**Scope**

1. **Digital Media Buying:**

Objective

A digital buying agency that will plan, execute, monitor, and optimize paid digital media campaigns across platforms to drive business objectives (brand awareness, lead generation, traffic, engagement, etc.).

**Key Responsibilities of the Agency:**

1. Strategy & Planning

Develop digital media strategies based on brand objectives, audience segments, budget, and timeline. Prepare media plans (monthly/quarterly/annually) across platforms: Meta (Facebook, Instagram), Google (Search, YouTube, GDN), TikTok, LinkedIn, programmatic platforms, etc. Media mix modeling and allocation of budget by platforms and objective.

Set up campaigns across platforms with proper structure (objective, audience, creative, placement, budget, schedule).

Social Listening Service

B. Media Buying

Execute buying on self-serve platforms (Meta, Google Ads, TikTok, etc.).

Negotiate with platform representatives or third parties for premium inventory.

Ensure optimal CPM/CPC/CPV/CPA within industry benchmarks.

C. Optimization & Reporting

Monitor campaign performance daily/weekly.

Recommend and execute optimization actions based on performance.

Share real-time dashboards or weekly/monthly performance reports.

Provide insights and recommendations for future planning

D. Compliance & Brand Safety

Ensure ads comply with platform policies and brand guidelines.

Avoid placements in sensitive or controversial environments.

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| **Digital Media Buying (project basis)** | | | |
| **SI** | **Platform Name** | **Remittance Tax or Platform Charge** | **Agency Service Fee** |
| 1 | Meta |  |  |
| 2 | Google/Youtube |  |  |
| 3 | Tiktok |  |  |

1. **Social Media Query/Community Management**

Managing BRAC Bank Facebook page, TARA Page, Tiktok profile, Youtube Channel and LinkedIn profile services (inbox, comments, lead generation etc.) & Community Management service. Social listening Service.

Monitor and respond to audience queries, comments, and messages within an agreed SLA.

Escalate sensitive queries or complaints to internal stakeholders as per protocol.

Build positive relationships with followers, influencers, and relevant groups.

Monitor conversations around the brand, industry, and competitors.

\*Monthly query volume range is 10-12k and resource are proposed against this volume

\* Dedicated team required for community management

\*Proposed SLA=30 minutes                                                                                                                               \*Service hour- 24/7

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| --- | --- | --- | --- | --- |
| Agency Name: | | | | |
| **SI** | **Designation** | **Price per month including Tax** | **Vat (15%)** | **Total per month including Vat & Tax** |
| 1 | Community Engagement Supervisor |  |  |  |
| 2 | Community Engagement Executive |  |  |  |
| 3 | Community Engagement Executive |  |  |  |

1. **Public Relations Service:**

BRAC Bank PLC. will assign an agency as its Media & PR Agency on monthly retainer basis through a competitive bidding as official media buying agency as per the following terms:

Services required per month:

|  |  |  |  |
| --- | --- | --- | --- |
| **SL** | **Deliverables Per Month** | **Description of requirements** | **Parameters** |
| 1 | TV Coverage (3 events - Ensuring 10 coverage hits in top tier TV Channels for each event) | Ensuring coverage on the bank’s event prominently on leading TV channels. Releasing video stories. | 210 press releases in a year  Meeting yearly coverage target in Prothom Alo and The Daily Star  Unpaid coverage value BDT 250 crore in a year (Print, online, TV) |
| 2 | 18 press releases (15 coverage of each press release in top tier media) | Six coverage in Prothom Alo and 10 coverage in The Daily Star in a month:  Must ensure coverage in 6 top-tier newspapers:   * Prothom Alo * The Financial Express * The Daily Star * The Business Standard * Samakal * Bonik Barta   Have to ensure coverage in other newspapers:   * Bangladesh Ptraditin * Kalbela * Ittefaq * Jugantor * Kaler Kantho * Ajker Patrika * Rupali Bangladesh * Dhaka Tribune * Amader Shomoy * New Age   Ensuring coverage in regional newspapers (Division, district, upazila level news media etc.)  N.B.: The list is not exhaustive |
| 3 | 2 Interviews on Radio/TV | Two business talkshows on TV per month |
| 4 | 2 Features in Magazine/Newspaper | Publishing two special feature stories about impactful initiatives per month |  |
| 5 | Regular Media Engagement Plan & Executing | Media engagement, gift, media anniversary greetings, media house visit |  |
| 6 | Crisis /Reputation Management for negative news (As and when required basis) | Providing media intelligence in advance to thwart negative report. Proactive action on negative report and rebuttal. |  |
| 7 | PR campaign (As and when required basis) | Regular PR campaign to promote business and influence regulatory moves. |  |

**Remuneration:**

The agency will be appointed on monthly retainer basis. Price shall be inclusive of VAT & Tax

**Contract Duration:**

This deed of agreement will be for year and will be renewed as per mutual agreement monthly retainer fee.

1. **Scope of Media Buying (print and other):**

BRAC Bank will assign an agency through a competitive bidding as official media buying agency as per the following terms:

**Services:**

As the official media buying agency, the selected agency will release all advertisement in print, radio, television and digital media during the agreement duration.

**Discount and Rate Chart**:

The agency will provide discount rate and rate card. The agency offering the highest discount will get preference. The rate is subject to change as per the rate modification by the newspapers from time to time.

A sample advertisement rate card shared as a sample basis.

**Commission**:

The agency will agree to a commission for newspaper and other media and digital media. The agency charging the lowest commission will get preference.

**Contract Duration:**

This deed of agreement will be for year and will be renewed as per mutual agreement on rates, discounts and commission.