

Subject: Request for Expression of Interest (EOI) for Onboarding Creative Agency for Prime Bank FinTech Limited.

Prime Bank FinTech Limited (hereinafter referred to as 'PBFTL') is looking for Creative Agency (hereinafter referred to as 'Agency') to onboard on monthly retainer basis. The Agency must have proven track record and expertise in developing creative and engaging contents for social media and digital platforms. It should be able to assign dedicated team to develop creatives and run campaign maintaining strict deadline at the same time with creative agility. The Agency will ensure consistency in all creatives of PBFTL in term of look and feel, color scheme to create a unique brand identity of PBFTL.

Scope of Work: Creative Agency for Prime Bank FinTech Limited

1. Strategic Intent:

- Develop a long-term brand proposition to ensure consideration of the following:
 - Establish PBFTL as a stronger, safer and a better choice amongst the rest of the Mobile Financial Services (MFS) companies.
 - Use the brand proposition to develop a strategic route to tell stories of trust, empowerment and innovation.
 - Use the brand proposition to create a single thread of communication encompassing all special occasions, segment wise communication, stakeholder engagements, corporate and internal communication

2. Partnership with Agency Objective:

PBFTL engages a Creative Agency to build a unified brand communication ecosystem across ATL, BTL, and Digital, aligned with business goals and vision.

The partnership covers strategic consulting, creative development, campaign design, and execution for all customer-facing, internal, and trade marketing communications as instructed by PBFTL from time to time.

3. Key Deliverables & Objectives:

- Enhance brand perception and trust.
- Promote new services and drive customer acquisition.
- Increase active usage and retention.
- Foster emotional differentiation in a functionally similar market.
- Build long-term loyalty through empathy-led storytelling.

4. Scope of Work Overview:

I. ATL & BTL

- The Agency manages creative development across all media platforms, excluding media buying.
- Scope includes:
 - Concept Development & Campaign Strategy: from brand to tactical levels.
 - Creative Content Development.
- TVC, RDC, Press, Out-of-Home, POSM, Activation, Events, Banners, PR, Influencer and Partnership campaigns.
 - Design Development & Production: layouts, photoshoots, AV/CG, print and branding collaterals.
 - Innovation & Co-creation: collaborative ideation for new platforms and audiences.

II. Trade Marketing Support

Includes POSM design, retail merchandising, trade letters, gift items, events, engagement programs, and training materials for:

- Retailers, agents, distributors, promoters, and customers (urban & rural).

III. Internal Communications

End-to-end creative development for internal campaigns, newsletters, employee engagement, and Annual Report design including photoshoots, copywriting, and content development.

IV. Digital Scope

A dedicated digital agency function to:

- Manage social channels, app promotions, and paid campaigns.
- Develop all creative for digital media (social, website, push notifications, SEM/SEO).
- Execute influencer, content, and online PR strategies.
- Provide analytics and monthly performance reports.

Key Platforms: Facebook, Instagram, YouTube, LinkedIn, Twitter, TikTok, Website, and MFS App.

Agencies may propose for:

Option-A: Only ATL, BTL, Trade marketing support & Internal Communications

Option-B: Only Digital

Option-C: Full 360° Creative Scope

EOI Terms & Conditions and Instructions to the Participants

EOI for Selecting Creative Agency			
Part-A	A	Reference Number	PBFTL/EOI/2025/11/001
	B	Purchase Department's Name & Address	Prime Bank FinTech Limited, Prime Aspire (Level 3), CES(A) 48 (Old 98/A) Gulshan Avenue, Dhaka1212.
	C	Name of the Work/Services	Selecting Creative Agency.
	D	Place of Work	Prime Bank FinTech Limited, Prime Aspire (Level 3), CES(A) 48 (Old 98/A) Gulshan Avenue, Dhaka1212.
	E	Proposal submission Modality	Proposal submission by email: info@pbftl.com Subject line should be Expression of Interest (EOI) for Onboarding Creative Agency for Prime Bank FinTech Limited. And (Option-A/B/C)
	F	Submission Date and Time	Date of submission on November 23, 2025 by 3:00 PM.
	G	Point of Contact	For any clarification, please contact during the office hour only: • Md. Mahmud Hasan Himel, Vice President – Finance & Accounts, Prime Bank FinTech Limited Mobile: 01676102826

	H	Last date of sending queries /clarification	If need any clarification of this EOI document, please let us send your queries to the abovementioned email by 20/11/25 . Queries/clarification receive after the deadline may not be answered.
Part-B	1	Written Offer	Complete proposal must be sent clearly in Company Letterhead, duly signed and sealed with date, name, designation of the authorized representative of the Company.
	2	Scope of Service/Supply	Prime Bank FinTech Limited is looking for well reputed, qualified agency for performing as creative agency to create and develop the activities not limited but mentioned in Scope of Work of this EOI document. Detailed Scope of Work will be shared to the short-listed agencies after the presentation.
	3	Delivery Time	The Service Provider/Agency shall mention average minimum delivery time of assign tasks.
	4	Evaluation Criteria	Major evaluation criteria (not limited to) are mentioned below • Year of experience. • Experience in MFS/Financial industry. • Local and global affiliation. • Client list. • Detail of Resource pool with experience & expertise. • Dedicated team detail for Prime Bank FinTech Limited. • Expanse of services and access to automation tools.

	5	Presentation	Prime Bank FinTech Limited will share campaign brief to shortlisted participants after initial screening of the EOI. Participants must submit idea & plan and present.
	6	Price/Cost & Payment Terms	Prime Bank FinTech Limited will share the detailed Scope of Work with the shortlisted agencies after the presentation stage and request for price/quotation for monthly retainer model . Payment term will be shared in second stage during negotiations for price/ quotation.
	7	Rights of Prime Bank FinTech Limited	Prime Bank FinTech Limited reserves the right to accept/cancel/reject any or all offer without assigning any reason. Prime Bank FinTech Limited is not obliged to purchase the lowest offer or any offer at all. Prime Bank FinTech Limited reserves the right to share the participants' response to this EOI with its advisors and concern Business Units. Prime Bank FinTech Limited reserves the right to conduct negotiations with one or more participants and/or accept the proposal without any negotiations.

8	Structure & Contains of proposal	EOI proposal must contain the following information - Proposal should contain the documents not limited but the following- • An Expression of Interest letter mentioning which Option (A/B/C) intended to participate • Company Profile. • Document related to experience. • Client list & experience document related to MFS/Financial industry. • Document of Affiliation. • Client list & experience document other than banking industry. • Sample of few (5 to 10) creative work/campaigns that recently delivered to clients. • Detail of Resource pool with experience & expertise. • Valid & up dated Trade License. • Up-to-date TIN Certificate. • VAT Registration Certificate. • Bank Solvency Certificate/documents (If applicable) and • other documents fit for the purpose that can add value to select creative agency.
9	Clarification	Prime Bank FinTech Limited may arrange clarification/debriefing meeting with the short-listed Participants. The Participant's' experts will attend in such meeting for which no allowance /fee will be provided by PBFTL. If the participant fails to respond to such meeting their proposal will be treated as non-responsive.
10	Offer Validity	Offer should be valid at least 90 days. The offer validity must be mentioned in the offer.
11	Incomplete Application Document	The proposal will be automatically cancelled if the required terms & conditions are not fulfilled.
12	Manipulation & Action	Manipulation or any kind of unusual approach or failure to submit the proposal/offer within stipulated time frame will be treated as "Disqualification" to attend in.