

Ncell Pvt. Ltd.

Pre-qualification for Creative, Media, Events and Digital Agencies.

Ncell is looking to PARTNER with likeminded Creative, Media, Digital and Activation agencies; hence, we wish to invite agencies to submit their credentials for the pitch process.

Credentials for pre-qualification should be submitted by the agencies on or before Monday, May 6, 2019 at Ncell, Nepal Head Office as stated below. Credentials should include but not be limited to the Company Profile, Clientele and Certified Copy of Business Registration, Latest Audited Accounts and List of Directors.

In addition, should showcase the below mentioned prerequisites:

Prerequisites for the Creative Agency

Brand Strategy / Planning

- Should be able to demonstrate in-depth understanding of client's business and category
- Should be able to imbibe the brand ethos and participate in enhancing the brand experience (for consumers) in a constructive and innovative manner
- Should be able to work with the client as one team with common delivery goal and not only as a participative vendor
- Should be able to demonstrate the capability to deliver strong creative ideas for both enterprise and consumer business
- Should be able to extensively contribute in:
 - Brand strategy, positioning and communication development
 - Developing marketing, merchandising ideas consistent with brand and communication strategy of the client
 - Generation of consumer insights
 - Generating ideas that can be leveraged on rapidly growing digital media (internet of things and mobile)
 - Research driven approach to the creative planning process

Creative Execution and Client Servicing

- Should be able to extensively contribute in:
 - Transforming ideas into effective and impactful creative expressions
 - Delivering under critical timelines; including but not limited to important business communications
 - Technical superiority/quality of the tool used
- Should be able to effectively liaise with the client's media agencies and other marketing communication partners for planning purposes
- Supervise production houses and other suppliers for agreed creative work to achieve targets
- Make necessary arrangements for the use of artists, models, music etc., including licenses, buyouts and fee wherever applicable prior to commissioning

Prerequisites for the Event Agency

Brand and Category Understanding

- Understand Nepal's geographic, culture, ethics and consumer associations with these attributes
- Understand the category and brand details
- Ability to identify key events/opportunities (in line with brand ethos) for the client to establish presence
- Understand and track competition activities

Execution and Client Servicing

The agency should be able to demonstrate the following:

- Experience in handling huge & complex events on how they can provide innovative idea & themes (by providing past examples)
- Control logistics (scale and geographic locations)
- Provide post event review
- Presence of key contacts with celebrities and government authorities
- Ability to integrate the communication message across all marketing activities
- Understanding of legal/civic issues and approval ladder for conducting the respective events

Prerequisites for the Media Planning and Buying Agency

Communication planning to increase effectiveness of media investment

- Should be able to manage all communication functions across TV, Print, Radio and Online Portal.
- Communication functions would include ideation & innovation, strategic planning & buying, integration research, driving use of new media and ground activation
- In absence of any media performance reporting tools in Nepal, the agency should be able to provide alternative method to assess investment
- Understand the brand/product communication and aim to place the creative in the right place (most appropriate media vehicle)
- Work with the client as one team with common delivery goal and not only as a planning and buying agency
- Should be able to demonstrate insight driven planning

Leveraging volumes & overall agency clout to maximize savings

- Should be able to leverage overall media investment volumes to maximize savings, both through rate/bonus benefits and savings through value additions
- Agency should be in a position to leverage entire agency volume as an advantage to its client. The agency should also enjoy preferred partner status with the media owners. This results in agency being first port of call for all opportunities

Prerequisites for the Digital Agency

Planning, Buying, Insights and Creativity:

The agency should be able to:

- Demonstrate complete knowledge of digital media and digital consumption habits in Nepal
- Provide insights and trends in digital marketing in other global markets. Recommend achievable adaptations of such trends in Nepal resulting in clear lead/superiority of client communications
- Understand the brand ethos and participate in effective content development
- Work in tandem with the client brand/communication teams to create interactive creatives that are not merely transcripts of other media
- Demonstrate real-time optimisation for digital media campaigns

Client Servicing:

The agency should be able to demonstrate:

- Experience in managing large digital marketing assignments
- Global yet hyperlocal associations with respect to digital media consumption

In addition to the above, common prerequisites for all Agencies

System and Processes

- Agency should have in place fully automated systems & processes to facilitate 100% error free logistics & commercial systems and transactions
- Sharing of global and regional best practices
- Agency shall provide year to date quarterly reports tracked by projects as determined by the client

Dedicated Resources

The agency should deploy a dedicated team to handle the client. Thereby ensure total focus and involvement in client's business. The dedicated team would in effect be an extension of the client's marketing team. The team should depict original and out-of-box thinking and execute world class innovations.

Handling Competing Brands

If the agency is currently handling any competing client/brand, the same must be disclosed to the client at the time of presenting the following details

- Name of the competing company and/or brands
- Duration of Agreement
- Exclusive or Non-Exclusive
- The Measure that the agency will take to protect confidentiality of the client's data/information

Competitive Cost

- Cost based on real time effort estimation (for each level and task to be performed)
- Vendor relations to achieve desired deliverables at competing costs

Right to Audit:

The agency should be open to periodic audits pertaining to rendering of services to the client and transactions undertaken for the same by an independent auditor that is appointed by the client.

Contracting:

Agency should be in a position to contract with the company on all agreed terms and conditions

Canvassing:

The Pitch Process is independently managed by an International Professional Consulting Services Firm. Canvassing in any form will result in disqualification.

Agencies to adhere to the following timelines:

1. Credentials Submissions by 11:00 AM on Monday, May 6, 2019
2. Pitch Brief to be sent to shortlisted agencies on Monday, May 13, 2019
3. Proposal Submissions by 11:00 AM on Monday, May 27, 2019
4. Pitch Presentation to client in the week beginning Monday, June 3, 2019
5. Finalize agreements and commencing of activities by Monday, June 17, 2019

Any queries regarding this advertisement and submission of your credentials should be done at the address given below:

Procurement Team

Email: lila.subedi@ncell.axiata.com

Ncell Pvt. Ltd.

Nakkhu, Lalitpur - 04, Nepal