

# **Request for Proposal (RFP) for Advertising Agency**

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## Call for Proposal

### (Empanelment of Advertising Agencies)

#### Objective

Engage advertising agencies (two) who will help us build brand loyalty across stakeholders – prospective customers, existing customers, distributors, industry association, regulators, India Inc., by –

- Consistently communicating the brand positioning
- Supporting business operations at the POS
- Creating brand awareness through high impact properties/ activities

Form of Tender: Open

#### Vendor Evaluation Criteria

Experience	Minimum of three years of experience in providing similar ad agency services to a Government/ Registered/ Listed company
Infrastructure	Full-fledged office(s) at Mumbai with the state-of-the-art infrastructure and manpower including creative team to support timely service for activities within the scope of work. Agencies need to enclose necessary documents and declaration along with application which can be verified by us.
Resources	Adequate resources to handle full-fledged multi-media multi-lingual campaigns across platforms. Agencies will need to indicate the details (i.e., name, designation, qualification, contact numbers, experience, etc,) of a dedicated team across functions for servicing the requirements.

#### Notes:

1. The agency should not have been barred by any department of the government. No complaint should be pending with the Government or its agencies. A declaration in this regard, should be submitted.
2. The agency is expected to examine all instructions, terms and specifications of this document. Failure to furnish all information required as per this document will be at the agency's risk and may result in rejection of the bid

## Time lines

Particulars	Date
Submission of Technical and Commercial proposal	12 noon on Dec 16, 2015
<i>Technical</i> Presentations	Dec 28 to 30, 2015
Technical evaluation completion by SUD Life	<b>Dec, 31</b>
Commercial evaluation completion by SUD Life	Jan 04 to 07, 2016

**Note:** The above dates are fixed. Please ensure the technical presentations are ready and teams available for the said dates. In case of any change in date, the same will be uploaded on the SUD Life website and will also be informed to the short-listed agencies.

### 1. *Introduction*

Star Union Dai-ichi Life Insurance (SUD Life) is a joint venture (JV) of Bank of India, Union Bank of India and Dai-ichi Life, a leading life insurance company of Japan.

SUD Life is committed to providing insurance products across various strata's of society and geographies as per the needs of the customer. At SUD Life, the customer commands topmost priority.

The promoters of SUD Life have a long-term commitment towards their customers and stake holders and have earned the trust of 64 million customers. These strengths and values have been inherited by SUD Life, as we make our way to become the next rising star in the Indian life insurance business, promising exceptional value to all our stakeholders

#### **Promoters**

Bank of India and Union Bank are leading Indian public sector banks and have a robust nationwide network of more than 9200 branches that cater to more than 64 million customers. Bank of India and Union Bank have sponsored select Regional Rural Banks, which provide SUD Life access to more than 2100 branches that make life insurance products available in rural areas.

Dai-ichi Life is the second largest life insurance company of Japan and is one of the top ten life insurers in the world. Dai-ichi Life was established in 1902 and is a recognized brand name across the globe. Dai-ichi Life is renowned for sound product knowledge, superior asset management skills, and strong operational capabilities to manage life insurance businesses globally.

## Fact Sheet

- Headquartered in Mumbai
- Share capital of INR 420 crore
- Combination of domain expertise, customer knowledge, product innovation and nationwide reach has helped cover over 7.73 Lakh lives across more than 1000 cities and towns in India
- Broken even with a maiden profit of **INR 12.87** crore within six years of inception

**Product Range:** Covers the typical needs of health, security/ protection, savings and wealth

## 2. *Scope of Work*

Brand communication	Product communication	Internal communication
Creative/ design adapts	Day to day marketing activities	POS design
On ground activation and events (creative concept and design)	RnR campaigns (creative concept and design)	Audio visuals
ATL campaigns		

Note: The above include both physical as well as online platforms

The empaneled agencies will be required to suggest, devise and implement brand building strategies, aimed at positioning the brand appropriately in the chosen market segment and enhancing the overall brand equity. They will conduct basic research for understanding customer behavior in various segments and develop communication strategies to improve brand equity.

Agencies will also need to provide information on industry trends with special reference to mass communication, advertising, etc., by players in the insurance sector in particular and the BFSI sector as a whole.

In case of product communication, the agencies will be required to devise suitable communication campaigns, on ground activities, tactical sales campaigns, contests, etc., in order to directly influence business development at an operational level. They will need to study the company's products vis-à-vis competitor offering and evolve Unique Selling Propositions & positioning strategies. The agency will also have access to syndicated studies available in the industry and use the research findings for devising promotional strategies.

The agencies will have to ensure that all deliverables including their creative art work & design are in conformity with corporate governance norms and in compliance of other statutory guidelines.

3. *Empanelment Period*

The initial appointment as an Empaneled Ad agency will be for a period of three year, renewable every year.

