

Siddhartha Bank Limited

Details regarding Expression of Interest (EOI) for Advertising Agency/Creative Media Partner

Scope of work:

1. Designing of advertisement (complete including concept, copy, visual etc)
2. Production of Jingles/Radio Spots (complete including copy writing, recording, production etc)
3. TVC Production (complete including copy writing, story board, production, production etc)
4. Media Planning and Buying
5. Event Management
6. Media Management
7. Social/Digital Media Management
8. Public Relation
9. Planning, management and execution of Corporate Social Responsibility activities
10. Research and Development
11. Concept for Development of new products
12. Concept for outdoor branding and its execution

Documents to be submitted with EOI:

1. PAN/VAT Certificate
2. Firm/Company registration (renewed)
3. Registration with Advertising Association of Nepal (AAN)
4. Audited balance sheet of last three fiscal years
5. List of prime customers
6. Details of notable promotional campaigns carried out
7. Creative recognition, if any

Note: During the selection process, the Bank may request the agencies to furnish additional documents and details, if felt necessary. The selected agency will have a contract of one year, which is renewable based on the performance of the selected agency.