

TENDER ANNOUNCEMENT



TENDER NAME: MARKETING AGENCY SERVICES

Tender Reference: T025-10/2024

Date of opening: October 07th, 2024

Date of closure: October 18th, 2024 @ 15:00

Type of contract: Service Agreement

Contracting authority: Raiffeisen Bank Kosovo J.S.C,
Raiffeisen Leasing,
Raiffeisen Insurance Broker and
Raiffeisen TECH.

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1 GENERAL INFORMATION

1.1 Purpose of this document

The aim of this document is providing the participating suppliers all the information required to the submission of proposals for Marketing Agency Services.

This tender exercise consists of two rounds where you are kindly asked to submit your technical and financial bid in compliance with Annex 1.

1.2 Info regarding the contracting authority: Raiffeisen Bank Kosovo J.S.C.

Raiffeisen Bank Kosovo is a subsidiary of Raiffeisen Bank International AG (RBI). RBI came to Kosovo by the end of 2002 by purchasing most of the shares of the American Bank of Kosovo to complete the purchase and rename the bank in June 2003. In June 2003, RBI became the owner of 100% of shares and named the Bank Raiffeisen Bank Kosovo. RBI offers corporate and investment banking for Austrian and international companies, an extensive banking and leasing network in CEE for both corporate and retail customers. Additionally, the Group comprises numerous other financial service providers, for instance in the fields of leasing, asset management as well as mergers and acquisitions.

According to the Balance Sheet as at 31 June 2024, total assets of Raiffeisen Bank Kosovo were € 1.413 million, total customers' deposits € 1.185 million whereas lending balance was € 976 million. Raiffeisen Bank has a capital of €63 million.

To support further our business activities and to offer high quality banking services to our customers with cutting-edge technology, we continued to invest in our IT and Operations. In recognition of this, we became the first company in the region to be certified by Registered Quality Assurance (LRQA) for ISO 20000.

For more information on Raiffeisen Bank Kosovo J.S.C., please visit <https://www.raiffeisen-kosovo.com>

1.3 Applicable terms and conditions for Raiffeisen Bank Kosovo J.S.C.

By participating in this tender exercise and presenting a quote RBKO, you acknowledge that you have read, understood and agreed to:

[The general terms and conditions for procurement of goods and services in Raiffeisen Bank Kosovo](#)

and

[EBA BS 2019 xxx \(EBA Draft Guidelines on outsourcing arrangements\).docx \(europa.eu\)](#)

1.4 Confidentiality

Raiffeisen Bank Kosovo and Tender Participant process personal data of natural persons in accordance with the Law no. 06/L-082 for Personal Data Protection and the General Data Protection Regulation 2016/679 (GDPR).

1.4.2 Tender Participant provides its explicit consent to RBKO that the personal data provided or any data that may be available later, may be processed or stored for the purpose of evaluating the bid and any other legitimate purpose within the limits of the applicable data protection law.

1.4.3 In addition the Tender Participant warrants to RBKO that it has obtained all the necessary consent of their employees, members of their management boards, supervisory board, owners and beneficial owners to disclose their personal data or any other data to RBKO for the purpose of performing and any other legitimate purpose within the limits of the applicable data protection law.

1.4.4 The Tender Participant agrees and authorizes the Bank that the personal data provided and any other data which may be available later may be used and exchanged between the members of Raiffeisen Bank Kosovo and its partners inside and outside the country, Central Bank of Kosovo and the entities and institutions authorized by the applicable law for collecting and receiving such data.

1.5 Supplementary information

- i. We reserve the rights to make amendments to the specifications, cancel this tender, re-invite the individual participants to resubmit their bid, disqualify a single bidder without giving notice or reasons.
- ii. We reserve the rights to disregard / not enter into any type of correspondence with any bidding party at any time throughout the process.
- iii. Offers which are non-compliant with requirements set on this document, may be disqualified from the selection process.
- iv. All expenses made for the preparation and the submission of bids, or further clarification meetings are supported by the Bidders. We are not liable by any circumstance for these costs, irrespective of the bid result. No costs will be reimbursed for the response created by the Bidder, which means that the information is free-of-charge.
- v. Selection Criteria for this tender are based on Tender Committee's recommendation and Management Board's decision.

