's tailored approach to the development of a unique and innovative strategy
 - 10) Agency successfully incorporates emerging trends into campaigns
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) A deep understanding on the social media platforms and tools, with these tools agency must be able to advice client on trends and analytics that could help in engagement and fan growth.
 - 4) Ensuring that the platforms adhere to the key message and follows the brand guidelines.
 - 5) Submissions of the platform strategy and designs to Group Marketing.
 - 6) Effectively keeping tracks of monthly and campaign results, agency need to provide evaluation of the campaigns.
 - 7) Collaboration with other RHB agencies to achieve cohesive approach to market that is efficient and effective.