REQUEST FOR PROPOSAL FOR HIRING CREATIVE AGENCY

We are requesting proposals from prospective vendor who can execute below:

SCOPE OF WORK AS IMPLEMENTATION PARTNERS

Sr. No	Particular	Qty.	Cost
1	WhatsApp Creative - Design Heavy and Text Heavy		
2	Emailer - Design Heavy and Text Heavy		
3	HTML		
4	Product One pagers Concept Design, Design + Content		
5	Product Presentation - Design +Content		
6	Product Presentation - Only Design		
7	Banners/ Standee Design		
8	Website Banners		
9	Product Banners Adapts		
10	Videos		
11	Social Media Post/Gifs		
12	Funds Data Update		
13	Webinar Invites		
14	Logo units		
15	Certificates		
16	Merchandise Designing		
17	Campaign Concept and Planning		
18	Performance Marketing including You-tube and Native Advertising		
19	EDM Creative PPT		

SCOPE OF WORK AS CREATIVE AGENCY

Strategy & Ideation support

a. Align with business objectives to give ideation support for campaign or standalone creatives.
b. Apply understanding of Mutual Fund category for recommendations.
c. Take cognizance of topicality, economic factors and investing ecosystem.
d. Coordinate all creative requirements and create a “creative calendar” for all known and recurring events.
e. Follow competition campaigns & pegs.

COSTING: MENTION AGENCY COST AND COSTING EACH ITEM WISE

ANY OTHER COST TO BE INCLUDED IN THE TOTAL COST

ELIGIBILITY CRITERIA:

1) Should be in the business of creative agency.
2) Capability of managing the multiple creative work at same time.

NON-ELIGIBILITY CRITERIA:

1) Vendor who has business relationship with the AMC as a MF distributor
2) Associated to any MF distributor empaneled with the AMC.

Selection criteria: Selection of vendor will be based on the best combination of creative work done and execution timeline. Selected vendor will be informed by email.

Last date for submission of offer: 22nd June 2021.

Contact Details: All communication to be marked to marketing@unionmf.com with CC to dhawal.bhatt@unionmf.com, Kiran.todurkar@unionmf.com and ashay.vaidya@unionmf.com.
For complete office address to refer to the main RPF document.