Request for Proposal (RFP)

Creative & Digital Marketing Agency of NRB Bank PLC.

NRB Bank PLC. is looking to onboard a Creative & Digital Marketing Agency on a monthly retainer basis. The agency must have a proven track record and expertise in developing creative and engaging content for social media and digital platforms. The agency should be capable of assigning a dedicated team to develop creatives and execute campaigns while maintaining strict deadlines with creative agility.

The agency will be expected to ensure consistency across NRB Bank PLC.'s digital creatives in terms of brand look and feel, visual language, typography, tone of communication and color usage, thereby strengthening a distinctive and consistent brand identity across digital platforms.

The Purpose of Onboarding a Creative & Digital Marketing Agency:

NRB Bank PLC. aims to strengthen its digital presence and build a contemporary, customer-centric brand that is relevant to existing and emerging customer segments. The Bank continues to enhance its digital banking ecosystem and communication approach to create a more connected, convenient and engaging banking experience. The appointed agency will support the Bank in building the desired brand personality. **Please follow Annexure A for detailed brief.**

Social Media Platforms to be Used:

The agency will be responsible for supporting the management of NRB Bank PLC.'s social media presence. The agency will advise on key social media parameters including reach, engagement, clicks, video views and other relevant performance measures. The agency will also support query and community management and advise on effective lead generation from social media interactions. The scope will include, but not be limited to, the following platforms:

- Facebook
- LinkedIn
- YouTube
- Instagram

Digital Platforms / Pages

1. NRB Bank PLC. Official Facebook Page
2. NRB Bank PLC. Instagram Page
3. NRB Bank PLC. LinkedIn Page
4. NRB Bank PLC. Official YouTube Channel

Indicative Deliverables

Frequency	Deliverables	Tentative Quantity / Scope
Monthly	Static & dynamic contents as required.	1. Social Media Static: 40 2. Social Media Dynamic: 20
Monthly	Content Planning	For all above-mentioned platforms, including strategic positioning of the brand through campaigns, products, services and events.
Quarterly	Campaign Planning	4-5 campaigns in total, subject to business priorities.
Monthly	Digital Media Planning Support	Plan and present digital communication/media recommendations for specific products and campaigns, in coordination with the appointed media buying partner where applicable.
Monthly	Reports	1. Competitor/competition analysis report 2. Campaign analysis report 3. Content performance report with KPI analysis & learnings 4. Monthly share of voice / digital presence review

Frequency	Deliverables	Tentative Quantity / Scope
Yearly	Digital Buying Commission Rate	N/A under this creative retainer unless separately agreed.
Yearly	Query Management Team (QMT) / Community Management	Suggest a cost-effective bot/manual solution for query management of the Bank's pages. Expected response/turnaround framework to support 24/7 coverage, subject to agreed SLA.
Yearly	Annual Review Report	Annual summary of digital performance, key learnings, brand/content observations and recommended way forward.

Please Note:

- The deliverables mentioned above are indicative. Actual requirements may vary from month to month based on requisitions from business units and management priorities.
- If the agreed number of standard retainer deliverables is not utilized in a particular month, the treatment of the unused balance will be determined as per the final contractual terms mutually agreed between NRB Bank PLC. and the selected agency.
- The agency may submit separate quotations/invoices for projects outside the monthly retainer scope, including AV/video production, photography, animation, large-scale campaign production, influencer engagement, activation or other specialized assignments, subject to prior written approval.
- The agency must have a minimum of 5 (five) years of relevant experience in digital creative, content and social media communication.
- All communication materials must comply with NRB Bank PLC.'s approved brand guidelines, internal approval process and applicable regulatory requirements.

Documents to be Submitted:

Along with the proposed digital communication approach and financial offer for NRB Bank PLC., the proposal should include the following:

- Brief profile of the agency.
- In-depth list of the agency's capabilities and services.
- A list of current and past clients.
- Team structure and proposed resource allocation for the NRB Bank PLC. account.
- Brief profiles/CVs of the key team members proposed to manage the NRB Bank PLC. account.
- Portfolio highlighting relevant creative and digital work for valued clients.
- Two examples of major campaign/project failures or underperforming assignments, explaining what went wrong and the key learnings from each.
- Valid Trade License.
- Valid TIN/e-TIN Certificate.
- Valid BIN/VAT Registration Certificate.
- Certificate of Incorporation/Registration, where applicable.
- Any other statutory or procurement documents requested by NRB Bank PLC.

Proposal Should Also Include:

- Rate card for out-of-scope creative and production services.
- Proposed turnaround times for regular, priority and emergency requirements.
- Agency working process, approval workflow and escalation mechanism.
- Proposed tools/process for content planning, project tracking and reporting.
- Any assumptions, exclusions and third-party costs.

No Financial Proposal is required at this stage unless specifically requested by NRB Bank PLC. in the RFP invitation or subsequent communication.

Indicative RFP Timeline

The following schedule is indicative and will be finalized by NRB Bank PLC. during the procurement process.

