



Instruction to Bidders

This document includes information relevant to the procurement of goods and services, bidding procedure for bidders and guidelines to prepare the bids.

A. Introduction	
Scope of Bid	Bank of Maldives PLC invites sealed bids from eligible bidders for Creative Agency Hiring. A local competitive bidding will be conducted in accordance with Bank of Maldives PLC's bidding procedure and is open to all Bidders.
Procurement Reference and Name	BML/PD/OPN-BID/2024/010 Creative Agency Hiring
Eligible Bidders	This invitation is open to all interested with a formal intent to enter into an agreement. Each Bidder shall submit only one bid. A bidder who submits or participates in more than one bid will cause all the bid proposals for that particular procurement to be disqualified. Only following parties are eligible to submit proposal for this bid <ul style="list-style-type: none">- Companies/Partnership- Sole Proprietors
B. Preparation of Bids	
Language	The language of the Bid is: English or Dhivehi
Documents Comprising the Bid	The Bidder shall submit the following completed documents with its Bid: <ul style="list-style-type: none">Form 1 – Schedule of Requirement (not applicable)Form 2A – Bidder Information SheetForm 2B – Bid Submission FormForm 2C – Price Schedule for Goods & Services
Bid Prices and Currency	The Bidders shall quote the items to be procured individually specifying the unit rates and prices in <i>Maldivian Rufiyaa</i> . Including GST (if applicable) at the time of current rate
Bid Validity	The bid shall remain valid for 30 days from the date of opening the bids.
D. Submission and Opening of Bids	
Bid Submission	Bidders shall submit their bids on the date of submission at the specified location and time indicated in this section.
Acceptance of Bids	BML shall not accept bids before or after the specified closing time.



Location, date and Time	For bid submission Bank of Maldives Plc, Head Office 5 th Floor, Meeting Room Island: Male' The deadline for bid submission: Date: 08 th April 2024 Time: 11:00 hrs (Maldivian Standard Time)
Contact details for further information	Please contact; Procurement Department, Telephone: 3015352, 3015359 Email address: openbidding@bml.com.mv
Bid Opening	BML shall conduct the bid opening on the Date of Bid Submission. BML shall open the bids publicly immediately after the expiry of the limit for submission of the bids indicated in the tender documents.
E. Evaluation, and Comparison of Bids	
Confidentiality	Information relating to the examination, evaluation and comparison of Bids, and recommendation of contract award, shall not be disclosed to Bidders or any other persons not officially concerned with such process until the award to the successful bidder is notified.
Documents Establishing the Qualifications of the Bidder	BML shall evaluate each Bid based on the evaluation criterion and methodologies specified in Evaluation and Qualification Criteria to determine the most acceptable bid. No other criteria or methodology will be permitted.
F. Award of Contract	
Award Criteria	BML shall award the Contract to the Bidder whose offer has been determined to be the most acceptable Bid and shall notify the successful Bidder, in writing, that its Bid has been accepted.
G. Appeals and complaints	
Regarding conduct of a bid	Bidders are allowed to file appeals and complaints regarding conduct of a bid, in writing, within 7 (seven) days of opening of the bid.
Regarding outcome of a bid (an award or decision to award)	Bidders are allowed to file appeals and complaints regarding outcome of a bid (an award or decision to award), in writing, within 7 (seven) days of awarding the contract.



Evaluation and Qualification Criteria

Table of Criteria

Evaluation Criteria

Stage 1

Technical Proposal

EVALUATION FACTOR	RATING
1. AGENCY INFORMATION	20%
a) Agency Structure and Key Personnel <ul style="list-style-type: none"> i. Agency Structure and Strength ii. Key Account Managers Skills / Experience iii. Quantity of dedicated personnel for the account 	
b) Credentials, Experience and Capacity <ul style="list-style-type: none"> i. Agency History & Background ii. Services and capacity iii. Proposed Team Quality, Capacity & Experience / Influence iv. Work portfolio v. Testimonials and backing vi. Production equipment capacity 	
c) Financial Stability and Performance <ul style="list-style-type: none"> i. Financial Statements ii. Financial Credibility 	
2. ADVERTISING PROPOSAL	20%
a) Proposal <ul style="list-style-type: none"> i. Proposed campaign planning techniques / Experience ii. Quality of submission iii. Suitability for brand 	
b) Presentation Pitch <ul style="list-style-type: none"> i. Quality and content 	
3. THE STRATEGY	30%
a) Strategic approach to campaign planning <ul style="list-style-type: none"> i. Focus on campaign objectives ii. Focus on brand iii. Research and market knowledge 	
b) Brand Values & Brand Strategy <ul style="list-style-type: none"> i. Simple / clear messaging in line with brand values ii. Focus on products/services in the campaign 	
4. THE CAMPAIGN	30%
a) The Creative Idea <ul style="list-style-type: none"> i. Uniqueness / Freshness ii. Key Messaging iii. Campaign media mix (digital, retail, outdoor, PR tec) iv. Focus on Target Audience 	
b) Campaign Roll Out Plan <ul style="list-style-type: none"> i. Cost feasibility ii. Execution feasibility iii. Brand Consistency 	

- Only the Creative Proposal will be opened initially. Parties who score above 70% will be shortlisted for the Cost Proposal or pricing evaluation.