1.6 Q&A Session

According to Timeliness section disclosed in Article 3, we will provide an opportunity to answer, in writing, to the Bidders' follow-up questions related to this dossier.

The Project Team will collect all questions and provide the answers to all these questions as soon as possible. Answers to the questions received are sent to all the Bidders, by e-mail and in the same time to all bidders.

Please make sure that your questions are direct and avoid vague statements and generalities, including referring to long and vague materials and web links.

You will be notified in due time, in case amended to this schedule are required.

IMPORTANT: Your question, jointly with the Banks answer, will be shared with all participating bidders!

All communication regarding this tender should be made in writing, preferably in electronic format via email. All communication has to be directed to:

Procurement Unit

email: prokurimi@raiffeisen-kosovo.com
"Robert Doll" str. #99, Pristina 10 000, Kosova
phone: +383 (0)38 222 222; +383 (0)48 199 833

2 BIDDING INFORMATION

2.1 Requirements

Agency criteria:

- Experience in local market with a completed team of specialists based locally.
- Deep understanding of banking sector in the local market, knowledge of our business, particularly the account team and creative, able to understand and evaluate the changes and development that are happening in the banking industry in Kosovo.
- Stable and set team of digital marketers, that have provided services such as digital communication strategy, content creation, apps development, landing pages development, gamification, and the analysis/evaluation done after the campaign (evaluation based on case studies) .
- Proven experience of Digital banking services (communication strategy and execution, concept creation, apps creation & implementation) with recent projects.
- Stable creative team with creative director, strategic planner and copywriter.

Interested parties should submit the following documents:

- Business Registration Certificate (copy)
- VAT Registration Certificate (copy)
- Fiscal Number Certificate (Copy)
- Bidders must enclose proof of no outstanding taxes due to the Kosovo authorities.
- Please submit your bid in English Language.
- Brief introduction of company and main point of contact (address email + phone)
- Please disclose the Offer Date.
- Financial statements for the last financial year, prepared in accordance with law no. 06 / L-032, On Accounting, Financial Reporting and Auditing and Administrative Instructions:
 - Administrative Instruction no. 012020 On Annual Financial Reporting of Micro Enterprises
 - Administrative Instruction MF - No. 07/2019 On the Structure, Content and Submission of Annual Financial Reports
 - In case the financial statements do not comply with the legal requirements, the Bank will require that they be prepared in accordance with the Law within a period of 7 days. Failure to submit the financial statements in the required form and time may result in the bid being disregarded.
- Please provide bidders bank account details.
- Please provide offer validity of at least 90 days.
- Please stamp and sign the offer.
- Copy of identification document (ID Card, Passport or Driving License) of the Company Owner.
- Please include Company Organogram.
- Certifications confirming that staff are trained to operate.
- Please include ISO / quality assurance certificates, where applicable.
- If available, please provide certificates on compliance with environmental and/or sustainability standards.
- Three references issued from reputable institutions, confirming that the bidder has provided similar services or performed similar tasks satisfactorily, in relation to our requirements set on this document. References should not be older than three years.
- Allocation of resources for our bank, people, and percentages, based on the table above (the percentage of people's time, you can add a position that is not in the table).
- CVs of the people allocated to our account.

2.2 Financial bid requirements

Commercial offers will be placed in an online and electronic environment. You will receive an invitation from our electronic tender tool for placing your commercial bid according to the RFP's timeline and requirements.

When submitting your online quote, please bear in mind the following:

- i. The bid should be presented in Euro inclusive of VAT, and all related costs. In case in prices VAT is not specified, we will consider that the price includes VAT.
- ii. You can bid for one service/LOT or for all LOT's. However, bidders must bid on all items within a LOT. Partial bids may be excluded from the evaluation process.
- iii. Whereas **detailed prices** need to be **uploaded as attachments** in the platform also in **.xlsx format**.