4. *Selection Process*

The Procurement Committee will evaluate all bids under the 'Technical' as well as 'Commercial' parameters set. This committee will supervise the activities relating to evaluation of technical bids, opening of commercial bids, final selection of the panel of ad agencies, negotiations (if any) on various terms and conditions, etc. Please go through the attached documents for further details.

5. *Proposal Submission*

Interested agencies may submit their proposal in two envelopes as detailed below –

i. **Sealed Envelope I: Technical Bid**

The first envelope will contain the Technical Bid for empanelment as per the prescribed format, duly signed by an authorized representative of agency with company seal. This envelope will be super-scribed as 'Tender for empanelment of Advertising Agencies – Technical Bid'. The name and address of the agency should be mentioned on the envelope. The Technical Bid prepared by the agency should include –

- Technical Bid (refer to the Technical Bid document)
- Corporate Brochure/ Presentation of the agency
- perform Documentary evidence establishing the agency's eligibility to bid and qualification to the contract if the bid is accepted
- Copy of Article and Memorandum of Association/ Partnership deed or Proprietorship deed, if any. In case of Article/ Memorandum of Association, the scope of work must indicate 'Advertising' as business of the firm
- Certificate of Incorporation
- Copy of Service Tax Registration, latest Income Tax Return/ PAN Card
- Proof of major campaigns handled - sample documents such as creative of published advertisement, Video and Audio CD of TVC, Radio jingles, corporate films done for any recognized corporate house, any other designs that the agency wishes to submit additionally in support of competency in respective field

- An undertaking that the agency, if appointed for empanelment, will appoint separate teams to handle competing clients if any, who are in the same business in India as SUD Life to avoid clash of interests and maintenance of secrecy
- An undertaking to the effect that agency will itself, for the activities like posters, photographs, exhibitions, TV/ Radio Jingle, Web/ CD based production etc. or any other services as needed by us, use only authorized captions, images, footages etc., and will indemnify SUD Life for any losses or damages including litigation, if any, that may arise due to use of such products/ materials used for our marketing activities

**ii. Sealed Envelope II: Commercial Bid**

It should contain the Commercial Bid in the prescribed format duly signed by authorized representative of agency with company seal and super-scribed as 'Tender for empanelment of Advertising Agencies – Commercial Bid'. Open envelopes or envelopes which are not sealed will not be accepted. The name and address of the agency should be mentioned on the envelope.

**iii. Submission of Proposal**

The proposal both technical and commercial (hardcopy and softcopy – PDF + CD) complete in all respect should be submitted in a sealed envelope addressed to -

Mr. Gajendra Yadav

Star Union Dai-ichi Life Insurance Company Limited

11th Floor, Vishwaroop IT Park,

Plot No. 34, 35 & 38,

Sector 30A of IIP,

Vashi, Navi Mumbai – 400 703

The proposal should be submitted on the above address before 5.30pm on Dec 10, 2015. Proposals received after the submission deadline will not be considered for evaluation. We may extend this deadline for submission of bids by amending the bid documents.

**6. Bidding Confidentiality**

- All information provided in connection with this RFP will be regarded as private and confidential
- Bidders should not release details of the RFP document other than on an 'In Confidence' basis to those who have legitimate need to know or whom they need to consult for the purpose of preparing the proposal
- The RFP documents including any additional information provided to agencies during the bidding process is and will remain our property and must be returned upon demand

## 7. *Termination*

The company may, without prejudice to any other remedy as may be available for breach of contract, by a written notice, sent to the Agency, terminate the contract in whole or in part, once any default is noticed -

- i. if the agency fails to deliver/ undertake any or all of the services within the time period(s) specified in the contract/ work schedule/ request, or any extension thereof provided by us;
- ii. if the agency fails to perform any other obligation(s) under the Contract

In the event, the company terminates the contract in whole or in part pursuant to the above, the company reserves the right to get the remaining services executed by another Agency of its choice, by giving one month's notice and in that eventuality the Agency is bound to make good the additional expenditure, that the company may have to incur in executing the remaining part of the contract.

## 8. *Payment Terms*

The company will pay charges or commission for the various services rendered by the agencies, as detailed in the attached document.

## 9. *Other Terms & Conditions*

### **a) Bidding Expenses**

Each respondent will be responsible for bearing all its own costs associated with preparing a response to this request, and in no event will we be responsible for payment of any such expenses.

### **b) Subcontracts**

Agencies as and when required may sub-contract the work provided they intimate us about the same in writing. However, such intimation will not relieve the agency from any liability or obligation under the contract.

### **c) Modification and withdrawal of bids**

Agencies may modify or withdraw their bid after submission by intimating us about the same in writing before the deadline prescribed for submission of proposal.

