



# **REQUEST FOR PROPOSAL (RFP): SELECTION OF MARKETING AGENCY**

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## I. INTRODUCTION

This Request for Proposal (RFP) seeks to engage a dynamic, experienced, and proficient marketing agency to collaborate with Rihal. The following sections outline the scope of work, instructions to potential bidders, evaluation criteria, and submission details.

## II. IMPORTANT DATES

Event	Date	Time
RFP Issuance	November 15, 2023	5:00 PM
Intent to Bid Confirmation	November 23, 2023	5:00 PM
Deadline for Clarifications	November 30, 2023	5:00 PM
Proposal Submission Deadline	December 3, 2023	5:00 PM
Selected Agency Start Date	January 1, 2024	

## III. CONTRACT TERMS

The initial term of the contract awarded as a result of this RFP will be for a **period of six (6) months**. Upon satisfactory performance and mutual agreement, the contract may be renewed for an **additional six (6) months**. The agency's performance will be evaluated against the Key Performance Indicators (KPIs) as outlined in Section VII. A formal review process will be conducted prior to the expiration of the initial term to determine the eligibility for contract renewal.

## IV. AGENCY SELECTION OBJECTIVES

Rihal is in search of a marketing agency to elevate brand awareness and lead generation efforts in Oman and abroad. The objectives are as follows:

1. Enhance brand image and maintain communication consistency.
2. Evaluate Rihal's communication needs to support marketing initiatives.
3. Utilize historical data to optimize marketing activities.
4. Gain deeper market insights for trend forecasting.
5. Strengthen brand equity through innovative campaigns.

6. Generate leads via diverse marketing materials and activities.
7. Efficiently coordinate campaign execution.
8. Optimize media mix for comprehensive integrated campaigns.
9. Provide strategic guidance for marketing channel integration.

## **V. ISSUING OFFICE AND CONTACT INFORMATION**

Contact Email: [info@rihal.om](mailto:info@rihal.om)

## **VI. MODULAR SCOPE OF WORK**

### **A. GENERAL**

1. Maintain a strong working relationship with Riha1, including weekly status meetings.
2. Offer strategic guidance aligned with Riha1's brand direction and marketing communications, encompassing brand awareness and lead generation activities.
3. Actively engage in research initiatives, brand awareness, lead generation, and effectiveness analysis.
4. Develop a comprehensive marketing communications strategy, ensuring alignment and communication with third-party agencies.
5. Create creative briefs for campaigns, detailing strategy, timeline, channels, target personas, goals, and messaging, and accommodate Riha1's input until final approval.
6. Ensure that all requested adaptations from Riha1 for any project within the agency's scope, such as resizing previous ads or adjusting video formats, are included.
7. Efficiently manage ongoing campaigns, budgets, and timelines.
8. Ensure that agency staff assigned to the Riha1 account are well-versed in our business, products, services, advertising, and media plans, as well as the business, products, services, marketing communications, and media plans of our competitors.
9. Conduct market, audience, and competitor analysis.
10. Provide guidance and assistance to Riha1 in creating and executing marketing plans, encompassing marketing communications, advertising, strategy, account planning, and research for the contract period and the following year.
11. Implement loss prevention measures for Riha1.
12. Facilitate knowledge transfer to Riha1's internal team through quarterly workshops.
13. Ensure Riha1's understanding of the agency's processes, capabilities, technologies, consumer trends, media, social media, and digital marketing best practices and benchmarks.

14. Provide post-campaign evaluation and key insights for future campaigns.

## **B. DIGITAL MARKETING**

### **1. Marketing Strategy**

- a. Develop an annual digital marketing strategy, including brand awareness and lead generation objectives.
- b. Plan and execute quarterly campaigns.
- c. Prepare monthly content planning calendars for each channel, to be approved by the 15th of the previous month.
- d. Conduct quarterly workshops with marketing platforms.
- e. Provide quarterly updates on innovations and offer training sessions.
- f. Agencies are free to propose the number of content pieces suggested based on their company research and experience in the industry

### **2. Social Media Content Planning and Delivery**

- a. Prepare monthly content plans and scheduling.
- b. Collaborate on content creation for campaigns and events, including influencers and celebrities when appropriate.
- c. Deliver weekly reactive content, limited to one-third of total posts/ads.
- d. Execute quarterly corporate campaigns.
- e. Manage influencer communication and relationships (if required).
- f. Oversee influencer content creation, co-creation, and monitoring (if required).
- g. Collaborate with social media news, entertainment, and partner/customer pages.