3 TIMELINES

Activity	Deadline
Publication date:	07 October 2024
Deadline for expression of interest to participate:	15 October 2024 @ 15:00
Q&A session – Start:	08 October 2024
Q&A session – Close:	15 October 2024 @ 15:00
Opening of e-Sourcing platform:	16 October 2024
Closing of e-Sourcing platform:	18 October 2024 @ 15:00 precisely
Award*:	TBD

4 Terms of Reference (TOR) for Advertising, Event and Production Services

1. Introduction and Background

Raiffeisen Bank in Kosovo as well as in the group has recently worked a lot on the guidelines and communication platforms that work across all markets, we now work on the platform of "Make it happen" and we have clearly defined our Category Entry Points (CEP) in which situations clients would think of us as a Bank and we communicate based on these theories.

Since we have increased activities in Marketing and there are four Raiffeisen Brands in Kosovo – Raiffeisen Bank, Raiffeisen Leasing, Raiffeisen Insurance Broker and Raiffeisen Tech, we are also looking for different agencies operating in Kosovo that can support us in delivering engaging and quality content to our customers and employees for all these four brands of Raiffeisen family.

This is where you can get a glimpse of our Brand relaunch process last year, and understand the brand and our approach a little bit more [Home \(rbinternational.com\)](http://rbinternational.com)

2. Objectives of the Assignment

2.1. Increased Brand Awareness

- **Objective:** Elevate the visibility of each Raiffeisen brand in Kosovo, ensuring that potential and existing customers recognize and differentiate between the services offered by the bank, leasing, insurance broker, and tech divisions.
- **Target Metric:** Growth in brand recognition scores as measured through surveys and social media analytics.

2.2. Enhanced Customer Engagement

- **Objective:** Deepen engagement with current customers and attract new clients through targeted, relevant, and interactive content that resonates with their needs and lifestyle choices, based on the "Make it happen" platform and Category Entry Points.
- **Target Metric:** Increase in customer interactions on digital platforms, improvement in customer satisfaction scores, and their participation in our webinars and events.

2.3. Higher Conversion Rates

- **Objective:** Convert more prospects into customers across all brands by leveraging customized marketing strategies and distinct value propositions that meet the diverse needs of different customer segments.
- **Target Metric:** Improvement in conversion rates from marketing campaigns, measurable increase in new accounts or policies signed.

2.4. Unified Brand Message

- **Objective:** Maintain a cohesive and consistent message across all marketing channels that reinforces the Raiffeisen group's values and strategic vision, while allowing the individual personality of each brand to shine through.
- **Target Metric:** Positive feedback through brand consistency and identification as it is also measured in Brand Health study.

2.5. Employee Engagement

- **Objective:** Boost internal engagement and alignment with the brand values and goals through effective internal communications that highlight the roles of Raiffeisen Bank, Leasing, Insurance Broker, and Tech in achieving the group's mission.
- **Target Metric:** Employee satisfaction and engagement scores, participation rates in internal campaigns.

2.6. Innovation in Marketing Tactics

- **Objective:** Employ innovative marketing techniques and technologies to stay ahead of market trends, particularly in digital marketing, to effectively reach and engage a tech-savvy audience.
- **Target Metric:** Implementation of new marketing technologies, increase in engagement rates from new tactics.

2.7. Community and Social Responsibility

- **Objective:** Enhance the brand's reputation and customer loyalty by effectively communicating the company's commitment to social responsibility and community involvement.
- **Target Metric:** Public perception and reputation scores, engagement rates on CSR-related content.