### **d) Clarification of bid documents by agency**

A prospective agency, requiring any clarification on the Bid Documents may contact us at least 7 days prior to submission of the bid.

**e) Clarification of bids by the company**

To assist in the examination, evaluation and comparison of bids, we ask the agency for clarification of details in its bid. The request for the clarification and the response will need to be in writing. However, clarification after the last date of bid submission will be entertained.

**f) Amendments in documents**

At any time, prior to the date of submission we may, for any reason, whether at our own initiative or in response to a clarification requested by a prospective agency, modify/ amend bid documents. The amendments will be published in the company's website [www.sudlife.in](http://www.sudlife.in) and will be binding on the agencies. We may also extend the deadline for submission to ensure that agencies have enough time to take the amendment into account while preparing their bids.

**g) Right to accept/ reject any or all bids**

We reserve the right to accept or reject any bid, and to annul the bidding process and reject all bids, at any time prior to award of contract without assigning any reason whatsoever and without thereby incurring any liability to the affected agency or agencies.

**h) Empaneled Agency Agreements**

Selected agencies will have to enter into an agreement with us for providing the required advertising services.

**10. General Conditions**

- The empaneled agency will abide by all relevant rules and regulations of the Government as issued from time to time and also to obtain all licenses, consents and permits, as may be required for the delivery/ performance of the services from time to time. The agency will be responsible for adhering to norms of Advertising Standards Council of India (ASCI) and will keep us informed about any change in accreditation status of the agency with INS, Doordarshan, AIR etc.
- All rights for reproduction, editing and future use of the creative layouts accepted for release (or not where rejection fees are paid) and/ or released by us will be with SUD Life unless otherwise stated explicitly. The agency will indemnify us against any third party claims of infringement of patent, copyright, trademark or industrial design, intellectual property rights arising from use of any design/model if any under the scope of contract.
- In the event of any actions being contemplated or instituted against us, for alleged infringement of any intellectual property right or other statutory or common law rights, we reserve the right to



- cancel immediately the contract or part thereof yet to be undertaken and the Agency will compensate/ repay any of the commission/ any other fees already paid or any other loss that might be incurred by us.
- The selected agency will ensure confidentiality of Advertising brief, other data which is shared, its findings & recommendations etc. The agency will share the sources of secondary data, primary data, SUD Life interviews/ questionnaires etc. and any other items, which are not proprietary property of the agency

#### *11. Settlement of Dispute*

Any disputes and difference of any kind, whatsoever, arising out of or in connection with this contract or carrying out of the services, will be settled amicably. If however, the parties are not able to resolve any dispute or difference amicably, the same will be referred for arbitration in accordance with the provisions of Arbitration & Conciliation Act 1996 and any re-enactment(s) and or modification(s) thereof and of the rules framed there under.

## Technical Bid Format

### Particulars for Empanelment of Advertising Agencies – Technical Bid

(To be submitted by advertising agencies on their letter heads)

#### 1. *Introduction and Company Background*

- a) Name and contact details of Agency' head office
- b) Contact details of Agency Mumbai office
- c) Legal status of agencies (Proprietor/Partnership/Private Ltd. /Public Ltd.) - proof to be attached
- d) Year of Establishment
- e) Accreditation Details, if any
- f) Name of Managing Director, Directors, Top Management/ Key Personnel
- g) The contact details of officials proposed for handling the SUD Life account (with details of experience/ clients handled)
- h) Details of brand awards, if any
- i) One page (A4 size – Arial 10 equivalent – single line spacing) concept note each for both the Business Requirements detailed in the Selection Procedure

#### 2. *Client Details*

- a) List of present clients presently serving - comprehensive list required
- b) List of insurance companies served in last 3 years
- c) List of BFSI companies served in last 3 years
- d) List of FMCG companies served in last 3 years

#### 3. *Infrastructure Details*

- a) Are you a full service agency or limited service agency?
- b) Employee strength (separately for different offices and divisions)
- c) Do you have your own studio?
- d) Research/Analysis tools
- e) Power backup
- f) Computer hardware and software facilities
- g) Working days and hours

#### 4. Financial Details

- a) Total billing for the year 2014-15, 2013-14 and 2012-13
- b) (Attach certified copy of audited balance sheet, P& L A/c. and income statement)
- c) PAN of the agency
- d) Service Tax No.

**Any other information you would like to share with us**

#### 5. Agency Declaration

I/We hereby certify that all the particulars given above are correct and true to the best of my/our knowledge.

I/We certify that if appointed for empanelment, I/we will appoint separate teams for any competing clients who are in the same business as SUD Life, to avoid any clash of interests and to maintain confidentiality.

In case at any stage, it is found that the information given by me/us is false/incorrect, SUD Life, has the absolute right to take any action as deemed fit/ without any prior intimation to me/us.