### **3. Social Media Agile Content Production**

- a. Create agile content in response to social media trends and competitor activations when needed.
- b. Include campaign/post-specific stock imagery sourcing as part of agile content creation at no extra cost.
- c. Optimize formats and channels for campaigns/posts across all platforms.

### **4. Social Media Communication**

- a. Handle HR campaign communication.

- b. Manage CSR communication.
- c. Execute crisis management communication.
- d. Submit campaign awards entries.

5. **Email Newsletter:**

- a. Create content and copywriting for a monthly Email and LinkedIn newsletter.

6. **Reporting and Social Listening**

- a. Deliver monthly, quarterly, and annual performance reports with comprehensive details.
- b. Analyze post-hero campaign performance.
- c. Evaluate influencer/talent impact on content plans.
- d. Perform competitive analysis and keyword tracking.
- e. Be proactive in crisis management and monitoring.
- f. Handle crisis resolution and reputation management when necessary.
- g. Provide access to social media monitoring tools, as needed.

**C. MINIMUM RETAINER INCLUSIONS**

Rihal requires the following as part of the monthly retainer:

- Videography and postproduction of Rihal talks monthly events.

**D. ON-DEMAND SERVICES**

On-demand services refer to additional services or tasks not covered under the retainer or initial scope of work but requested by Rihal as needed. These services may include, but are not limited to, the following examples:

- Photography and/or videography of events.
- Landing Page Creation
- Creation of brochures, including customer case study documents, whitepapers, product brochures, etc.
- Graphic Design:
  - Post Design
  - Animated/Motion Graphic Design

- Reel Video shooting
- Billboard Design

## **E. DIGITAL MEDIA PLANNING AND BUYING**

We are seeking an organization with expertise in digital media planning and buying to manage the following responsibilities:

### **1. Responsibilities:**

- a. Plan and purchase media, targeting specified audiences.
- b. Distribute media to designated outlets electronically.
- c. Manage budgets to ensure purchases stay within limits.
- d. Submit invoices in a timely manner.
- e. Provide post-buy analyses for campaigns.
- f. Integrate with third-party tracking tools as needed.

### **2. Services to be Provided:**

The chosen agency must offer the following services:

- a. Evaluate the current marketing plan.
- b. Develop and execute a digital advertising program.
- c. Recommend the best use of digital media channels.
- d. Place campaigns in approved mediums and optimize.
- e. Track and report on campaign success using third-party tools.
- f. Offer creative development for various ad types.
- g. Collaborate with creative agencies for enhanced campaign performance.

## **F. TRADITIONAL MEDIA BUYING**

1. Offer discounted rates for all publications.

## VII. KPI, PERFORMANCE MONITORING, AND INCENTIVES

Bidders are encouraged to propose a mechanism for identifying, executing, and monitoring Key Performance Indicators (KPIs) that encompass both brand awareness and lead generation. Additionally, bidders can suggest incentive schemes for exceeding KPI targets.

## VIII. MINIMUM COMPLIANCE OF DELIVERABLES

The selected agency is expected to adhere to the following minimum compliance standards for all deliverables:

1. **Quality Assurance:** All deliverables, including creative content, reports, and campaign materials, must meet high-quality standards in terms of design, accuracy, and relevance.
2. **Brand Consistency:** All materials must adhere to Rihal's branding guidelines, ensuring consistency in messaging, logos, colors, and overall brand identity.
3. **Timely Delivery:** Deliverables should be provided according to agreed-upon timelines and schedules. Any deviations should be communicated in advance and approved by Rihal.
4. **Accuracy and Precision:** All data, statistics, and information presented in reports or content must be accurate and based on reliable sources.
5. **Legal and Ethical Compliance:** All materials and campaigns must comply with local and international laws and ethical guidelines. This includes data privacy regulations, copyright, and intellectual property rights.