Stage 2 Financial Proposal

#	Criteria	Weightage
1	Price The project will be awarded to the party with the lowest bid amount	100%

- The Cost Proposal, including the Retainer Fee and the Rate Card, will only be opened for parties that are shortlisted during the Creative Proposal evaluation. The final selection from the shortlisted parties will be 100% based on price.

Note: -

- Bids will be opened in the presence of the bidders and/or representatives of the bidders.
- Companies must submit a board resolution with details of the Representative/s attending to submit proposals on company's behalf.
- In case of new vendors, it is requested to apply for registration as a vendor with all related documents. (Vendor form available in BML website, download page).
- The Bank may reject any vendor to participate in a bid, provided the decision is communicated to the vendor on or before the opening of the bids.
- Bidders are prohibited to submit offers under various names irrespective of whether it is from separate legal entities in case where the bidder directly or indirectly controls or is controlled by another vendor. A bidder who submits or participates in more than one bid will cause all the bid proposals for that particular procurement to be disqualified.
- Fine for late delivery will be charged per day and if the work/ item(s) are not completed within the agreed period, Bank has the right to cancel the contract.
- Penalty charge shall be imposed in respect of each item/service of non-compliance with the bid conditions.
- (If applicable) it shall remain your responsibility to ensure that your quotation/proposal reach the email on or before the deadline. Quotations/Proposals that are received after the deadline indicated above, for whatever reasons, shall not be considered for evaluation.
- Please note that we may purchase all the items, selected items, or none of the items, based on comparative offers from different vendors.
- Any actual or prospective bidder or contractor who is aggrieved in connection with the solicitation or award of a bid, contract or proposal, may appeal to the MD & CEO of BML. The appeal must be in writing and must list the pertinent facts giving rise to the appeal.



Form 1 - Schedule of Requirement

(Not Applicable)



Form 1 A

List of Goods and Related Services

Lot No. : [if applicable]				
Lot Name : [if applicable]				
Item No.	Name of Goods or Related Services	Description	Unit of Measurement	Quantity

Lot No. : [if applicable]				
Lot Name : [if applicable]				
Item No.	Name of Goods or Related Services	Description	Unit of Measurement	Quantity

Lot No. : [if applicable]				
Lot Name : [if applicable]				
Item No.	Name of Goods or Related Services	Description	Unit of Measurement	Quantity



Form 1 B

Delivery and Completion Schedule

The date or period for delivery to be specified below;

Item No.	Description of Goods or Related Services	Date or Period for Delivery	Location	Required Arrival Date of Goods or Completion Date for Related Services
1.	Creative Agency Hiring			



Form 1 C Specifications

RFP Attached



Form 2 – Bidding Forms

Table of Forms

A- Bidders Information Form.

B- Bid Submission Form.

C- Price Schedule for Goods and Services.



Form 2A

Bidder Information Sheet

Date: _____

Invitation for Bid No.: *BML/PD/OPN-BID/2024/010*

Legal Name of Bidder	
Bidder's Authorised Representative Information	Name: Address: Telephone/Fax Numbers: Email Address:
List of bid documents to be submitted: as per vendor registration application form. <u>In case of new vendors</u> , it is requested to apply for registration as vendor with all related documents. Any changes/update to the information provided in the registration form, shall be submitted to Bank of Maldives along with revised documents.	



Form 2B

Bid Submission Form

Date: _____
Invitation for Bid No.: *BML/PD/OPN-BID/2024/010*

To: BANK OF MALDIVES PLC.

I/We, the undersigned, declare that:

