



TENDER NOTICE :

Appointment of Media Agency – for Traditional 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 and to ensure Brand safety in all undertakings
 - 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) A deep understanding on the media landscape and tools, with these tools agency must be able to advise client on trends and analytics that could help in brand awareness, engagement, and ultimately contribute to product conversions
 - 4) Ensuring that the platforms adhere to the key message and follows the brand guidelines.
 - 5) Submissions of a Media strategy that will take Traditional Media to the next level, integrating with innovative digital capabilities to drive engagement
 - 6) Potential savings/value add in negotiations with media owners for sponsorship packages that will also help in providing opportunities with publicity for corporate activities / news
 - 7) Potential collaboration opportunities with other clients of the agency when there are good opportunities for collaboration
 - 8) Effectively keeping tracks of monthly and campaign results, agency need to provide post implementation / campaign reports after campaign / project completion
 - 9) Collaborate with other RHB creative / digital agencies to achieve a cohesive go-to-market strategy that is efficient and effective, when required.
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- 10) Post or real-time (via dashboard) implementation / campaign reports are available on hand without the need to constantly request from the agency.
 - 11) Clear and transparent financial dealings with bi-annual / annual reconciliations where rebates are carried out in an effective and timely manner.
 - 12) Financial processes from cost estimates to invoicing are handled accurately, in pre-agreed timeframes.
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