## IX. PENALTY

In the event of non-compliance or failure to meet the agreed-upon terms and conditions, the following penalties may apply:

1. **Late Delivery Penalty:** The agency will be subject to penalties for any delay of any deliverables.
2. **Quality Assurance Penalty:** In cases of substandard work or failure to meet specified quality standards and briefing, no payment shall be made.
3. **Performance Guarantee Incentive/Penalty:** In the event that the agency falls short of meeting the pre-established Key Performance Indicators (KPIs) specified in the contract, a performance-based adjustment equivalent to 5% of the total contract value will be applied.
4. **Contractual Obligation Penalty:** Failure to meet any other contractual obligations, as defined in the agreement, may lead to penalties as mutually agreed upon by both parties.



## **X. INSTRUCTIONS TO BIDDER**

### **A. INTENT TO BID**

Bidders should confirm their intent to bid via email to [info@rihal.om](mailto:info@rihal.om), including company name and contact information.

### **B. PROPOSAL STRUCTURE**

Bidders should adhere to the provided proposal structure, including company profile, functional requirements, client references, proposed setup, and price proposal as per the following:

**Please provide the following information in the proposed structure:**

#### **Section A: Company Profile**

1. Introduction.
2. Background and Years of Experience in Oman and Saudi Arabia (if any).
3. Omanization %.
4. Services provided by the company.
5. Agency's customers.
6. Awards (if applicable).

#### **Section B: Functional Requirements**

1. Project Methodology & Process to provide each of the requirements and their sections mentioned in Section VI.

#### **Section C: Client References**

1. International Technology Client Case Example:
  - a. Provide one case example of your work with a local or international technology client for each of the following:
    - i. Social Media Management
    - ii. Digital Media Planning & Buying.
    - iii. Traditional Media Planning and Buying.
  - b. Detail your delivery approach, the work undertaken, and the impact achieved.
  - c. Include samples of the work conducted for this client in each of the relevant categories above, where applicable.

2. Supply details for one client reference.

## **Section D: Suggestive Campaign**

1. **Campaign Intent:**
  - Title: "Jadawel: Unveiling Data Excellence"
  - Aim: To position Jadawel as the innovative solution for data management challenges in the modern business landscape.
2. **Campaign Essence:**
  - Craft a narrative that centers on the transformation of complex data into actionable insights, emphasizing ease of collaboration and informed decision-making.
3. **Creative Direction:**
  - Encourage the use of storytelling to convey the capabilities of Jadawel through various creative formats and channels, while maintaining the element of intrigue around the product's features.
4. **Engagement Strategy:**
  - Propose a multi-phased rollout that builds anticipation, educates the audience, and invites participation, culminating in an interactive product unveiling.
5. **Marketing Touchpoints:**
  - Suggest a mix of digital and traditional mediums, with an emphasis on content that can showcase thought leadership and industry expertise.
6. **Performance Indicators:**
  - Outline the expectation for measurable KPIs, such as engagement metrics, lead generation, and conversion rates, without specifying the exact methods of measurement.

More information on Jadawel can be found here: <https://jadawel.rihal.om>

## **Section E: Proposed Setup**

1. Describe your company's approach to interacting with Rihal for the delivery of the scope of services.
2. Provide detailed CVs of resources exclusively assigned to Rihal, including for all service categories.
3. If the bidding agency intends to subcontract any portion of the scope of work to a third party, it must provide full disclosure of this intention in its proposal. The disclosure must include the third party's company profile, demonstrating relevant

experience and capabilities. Additionally, detailed CVs of all individuals from the third party who will be assigned to Rihal's projects must be included.

4. Indicate the number of resources that will be dedicated to the Rihal account
5. Outline a detailed plan for resources, both within and outside of Oman, highlighting their experience in the technology sector and the specific areas relevant to the bid. Include the number of years of experience and details of their relevant experience.

## Section F: Price Proposal

1. Present all fees in Omani Rials (OMR).
2. Submit your fees structured either as Full-Time Equivalent (FTE) rates or as cost Per Event/Occurrence, as detailed in the table below.

