

Annexure-E

Scope of Work

The scope of work for undertaking Marketing Strategy and Planning for the Bank includes but is not limited to the following:

- The agency should be responsible for planning the overall annual marketing strategy of the Bank i.e. Brand awareness & management, Product strategy & marketing etc.
- Marketing Strategy to be long term, forward looking and is to be in consonance with the Bank's goal of achieving sustainable competitive advantage.
- The agency shall be responsible for creating strategic roadmaps to achieve the Bank's business goals, across all platforms (online & offline) viz. Print, TV, Radio, Outdoor, Digital Media or any other alternate/emerging media.
- The agency to undertake all activities like scanning of Marketing environment, establish objectives, formulate suitable strategies, develop functional plans, Campaign tracking & course correction, Competition Research Reports & Analysis.
- The agency shall recommend the most efficient and cost-effective media mix selection based on the business requirement of the Bank.
- The agency should provide prevailing rate chart for various platforms and provide the reach/readership/viewership etc. as per data available with Industry recognized bodies.
- The agency would be responsible for negotiation, purchase, and management of properties across the platforms.
- The agency should, in consultation with the Bank, set-up key benchmarks based on the Industry standards for evaluation of the campaign.
- The agency should monitor the campaign performance and comparison with the bench marks as per the campaign.
- The agency must have its established analytical dashboard for monitoring the performance of the campaign.

- The agency should provide access to all dashboards including third party tools used for media planning and hosting of bank's assets.
- The agency should suggest corrective action, if any based on the mid campaign performance analysis.
- At the end of each campaign, the agency should provide post evaluation analysis and detailed MIS/ performance report. It should include all related post buy analysis from the agency's in-house tools as well as third party tool if available.
- The agency to develop landing pages and develop any other related requirements. The agency should have capability to integrate the developed landing pages with bank's specified webpage(s). The number of landing pages required is 5.
- The agency should analyze the markets, audience, key competitors' strategies etc. and provide requisite MIS.
- The agency should pro-actively identify and assess new opportunities and developments in media consumption and viewpoints that may have impact on the Bank in the short or long term