- (a) I/We offer to supply in conformity with the Bidding Document and in accordance with the delivery schedule specified in the Schedule of Supply, the following Goods and Related Services: _____
_____;
- (b) The total price of my/our Bid, is: _____
_____;
- (c) My/Our Bid shall be valid for a period of 30 days from the date of bid opening in accordance with the Bidding Document, and it shall remain binding upon me/us and may be accepted at any time before the expiration of that period;
- (d) I/We are not participating, as Bidders, in more than one Bid in this bidding process, other than alternative offers in accordance with the Bidding Document;
- (e) I/We understand that this Bid, together with your written acceptance thereof included in your notification of award shall constitute a binding contract between us,
- (f) I/We declare that all the information provided in connection with this bid is true and all documents are true copies of genuine and valid originals.
- (g) I/We confirm that I/we (including owners/ beneficial owners and/or shareholders / partners of the bidder) have not in any way been associated, in the preparation of this Bid, with an employee of Bank of Maldives PLC.
- (h) I/We confirm that I/we (including owners/ beneficial owners and/or shareholders / partners of the bidder) are not employee(s) or immediate family member(s) of employee(s) or Board of Director(s) of Bank of Maldives PLC (Immediate family members are defined as children, spouses and parents).
- (i) I/We confirm that I/we have carefully read, understood and agree to all the terms and conditions of the Bidding Documents.
- (j) I/We understand that you are not bound to accept the lowest or any Bid you may receive.

Name _____

In the capacity of _____

Signed _____

Duly authorized to sign the Bid for and on behalf of _____

Office / Company Seal (if applicable) _____

Date _____

If a bid is awarded on the basis of false information provided, the Bank has the right to disqualify the bidder. In review of this, Bank will be considering the past performance of the bidder in future bids of this nature.



Form 2C

Price Schedule of Service

Name of Bidder _____

Procurement Reference and Name _____

TIN no: _____

#	Description	Duration	Rate (Incl. GST 8%)	Total price (MVR)
1	Retainer Fee	12 Months		
2	Rate Card (As per Annexure – 1)			

Note

- Please submit a quotation/proposal/BOQ with the detail specification given in the information sheet.
- In addition, please include following details in the quotation/proposal:
 - Detail specification of the quoted product
 - Breakdown of the price (if applicable)
 - Price inclusive of all taxes applicable
 - MIRA Tax clearance report shall be submitted with the bid documents.
 - Vendors should quote price in MVR (for locals) in USD (for international vendors)
 - Delivery duration in calendar days (if not fixed in the request)
 - Payment Terms
 - Quotation validity period
- Proposal with multiple options (other than specified above) **WILL NOT** be accepted.
- Days will be counted starting from the date issuing the Purchase order/Site handover.
- Fine for late delivery/completion will be charged per day and if the work/ item(s) are not completed within the agreed period, Bank has the right to cancel the contract.
- All duties, taxes, and other levies payable, shall be included in the rates and prices and the total Bid Price submitted by the bidder.
- If the service is subject to tax under Section 55 of the Income Tax Act, price inclusive of Withholding tax (WHT).
- No Advance Payment



TENDER NOTICE

REQUEST FOR PROPOSAL: Selection of a Creative Agency for BML

1. COMPANY BACKGROUND

Bank of Maldives is proud to be the national bank of the Maldives. We touch the lives of almost every citizen of the country through our extensive network of branches, ATMs and online banking facilities.

BML intends to enhance its marketing communications through the selection of an effective creative advertising agency on a retainer basis to deliver the key marketing communications campaigns for 2024 and will be open for extension, based on a performance analysis at end of contract period.

2. OBJECTIVES

BML is seeking proposals from advertising agencies based in Maldives to service its marketing communications initiatives for a period of 12 months.

The agency must have excellent experience in Maldives, must understand the current trends in advertising and marketing, must understand the Maldivian market, and must be timely in its delivery of services.

This RFP covers concept development and art production of campaigns, which includes:

- Creative concept development of integrated marketing campaigns
- Art production of integrated marketing campaigns

This RFP is an invitation to pitch; and the objective is to assess the strategic, creative and management capabilities of the agencies in handling the Scope of Work and Agency Task, as defined.

3. SCOPE OF WORK

a. Creative concept development of 1 integrated marketing campaign per month

BML will be introducing new or promoting existing products and services for which the selected agency will be required to develop a detailed creative concept, considering the strategic direction, key audiences, key messages and ensure it fits with BML's brand positioning.

b. Scope of work will cover concept development, design and production of:

- Brand and product digital, print, TV and radio advertising
- In-branch, ATMs and other customer touch points
- Online and digital media extensions
- Extension of campaign to outdoor advertising, ambient and event, as necessary

Head Office, 11 Boduthakurufaanu Magu, Male', Republic of Maldives, REG No: C-22/1982

SWIFT: MALBMVMV Email: info@bml.com.mv



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4. DELIVERABLES

The agency is required to submit a proposal covering the following:

a. Company background

- Introduction
- Company structure (include copy of company registration & GST certificates)
- Last audited financials
- Profiles of team
- Two samples of past projects done in the last 2 years that showcases the best of the agency for clients of similar scale
- Past experience in related works, and up to 5 reference letters from clients of similar scale in the past 2 years
- A reference letter for minimum of 1 year of retainer service provided for a client of similar scale.
- List of production equipment and facilities

b. Agency Task

- For the agency task, the agency is required to present their product umbrella branding approach, strategic approach and the creative execution to addressing rising scams. It is expected for the agency to propose what is expected in Scope of Work, including the strategy that led to the creative execution, as well as the creative concepts. Descriptions and visual samples of creatives are expected. Marketing brief for the non-commercial agency task is attached as *Annex 2*. Additional information about the Bank and its products are available on its website www.bankofmaldives.com.mv

c. Cost Proposal

The agency is required to submit:

- Proposed monthly retainer fee which clearly states the scope of work.
- Rate card for production services, if BML wishes to produce any material outside the agreed retainer fee. The rate card format is attached as *Annex 1*. It is required to be fully filled and submitted.

