



# REQUEST FOR BID PROPOSAL

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## Hire of Digital Content Provider

Allied Insurance Company of the Maldives Pvt Ltd

Bid Announcement Ref: AI/BID/2020/017

Bid Submission Date: 08<sup>th</sup> October 2020

Bid Submission Time: In between 14:00 hrs – 14:15 hrs

Bid Submission Address: [admin@allied.mv](mailto:admin@allied.mv)

**Note: Vendors are required to email their proposal ONLY ON 08th OCTOBER 2020 during mentioned time duration.**

**submission made earlier or later than mentioned date/time duration will not accepted.**

Allied Insurance Company is seeking bids for the following items/services. Interested suppliers are invited to submit their bids for the supply of the items/services as instructed in this document. Please ensure that all bids comply with the instructions. Failure to comply with the instructions may result in disqualification of the bid.

## SUMMARY OF THE WORK:

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Hire of Digital Content Provider

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## SPECIFICATIONS

Refer to section 'Requirements' and Deliverables in the Annex of this document

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## ACCEPTING VENDOR QUESTIONS:

**Primary Contact Name:** Niushad Shareef

**Title:** Manager– Marketing

**Email:** niushad@allied.mv

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## 1. OVERVIEW

Allied Insurance Company is seeking bid proposals to hire a supplier to create digital content for Allied Digital (Online) Campaign. The duration of this campaign is 4 months (1<sup>st</sup> October 2020 to 31<sup>st</sup> January 2021). Hence the agreement duration is the same (4 months).

The supplier must provide digital and videography content to create effective virtual presentations and webinars. All relevant content would be provided. We aim to capture the attention of a vast audience via a series of systematically designed digital events. Hence, virtual presentations would be a crucial part of this campaign. The supplier will be expected to have a solid understanding of the given requirement.

## KEY OBJECTIVES

Our objective is to capture the attention of the local online majority and help them understand the digital payments process and enlighten them on key product areas and how it works. The visuals must be brief and creative and shall capture the attention of the viewers.

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## 2. BID REQUIREMENTS

1. Allied Insurance reserves the right to cancel bid proposals based on evaluation of submitted proposal
2. Bid proposals should be at least valid for 1 month.
3. All suppliers can present bid proposal at the bid submission time specified. *Attendance at the bid clarification meeting is necessary to be qualified for submission of a bid proposal.*

Bid proposals should be addressed as follows:

**Digital Content Provider**

**Allied Insurance Company of the Maldives Pvt. Ltd.**

**City Square 3rd Floor,**

**Chandhanee Magu, Male'**

**Bid reference:**

4. Bid proposal pricing page(s) should be signed and stamped by the Supplier.
5. Suppliers present will be required to fill out the attendance form and note their prices for the solution at the submission meeting. Please ensure that proposals clearly identify the total price. A copy of the completed attendance/price form will be provided for all suppliers present at the meeting.

## 5. DELIVERY

1. Counting of delivery/implementation starts on the day the bid is awarded and bid contract is signed with the suppliers.
2. Refer to Annex 1 for Requirement
3. Refer to Annex 2 for evaluation criteria
4. Refer to Annex 3 Delivery/Deadlines

## 6. PENALTIES

1. Failure to deliver or implement within set deadlines will result in the following penalties:

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- 1.5% of total price as awarded will be deducted per day starting on the date after set deadline date up to a maximum of 15%.
- Delivery/implementation delays longer than required maximum delivery days will result in bid-cancellation as non-delivery of items.
- If bid is cancelled due to non-delivery, supplier may be disqualified from future contracts and purchases by the Purchase Committee of Allied Insurance Company for a period of 3 to 6 months maximum.
- Supplier may apply for an extension of delivery date in writing, stating the reasons for extension. Allied Insurance will provide the response to the request in writing as well.
- Extended deadlines are still subject to price deduction but exempt from bid-cancellation.

## **ANNEX 1: Requirement**

Duration of the contract	4 months
No. of Virtual presentations (Tutorials)	2 per month (Total 8)
Duration of each presentation	2 minutes
No. Webinars	1 per month (Total 4)

### **Description of the content required**

#### Virtual Presentations (Tutorials)

An interactive creative 2-minute virtual tutorial video with predesigned background set where a host explains a selected company product in an interactive manner engaging the online audience. Infographics and animations would be utilized throughout this 2 mins video.

- Content and scripts will be provided
- All presentations will be given by an Allied staff who has knowledge and

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experience on the product.

- Visuals and animations relating to the product will be required
- Final storyboard and set arrangements shall be discussed and approved by Allied Management 5 days prior to the shoot.
- Final presentation must be approved by Allied Management 2 days prior to the on-air deadline.
- All changes and revisions suggested by Allied shall be incorporated to the final video and shall be delivered on time.

## Webinars

### 1 Webinar per month (Total 4)

Content and Host will be provided by Allied Insurance

Develop a creative set, visuals and infographics based on the provided content.

Live video streaming on Allied Facebook page and YouTube.

Rehearse and final Approvals from Allied management.

Final set arrangements and crucial technical information shall be discussed and informed to Allied Management 3 days prior to the event.

All changes and revisions suggested by Allied shall be incorporated to the set and shall be delivered on time.

**ANNEX 2: EVALUATION CRITERIA**

Proposed Price	70%
Delivery – Should not exceed the specified deadline for each virtual presentation and webinar	
Experience (Experience in similar field, past projects reference letters/work completion letters must be submitted)  If have successfully completed more than 2 similar projects (Reference letters/work completion letters must be submitted. (10 marks) Submit 1 Similar Sample Online Webinar Style Presentation Video for reference to obtain 10% from this section. (10 marks)  - Rest of the parties will get marks proportionately.	20%
Proposed tutorial concept and virtual set Tutorial concept (10 marks) Webinar Virtual set concept (10 marks)	10%

**Deliverables:**

- Price
- Sample Video (1 Similar Sample Online Webinar Style Presentation Video for reference)
- Virtual presentation (Tutorial) Concept & Webinar Concept
- Reference letters of completed projects

**Note:**

The concepts must follow the corporate branding and color themes followed by the company.