Activity	Date
RFP Issuance	September 16, 2026
Proposal Submission Deadline	October 01, 2026
Presentation by Shortlisted Agencies	To be communicated later
Final Selection / Commercial Negotiation	To be communicated later

Clarification / Contact

For any clarification regarding the RFP, briefing/debriefing session or submission requirements, interested agencies may contact:

Brand & Marketing
NRB Bank PLC.
Contact Person: A. K. M. Anwar Hossain, SAVP, Brand & Marketing In-Charge
Mobile: +880 1682 412 834
Email: akm.anwar@nrbbankbd.com

General Conditions

- NRB Bank PLC. reserves the right to accept or reject any or all proposals without assigning any reason, subject to applicable internal procurement policy.
- Submission of a proposal does not create any contractual obligation on NRB Bank PLC.
- All information shared with participating agencies during the process shall be treated as confidential.
- The selected agency will be required to execute the Bank's applicable agreement, confidentiality undertaking and vendor onboarding documentation before commencement of work.
- All final creative assets developed for NRB Bank PLC. under the agreed scope shall be handed over to the Bank in editable/source formats where applicable.

Thanking You,

A. K. M. Anwar Hossain
SAVP, Brand & Marketing In-Charge
Brand & Marketing
NRB Bank PLC.

NRB Bank
Not Just Another Bank

"Annexure-A"

NRB Bank PLC. | Creative & Digital Marketing Agency Brief

NRB Bank PLC. is an innovative fourth-generation private commercial bank in Bangladesh that commenced banking operations on 04 August 2013. Established with a distinctive focus on connecting Non-Resident Bangladeshis (NRBs) with opportunities in Bangladesh while serving local individuals and businesses, the Bank has evolved into a full-service financial institution. NRB Bank offers Retail Banking, SME Banking, Corporate Banking, NRB Banking, Islamic Banking, Cards, Agent Banking, Treasury and Digital Banking solutions through a growing mix of physical and digital channels.

The Bank is committed to delivering a differentiated, responsive and technology-led banking experience. Going forward, our communication should strengthen NRB Bank's position as a modern, customer-centric and progressive bank, with particular emphasis on Retail Banking, NRB/diaspora banking and remittance, SME Banking, Cards and digital banking through NRB Click. Communication should consistently demonstrate ease, relevance, trust, innovation and progress across every customer touchpoint.

NRB Bank serves diverse customer segments across individual, business and institutional banking. Our marketing approach should build stronger brand preference and customer engagement through relevant products, value-added services, partnerships, digital convenience and differentiated experiences, while maintaining a consistent brand identity across all communication channels.

MARKETING OBJECTIVES

1. Establish NRB Bank PLC. as a preferred, progressive and customer-centric bank in Bangladesh, distinctly anchored in the brand promise "Not Just Another Bank"
2. Build strong and consistent propositions for NRB Bank's key business segments
    a. Retail Banking
    b. NRB Banking & Remittance
    c. Cards
    d. SME Banking
    e. Corporate & Transaction Banking
    f. Islamic & Agent Banking
    g. Digital Banking / NRB Click
3. Strengthen NRB Bank's distinctive association with NRBs, remittance, financial inclusion and contribution to Bangladesh's economic development
4. Build top-of-mind awareness and preference for NRB Bank's digital, premium, card and value-added banking propositions
5. Connect effectively with different customer tiers and life stages to drive acquisition, engagement, cross-sell, loyalty and long-term brand preference

TARGET AUDIENCE

- SEC A, B+, B, B-, C+ and C
- Primary: 18–45 years; Secondary: 46+ years | Male & Female
- Metro cities, divisional and district hubs, and key semi-urban markets across Bangladesh
- Salaried professionals, entrepreneurs and SME owners, students/youth, affluent and high-net-worth customers
- NRBs, prospective migrants, remittance beneficiaries and international travelers

EXPECTED DELIVERABLES ON THE PITCH

- Visualize and present how NRB Bank PLC. should be positioned around its brand promise "Not Just Another Bank" in light of the above business and marketing objectives
- Share relevant consumer, category and cultural insights, and recommend a strategic creative platform with a distinctive visual and communication treatment that can strengthen brand preference
- Present an integrated 12-month strategic and tactical communication approach, maintaining clear coherence between the brand "Why," the communication "How," and campaign execution across customer segments
- Recommend how each key business segment should be positioned and communicated while maintaining a strong and consistent NRB Bank master-brand architecture
- Demonstrate creative execution across print, OOH, A/V, static and dynamic digital content, social media and activation. Any proposed visual system, pattern, typography or design enhancement must work within NRB Bank's approved brand identity; the logo must not be altered without explicit approval
- Present an integrated media and digital amplification plan covering online, social, performance media, OOH, print, radio and TV, including recommended channel roles, audience targeting, budget logic and measurable KPIs
- What do you believe is the current image of NRB Bank in customers' minds, and what should the desired brand image be? Clearly identify the perception gap and how your proposed strategy will address it.
- Explain how you will serve NRB Bank PLC. to ensure seamless and timely delivery, including the proposed account-management model, dedicated team structure, profiles of key individuals, time allocation, turnaround standards and escalation process for urgent requirements.

APPLICATION FORMAT

- The submission must include a clear scope of work and service matrix, proposed monthly deliverables/capacity, turnaround times, dedicated team structure, relevant banking/financial-services portfolio and client references
- The Retainer Price Offer and any applicable out-of-scope rate card must be submitted separately to Procurement, in accordance with the Bank's procurement instructions

SELECTION PROCESS

- Agencies will be shortlisted based on strategic capability, creative quality, digital expertise, relevant experience, team strength, service capacity and commercial proposal
- Shortlisted agencies will be invited to a pitch to present their strategic thinking, creative platform, sample executions, media approach and service model
- Based on the overall evaluation, NRB Bank PLC. Management may appoint one or more agency/agencies, negotiate the proposed scope and commercials, or reject all submissions and initiate a fresh procurement process