Authorized Signatory's Signature

Full Name:

Designation:

**References:** Please provide references of your business partners

## Commercial Bid Format

### *1. Particulars for Empanelment of Advertising Agencies – Commercial Bid*

(To be submitted by advertising agencies on their letter heads)

1. Name and contact details of the agency' head office
2. Details of person authorized to make commitments on behalf of the agency (name, designation and contact details)
3. Standard activity rate card (to be attached – separate for internal communication and external communication)

### *2. Agency Declaration*

I/We hereby certify that all the particulars given above are correct and true to the best of my/our knowledge.

I/We certify that if appointed for empanelment, I/we will appoint separate teams for any competing clients who are in the same business as SUD Life, to avoid any clash of interests and to maintain confidentiality.

In case at any stage, it is found that that the information given by me/us is false/incorrect, SUD Life, has the absolute right to take any action as deemed fit/ without any prior intimation to me/us.

Authorized Signatory's Signature

Full Name:

Designation:

## Advertising Agency Charges

### 1. Creative Charges

- Creative charges will be paid to the empanelled agency based on the actual creative cost according to the approved rate card/ cost estimate
- Any third party costs will be borne by us (agency needs to share a cost estimate for approval prior to starting work with any third party)
- Supervision of third party jobs (approved by us), storing used/ unused creative, retrieval of past creative, submission of any type of MIS required etc., will form part of the normal activities and not include any additional charge

### 2. Special Projects

In case of special/ large projects (which may not fall into the gamut of the approved rate card) agencies will need to submit their cost estimates in advance for approval.

#### Other terms

- Payments will be made after deduction of TDS and/ or any other taxes as may be applicable from time to time
- The agency will be responsible for all claims made by any third party and will also be responsible for all expenses incurred by us in any litigation initiated by any third party
- The agency will fully indemnify, defend and hold SUD Life harmless from and against all claims, liabilities, losses or damages, recoveries, proceeding, damages actions, judgments, costs, charges and expenses which may be made or brought or commenced against SUD Life or which SUD Life may or may have to bear, pay or suffer, directly or indirectly in connection with any breach of terms and conditions of contract by the agency or its agents, employees, officers or any matters arising upon or by virtues of the contract.
- The Agency will implement the work assigned to it on receiving written approval of its estimate submitted
- We may, at any time, make changes within the general scope of the contract related to terms & references, enlarging the scope, analysis or specifications. We will communicate the same to the agency in writing. If any such change causes an increase or decrease in the cost of, or the time required for the execution of the work, an equitable adjustment will be made in the contract price or delivery schedule, or both, and the work order will accordingly be amended.

## Advertising Agency Selection Procedure

### 1. Technical Evaluation

- Agencies will be judged on their ability to deliver 360 degree campaigns across platforms
- The Technical Bid will include a brief concept note catering to the business requirements(s) listed below
- Based on the details and concept notes presented in the Technical Bid, shortlisted agencies will be invited for a detailed presentation. The agencies will be given an hour and a half to present their ideas for both the business requirements. Agencies will be needed to show sample renditions (atleast one option) for each platform suggested. The presentation duration includes time for QnA as well.
- The committee will assign scores and rank the agencies based on the technical presentations. The shortlisted agencies will then be called for the 'Commercial Evaluation'.

### 2. Business Requirements

- Objective:
  - a) Creating awareness about SUD Life amongst the Bank of India and Union Bank customers
  - b) Building a connect with the branch staff
- Background: Bank of India and Union Bank have over 50 million existing customers. In the last six years we have been able to connect with merely 5 million of these customers. Most of Bank of India/ Union Bank customers are not aware about SUD Life and if they have heard about SUD Life they are not aware about the fact that we have been promoted by Bank of India/ Union Bank.

Also while we have a strong affinity with the bank staff, they are already overloaded with their existing banking KPIs and do not have much time to inform their customers about us or solicit business for us.

- Avenues:
  - a) Bank of India/ Union Bank & SUD Life properties available: Bank branches, ATM screens
  - b) Any other options that you may wish to suggest
- Constraint:
  - a) Ideas should be scalable across atleast 1000 branches
  - b) Budgets should be economical
  - a) Efforts on part of bank staff to be minimal
  - b) Dedicated floor space requirement at bank branches should not be more than 2ftX2ft

- c) Execution and monitoring to be easy and not involve huge manpower

### 3. *Commercial Evaluation*

- All agencies need to submit their 'Commercial Bid' in the prescribed format

### 4. *Overall Score Calculation*

The overall scores will depend upon the technical score (60 percentage weightage) as well as the Rate Card (40 percent weightage)

- The rate card will be common for both the agencies
- The rate card should include a project fee option as well as a media commission option in case of any large ATL/ media campaign
- The mutually agreed rate card will remain fixed during the entire period of contract and will not be subject to variation on any account