3. **Definitions:**

1. **Full-Time Equivalent' (FTE):** refers to the workload of a full-time employee and is used as a unit of measure that indicates the involvement of one full-time person in a service.

For instance, an FTE of 1.0 is equivalent to one full-time worker, while an FTE of 0.5 reflects half the workload.

An equation to calculate the Full-Time Equivalent (FTE) of an employee or a project is typically expressed as:

$$FTE = \frac{\text{Total number of hours worked}}{\text{Number of working hours in a full – time schedule}}$$

Where:

- **Total number of hours worked** is the sum of all hours worked by an employee on a service.
  - **Number of working hours in a full-time schedule** is the standard number of hours that a full-time employee works during the same period.
2. **Unit Price (for FTE services):** In the framework of Full-Time Equivalent (FTE) services, the "Unit Price" refers to the standardized cost associated with the dedicated effort of one full-time employee for a specific period, typically a month. This price encompasses all the labor costs, including wages, benefits, and overhead, for the employee to deliver the contracted services. It allows for the modular allocation of your workforce to the service. When calculating the subtotal for an FTE-based service, the Unit

Price is multiplied by the FTE percentage that represents the portion of full-time work committed to the service.

3. **Total Hours:** The term "Total Hours" quantifies the entire amount of work time that will be invested in delivering the specified services within the contract's duration. This encompasses all the effort from your team members, whether it's planning, executing, or managing the tasks at hand. For FTE-based services, "Total Hours" is the product of the FTE fraction and the standard full-time hours over the contract period. For instance, if a service is estimated as 0.5 FTE over a 6-month period, and a full-time schedule is 40 hours per week, the "Total Hours" would be 0.5 multiplied by 1,040 hours (which is 40 hours/week times 26 weeks).
4. The bidder should provide a pricing proposal that corresponds with the services outlined in the table below, tailored to the specified scope of work.

**2.1 – Essential Services:**

<b>Digital Marketing (FTE) - MANDATORY</b>						
<b>Service</b>	<b>Unit Price (OMR)</b>	<b>Service Interval</b>	<b>FTE</b>	<b>Hours (6 Months)</b>	<b>Subtotal (OMR)</b>	<b>Description</b>
<b>Marketing Strategy</b>		6 Months				<ul style="list-style-type: none"> <li>• Annual marketing strategy</li> <li>• Quarterly campaign strategy</li> <li>• Monthly planning</li> </ul>
<b>Social Media Management</b>		6 Months				<ul style="list-style-type: none"> <li>• Daily management of social media accounts</li> <li>• Content creation</li> <li>• Social engagement</li> </ul>
<b>Monthly Email Newsletter</b>		6 Months				<ul style="list-style-type: none"> <li>• Newsletter content creation</li> <li>• Copywriting</li> <li>• Graphic design</li> </ul>
<b>Reporting</b>		6 Months				<ul style="list-style-type: none"> <li>• Monthly &amp; quarterly performance reporting on Digital Marketing activities</li> </ul>

<b>Subtotal Value (for 6 Months)</b>					<b>[Insert Total of Subtotals]</b>	<ul style="list-style-type: none"> <li>Sum of all subtotals for the entire scope of services for the initial 6-month contract period.</li> </ul>
<b>Monthly Retainers (Per Occurance) - MANDATORY</b>						
<b>Service</b>	<b>Unit Price (OMR)</b>	<b>Service Interval</b>	<b>Subtotal (OMR)</b>		<b>Description</b>	
<b>Rihal Talks</b>		1 per month			<ul style="list-style-type: none"> <li>Videography</li> <li>Post-Production</li> </ul>	
<b>Subtotal Value (for 6 Months)</b>			<b>[Insert Subtotal]</b>		<ul style="list-style-type: none"> <li>Sum of all subtotals for the entire scope of services for the initial 6-month contract period.</li> </ul>	
<b>Total Contract Value (OMR)</b>						
<b>[Insert Total Contract Subtotals]</b>						