3. Scope of Work

- **Lot 1: Event Management**
 - **Event Planning and Execution:** Detailed planning, organization, and execution of events (conferences, product launches, internal events etc.).
 - **Supplier and Vendor Management:** Source and manage relationships with third-party suppliers, such as caterers, AV and lighting companies, photographers, decorators, security personnel, and rental services (e.g., furniture, sound equipment).
 - **Creative Concepts:** Development of innovative and engaging ideas for promotional activities for the event
 - **Venue Selection and Management:** Identify and secure the ideal venues for the event, considering factors such as capacity, accessibility, branding opportunities, and technical requirements. Handle all negotiations with venues regarding logistics, contracts, and pricing.
 - **Agenda and Program Design:** Collaborate with Raiffeisen's team to develop a detailed event agenda, including keynote speakers, panel discussions, breakout sessions, workshops, and entertainment. Ensure the program aligns with the brand's goals and caters to the audience's interests.
 - **Speaker Coordination:** Identify and secure keynote speakers, panelists, and moderators for conferences and other events. Coordinate with speakers regarding their travel arrangements, speaking topics, and presentation materials. Ensure smooth transitions between speakers and adherence to the event schedule.
 - **Presentation Materials:** Assist in the creation and design of event presentations, including visual aids, videos, and printed materials. Ensure all content reflects Raiffeisen's brand guidelines and key messages.
 - **Brand Activation:** Conceptualize and implement interactive and experiential brand activations that encourage engagement and leave a lasting impression on attendees (e.g., product demos, tech booths, interactive installations)
 - **VIP and Special Guest Handling:** Provide tailored services for VIP guests, including personalized invitations, dedicated seating areas, exclusive access to speakers, and other privileges.
 - **Event Registration System:** Develop a system for attendee registration and tracking, and automated confirmations.
 - **Hybrid/Virtual Event Options:** Develop a plan for hybrid or fully virtual events, if needed, to accommodate remote attendees. This would include live streaming services, virtual networking rooms, interactive features, and the integration of event apps for virtual participation.
 - **Sponsorship Coordination:** If applicable, the agency would manage relationships with event sponsors, ensuring they receive the agreed-upon exposure and benefits, such as branding on materials, speaking opportunities, or exclusive event spaces.
 - **Post-Event Surveys and Feedback:** Develop and distribute post-event surveys to attendees, sponsors, and partners. Gather feedback on the event's success, areas for improvement, and overall attendee satisfaction.
 - **Event Impact Report:** Provide a detailed post-event report, including key metrics such as attendance rates, engagement levels, brand exposure, social media mentions, ROI, and overall performance against the set objectives.
 - **Photo and Video Highlights:** Produce a post-event highlight reel and photo gallery for use in future marketing campaigns, internal reports, and social media posts.
- **Lot 2: TV Production and Social Media Materials and photography**
 - **TV Production:** Scriptwriting, filming, editing, and post-production of TV commercials.
 - **TV modification/adaptation:** The adaptation of TV campaign provided by the Client.
 - **Video production for internal use :** Produce short and medium length videos for internal use, such as: interviews, showreels etc.
 - **Social Media Materials:** Creation of visual and video content such as reels for platforms like Facebook, Instagram, LinkedIn, and TikTok.
 - **2D and 3D animation and modelling:**
 - **Photography:** Professional photos services for different occasions.
 - **Videography:** Video production for various purposes.
- **Lot 3: Design and Content Creation and Digital Engagement**
 - **Copywriting:** Writing compelling copy for advertisements, website, social media, video and other marketing materials.
 - **Digital Copy:** Crafting engaging content specifically for digital platforms.
 - **Content Creation:** Writing advertorials, blog posts, articles, tutorials, and other content for various platforms (see the financial evaluation file for more details)
 - **Podcasts and Webinars:** Planning, production, and dissemination of podcasts and webinars.

4. Deliverables

LOT 1: Event Management

Experience and Track Record

- Proven experience in **organizing large-scale events**, both internal and external.
- Demonstrated ability to handle **hybrid/virtual events**, including live streaming and interactive digital components.
- Experience in managing **multi-brand events** or events with **multiple stakeholders**.
- Case studies of successful events executed, showing **creativity, innovation, and impact**.

Creativity and Innovation

- Ability to propose **unique and engaging event concepts** that align with Raiffeisen Bank's brand.
- Demonstration of **creativity in event design** and experience in integrating **interactive brand activations** (e.g., product demos, tech booths).
- Innovative ideas for enhancing **audience engagement** and **creating memorable experiences** at both physical and virtual events.

Project Management and Execution

- Capacity to handle the full scope of event planning and execution, including venue management, logistics, speaker coordination, and registration systems.
- Ability to **manage third-party vendors** (e.g., caterers, photographers, AV, security) and maintain quality control.
- Comprehensive **risk management strategies** for unforeseen issues (e.g., event cancellations, technical failures).

Technical Capabilities

- Availability of tools and technology for **event registration, attendee tracking, live streaming, and virtual event platforms**.
- Demonstration of **sophisticated audiovisual capabilities**, including experience with **event recording, photo, and video production** for post-event highlights.

Reporting and Analytics

- Detailed methodology for providing **post-event analysis**, including attendance statistics, engagement rates, ROI, and survey results.
- Examples of previous **event impact reports** and how these were used to improve future events.

