

SUBMISSION EXTENSION ON THE EXPRESSION OF INTEREST FOR MARKETING STRATEGY AND DIGITAL AGENCY

TERMS OF REFERENCE

Introduction

Standard Bank Plc is a leading financial services organisation that serves the needs of clients across Malawi. Standard Bank is the first commercial bank in Malawi and has a rich heritage of 55 years. Its parent company, Standard Bank Group, has operated in Africa for over 160 years.

Standard Bank Plc is guided by its purpose, "Malawi is our home, we drive her growth". Therefore, the Bank exists to enable the country and its people to achieve growth by helping them secure and sustain financially sound and empowered lives. The Bank creates platforms where our customers transact and grow their wealth.

Scope of work

Detailed below the scope of work for the Strategy and Digital Agency:

ACTIVITY

Campaign and Brand Strategy Development

DESCRIPTION

- Creating engaging and exciting products, service, campaign, digital and brand strategies. Strategies should be holistic including Radio, Television, Digital Media, Sponsorships/Donations,
- Public Relations, Activations, Advertising etc. Development of Go-To-Market Strategies for product and/or service launches.
- Development of internal engagement strategies for staff. Conceptualization and development of brand properties.
- Creation of a yearly plan with monthly reporting on objectives.
- Copywriting support for:
 - (i) Product/Service information,
 - (ii) Creative work,
 - (iii) Reports,
 - (iv) Press statements,
 - and (v) Video content.

ACTIVITY

Digital Marketing Strategy Development

DESCRIPTION

- Creation and customization of digital strategies that span online and social media platforms.
- Conceptualize and create engaging audiovisual content and motion graphics to support strategy implementation.
- Ability to create strategies for seasonal and thematic initiatives such as Women's Month.
- Proactively manage, maintain, and leverage on relationships with online media news and lifestyle outlets. Develop and implement SEO maximization strategy.

ACTIVITY

Social and Online Media Management

DESCRIPTION

- Design, build and maintain the Bank's social media pages including content creation and page activation.
- Identify and implement new social media engagement strategies.
- Periodically report on key social media and digital marketing metrics as per campaigns implemented.
- Ability to package events and report highlights into engaging social and online media posts.

Standard Bank plc would like to request for proposals for a Marketing Strategy and Digital agency to support the Bank's Brand and Marketing operations. The organization seeks to enhance its brand visibility, positioning, and engagement with its target audiences. To achieve this, we intend to engage a qualified marketing creative agency to deliver innovative, effective, and high-quality brand and marketing services that align with our strategic goals.

Service Objective

The primary objective is to engage a Marketing Strategy and Digital agency to develop and execute comprehensive marketing strategies and creative brand campaigns that will:

- Elevate the organization's brand presence.

- Drive engagement with targeted audiences across various platforms (digital, print, events).
- Increase the organization's visibility, awareness, and influence.

Target audiences

The Marketing Strategy and Digital agency will support Standard Bank plc with their full scope of work that services both the internal and external audiences.

Project Period

Preferably 3 years – renewable on successful completion of key deliverables and performance metrics.

Evaluation procedure

The initial shortlist of applicants will be based on the minimum criteria below:

- Registration certificates which should include but not limited to Business Registration certificate, Tax registration and all relevant regulatory bodies.
- List of Directors and Shareholders
- Provide portfolios of evidence done previously.
- Provide company profile that include the following: area of operation, number of employees, profiles of key employees, technology capacity (software & hardware), security and storage specifications, list of past clients and scope of work, and samples of creative/strategic work.

All shortlisted applicants will be provided with a case study and tasked to develop an innovative marketing and digital campaign that showcases a winning strategy. The agency will be invited to pitch their concept, after which selection shall be made.

Further information

If you need further information kindly visit: www.standardbank.co.mw or any of our social media pages to understand our products and brand positioning. You may also contact the undersigned for questions regarding the application.

Submissions

Submissions should be made to the undersigned in a ZIP file with all relevant documentation for the initial stage of qualification. Submissions must be made by **18th October 2024**.

● Copywriting support for:

- (i) Social media posts,
- (ii) Website content,
- (iii) Brand profiling stories,
- (iv) Event highlights,
- (v) Product/service information,
- (vi) Notices and alerts.

- Ability to provide copy and translation services in vernacular; Chichewa, Tumbuka, and Yao is mandatory. All else are an added advantage.

- Provide social media training for staff, as and when required.

ACTIVITY

Creative Support

DESCRIPTION

- Design of engaging artworks for digital and print mediums such as – website, social media, ATMs, newspaper, magazines.
- Design branding for physical structures such as Bank Branches, Signage, Billboards; and promotional materials such as diaries, t-shirts, caps, umbrellas etc.
- Design of regulatory and periodic reports such as Annual Financial Results for print publication and newspaper publication.
- In-house design of exciting and engaging artworks for digital and online platforms in-line with Bank Corporate Identity (CI), including static and motion graphics.

- Ability to customize designs for various digital platforms to maximize user experience and position brand.
- Ability to research design trends and apply to existing CI.
- Leverage on the full suite of tools and functionalities available for social media and online media i.e. Reels, Stories, Polls, Spaces etc.

ACTIVITY

Competitor & Industry Insights

DESCRIPTION

- Identify and leverage opportunities in the Digital Marketing space.
- Pro-actively share competitor insights and industry trends at national, regional, and global level.

ACTIVITY

Market Support Services

DESCRIPTION

- Sub-contracting marketing support services on behalf of the Bank, such as Influencers, MCs, Photography etc.
- Ability to implement paid advertising on digital and online media platforms such as Meta (Facebook and Instagram), Google, LinkedIn etc. Those with certified practitioners have an added advantage.

Applications should be sent to:
 Manager, Procurement
 Standard Bank Centre
 Africa Unity Avenue, P.O Box 30380, Lilongwe 3
 Procurement Helpdesk Malawi
 Or on email:
procurementhelpdeskmalawi@standardbank.co.mw