Upon selection of agency and there on, all materials produced for BML will be owned by BML.

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5. SUBMISSION AND PRESENTATION

a) Queries Deadline

All queries relating with proposal must be cleared from BML Procurement Department **on or before 25th March 2024, Sunday 11:00am by emailing to openbidding@bml.com.mv.**

Answers to queries will be shared via email and uploaded to Bank of Maldives website (<https://www.bankofmaldives.com.mv/news-and-media>) **on or before 28th March 2024, Thursday 1:00pm (Maldives Local Time)**

b) Submission Deadline

Proposals shall be submitted by **visiting to;**

- **Address: Bank of Maldives, Head Office 5th Floor, Meeting Room**
- **Date: 08th April 2024, Monday**
- **Time: 11:00am (Maldivian Standard Time)**

Note: Any proposals received after the deadline will be rejected.

c) Presentations

The agency will be given 20 minutes for their presentation to introduce the agency, detail the strategy and the proposed campaign. The evaluation panel will consist of representatives from Marketing, Procurement and relevant business units. It is essential for presenter to be on the payroll of agency, already employed for a minimum 6 month period or contracted for a similar period.

Agency presentation dates will be informed later.

BML reserves the right to reject any proposal not received by the date and time specified and to remove parties submitting the late response from further consideration. Agencies must not be under Retainer with any competing brands.

Please submit

One (1) copy of your creative proposal, including all supporting documents

And

One (1) copy of your cost proposal including all supporting documents

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6. EVALUATION

6.1 Evaluation criteria for the Creative Proposal

EVALUATION FACTOR	RATING
1. AGENCY INFORMATION	20%
a) Agency Structure and Key Personnel <ul style="list-style-type: none"> i. Agency Structure and Strength ii. Key Account Managers Skills / Experience iii. Quantity of dedicated personnel for the account 	
b) Credentials, Experience and Capacity <ul style="list-style-type: none"> i. Agency History & Background ii. Services and capacity iii. Proposed Team Quality, Capacity & Experience / Influence iv. Work portfolio v. Testimonials and backing vi. Production equipment capacity 	
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6.2 Evaluation Criteria for Cost proposal

The Cost Proposal, including the Retainer Fee and the Rate Card, will only be opened for parties that are shortlisted during the Creative Proposal evaluation. The final selection from the shortlisted parties will be 100% based on price.

Criteria	Weightage
Price	100%

7. SELECTION OF A RETAINER AGENCY

On the selection of the new agency after evaluations, Procurement will formally inform all participants of the results via email, and negotiations will begin on the fees and the contract will be finalized with the selected agency.

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Rate card and retainer fee

	Price (MVR)
Creative Concept Development – an integrated advertising campaign including resizes	
Design	
- Print, Outdoor	
- Digital Marketing	
- Illustrations	
Animations	
- 30-second 2D animation	
- 30-second 3D animation	
- Content creation	
TVC	
- 30-second TVC including 2 models and voiceover	
- Presentation or promotional content, up to 90-seconds	
Creative Services	
- Studio Photography: per session	
- Outdoor/on Location Photography: per session	
- Voiceover for video or radio up to 30-seconds	
- Model fees, print and video	
- Model fees, print only	

Annex 2

Agency Task Brief: Scam awareness

Background

In recent years, the rise of sophisticated scams and fraudulent activities has posed a significant threat to individuals' financial security. As a trusted financial institution, the Bank recognizes its responsibility to not only provide excellent banking services but also to empower its customers with the knowledge and tools to protect themselves from scams.

Objective of the campaign

- Raise awareness about various types of scams, including online, phone, and in-person scams.
- Educate the target audience on identifying red flags and suspicious activities.
- Promote safe online practices and security measures.

Target segments

- General Public, special attention should be given to online users, seniors, and vulnerable populations.

What's the single most important message?

Be vigilant. Do not share your personal details with anyone.

Planned advertising media:

- In-branch, ATMs and other customer touchpoints
- Online and digital media extensions
- Extension of campaign to ambient and event, as necessary
- Billboards Tactical bill boards