## 2.2 – Ad-Hoc Services:

<b>On-Demand Services (FTE) - MANDATORY</b>						
<b>Service</b>	<b>Unit Price (OMR)</b>	<b>Service Interval</b>	<b>FTE</b>	<b>Total Hours</b>	<b>Subtotal (OMR)</b>	<b>Description</b>
<b>Event Coverage (Half Day)</b>		Per half-day event				<ul style="list-style-type: none"> <li>Half-day event coverage, including photography/videography and post-production.</li> </ul>
<b>Event Coverage (Full Day)</b>		Per full-day event				<ul style="list-style-type: none"> <li>Full-day event coverage, including photography/videography and post-production.</li> </ul>
<b>Landing Page Creation</b>		Per project				<ul style="list-style-type: none"> <li>Design and development of landing pages.</li> </ul>
<b>Brochure Creation</b>		Per page				<ul style="list-style-type: none"> <li>Design and copywriting for brochures.</li> </ul>
<b>Graphic Design</b>		Per design				<ul style="list-style-type: none"> <li>Creation of graphic design</li> </ul>
<b>Animated/Motion Graphic Design</b>		Per project				<ul style="list-style-type: none"> <li>Creation of animated or motion graphics.</li> </ul>
<b>Reel</b>		Per video				<ul style="list-style-type: none"> <li>Short promotional video for social media.</li> </ul>
<b>Billboard Design</b>		Per design				<ul style="list-style-type: none"> <li>Design of billboard advertisements</li> </ul>
<b>Digital Media Buying – OPTIONAL</b>						
<b>Media Buying Fees</b>		Per campaign				<ul style="list-style-type: none"> <li>Managing and planning the Media Buying (Online and Offline)</li> </ul>
<b>Others – Any additional services can be under this row</b>						

## XI. SUBMISSION OF PROPOSAL

Please send your proposal documents to [habib.lawati@rihal.om](mailto:habib.lawati@rihal.om) by the submission deadline of 3 December 2023 at 5:00 PM.

## XII. LANGUAGE AND CLARITY

Please ensure clarity, precision, and grammatical accuracy in your submissions.

## XIII. EVALUATION CRITERIA

- Submission **must be in English.**
- Rihal reserves the right to choose a different or the same vendor for each of the areas.
- Rihal reserves the right to audit the selected agency at the end of their contract period.
- Each vendor will be assessed based on completeness and quality of their submission. Proposal structure and requirements.
- Shortlisted creative and digital vendors will be invited to deliver a pitch to Rihal team. Rihal will provide a brief to the vendors. The shortlisted vendors will present their proposals to Rihal team and will be evaluated accordingly.
- Rihal is keen to work with a Creative agency that can provide full transparency into the basis for their bids. Therefore, it is important that the agency reviews the proposed bid sheet model, seek clarifications if required, and provide all the relevant information in the specified format. Rihal reserves the right to disqualify or choose not to pursue the selection process with an Agency that does not comply with this request. The commercial proposal is structured to assess the Creative agency on pricing and key criteria namely creativity and resources.

Subject	Pre-qualification Criteria	Weight
Years Of Experience	Company has minimum of 2-year experience in industry (recent experience - within the past 2 years)	Pass/Fail
All Areas Included in Bid	All modules are included in the bid	Pass/Fail

<b>Compliance</b>	Compliance with scope - with all services described in scope and in Section VI	Pass/fail
<b>Technical Criteria</b>		
	International Awards won	5%
	(1) One Technology client case examples (in terms of delivery approach and impact)	5%
	Resources in Oman of which 10% Omanis are part of the primary account team	10%
	An overview of the <b>dedicated account team</b> including brief bios, and Technology specific experience.	15%
<b>Suggestive Campaign</b>	Campaign is unique and deliver key messages effectively	15%
	Does it communicate clearly, simply, and consistently	15%
	Does it meet the brief	15%
	Is it integrated/consistent across all media - video, social, display, other	15%
<b>Rihal Terms and Conditions</b>	Compliance to Rihal terms & conditions	5%
<b>TOTAL TECHNICAL SCORE</b>		100%
<b>Commercial Criteria</b>		
<b>Creative</b>		
<b>Fees</b>	Competitiveness of fees per category	100%
<b>TOTAL COMMERCIAL SCORE</b>		100%