

REQUEST FOR PROPOSAL FOR BRAND CONSULTANT

Siddhartha Bank Limited invites proposals from the interested firms/companies that meet the following minimum eligibility criteria to manage all activities related to branding, creative strategy and innovative marketing of the Bank:

- Registered company with at least 5 years of company/firm registration.
- Should have a minimum 5 years experience in conceptualising & implementing marketing/branding strategies inclusive of creative development and worked with at least 5 clients in the last 24 months. The agency should have the prior experience in ATL, BTL & TTL marketing techniques.
- Should have a minimum 2 years experience in conceptualising & implementing marketing/branding strategies inclusive of creative development for at least one Nepalese Bank and two multinational brands.
- Full service agency offering various services including media buying services & have experience in all media (including digital).
- Should have in-house dedicated team of at least two copy writers (both English and Nepali), 5 people of creative team, 1 senior visualizer and 1 client servicing director.

The firms/companies meeting above mentioned criteria may respond to this Request for Proposal and purchase the document from General Administration Department of the Bank upon the payment of non-refundable document fee of NPR 2,500.

The RFP must be submitted in a single sealed envelope containing two separate sealed envelopes clearly marked as "Technical Proposal" and "Financial Proposal" to the General Administration Department of the Bank by 17:00 hours of 19th July, 2022.

In case the last date of submission falls on a public holiday, proposal shall be required to be submitted no later than 17:00 hours of the next immediate working day.

The Bank reserves the right to accept or reject any proposal without assigning any reasons whatsoever and will not be obligated to provide any justification for unsuccessful proposals received.



SiddharthaBank

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