Budget and Cost-Effectiveness

- Ability to provide **value for money** while maintaining quality.

LOT 2: TV Production, Social Media Materials, Photography, and Videography

Content Production Experience

- Experience in TV commercial production, including scriptwriting, filming, editing, and post-production.
- Proven track record in producing short-form content (e.g., social media reels) for various platforms like Facebook, Instagram, LinkedIn, and TikTok.
- Samples of previous work in adapting global campaigns for local markets, with attention to cultural relevance and language nuances.

Localization and Adaptation

- Strong expertise in adapting marketing materials, specifically converting English creatives to culturally appropriate Albanian headlines.
- Experience in adapting materials across various formats (e.g., jpg to gif, html), maintaining high-quality standards.

Technical Skills in Photography and Videography

- Demonstrated ability to capture high-quality photographs and video for events, commercials, and internal use.
- Proficiency in creating professional video stories that showcase internal activities, departments, and initiatives, ensuring these align with Raiffeisen's internal culture and messaging.

Creativity in Social Media Engagement

- Innovative approaches to social media content creation that boost engagement and increase brand visibility.
- Ability to design 2D and 3D animation and model visually engaging content for digital platforms.

Post-Production Capabilities

- Expertise in editing and post-production for both TV and social media content.
- Demonstrated ability to deliver polished final products in a timely manner, adapting content as needed across various digital platforms.

Budget and Cost-Effectiveness

- Detailed pricing structure with flexibility for different content scales.
- Ability to offer competitive rates while ensuring high-quality output.

LOT 3: Design, Content Creation, and Digital Engagement

Content Creation Expertise

- Proven experience in copywriting for digital platforms, including websites, social media, and blogs.
- Ability to create engaging and locally relevant content for advertisements, digital campaigns, and other marketing materials.
- Expertise in writing and producing podcasts and webinars to engage audiences across different platforms.

Digital Strategy and Engagement

- Experience in crafting digital-first campaigns that drive engagement on platforms like LinkedIn, Instagram, and Facebook.
- Ability to propose innovative strategies for increasing interaction, including blogs, social media posts, and webinars.
- Proven success in increasing digital customer engagement metrics such as shares, comments, and user interaction.

Creativity and Innovation

- Capability to develop unique and engaging content that aligns with Raiffeisen's "Make it Happen" platform and enhances the customer experience.
- Proficiency in crafting multimedia content that blends text, visuals, and videos to capture attention and communicate key messages effectively.

Technical Skills and Adaptation

- Ability to adapt global marketing materials to the local context, ensuring high relevance for the Kosovo market.
- Experience with various content formats, including advertorials, blog posts, and tutorials, and adapting these for different digital platforms.

Reporting and Analytics

- Ability to provide detailed post-campaign reports, including metrics such as engagement rates, conversion rates, and brand visibility.
- Examples of previous campaign performance reports and strategies to optimize future campaigns based on these insights.

Budget and Cost-Effectiveness

- Competitive pricing for content creation services, with clear flexibility for scaling campaigns.
- Ability to deliver quality content on a budget that maximizes return on investment (ROI).

Additional General Criteria

Team Composition and Expertise

- Strength and experience of the team members proposed for each project. Ensure the lead members have extensive industry knowledge and hands-on experience in executing similar projects.

Methodology and Approach

- How well the agency understands your objectives and the methodology they propose to achieve them.
- The degree of customization in their approach to Raiffeisen's specific needs.

5. Budget

- Please use Marketing Agency Services Annex 1 excel sheet, for financial proposals, they are separated in sheets:
 - LOT 1 Event Management
 - LOT 2 TV ads Production and Social Media Materials, and photography
 - LOT 3 Design and Content Creation and Digital Engagement

6. Proposal Submission Requirements

- Specify the format and content of the proposals, including:
 - Company profile and relevant experience.
 - Detailed approach and methodology for the Lot you apply.
 - Team composition and resumes of key personnel.
 - Case studies or examples of previous work.
 - Financial proposal as per excel provided.

7. References

Below you can find important links for the look and feel of the Brand. Brand guidelines: <https://brand.rbinternational.com/en/brand-guidelines.html>

Websites:

- www.rbinternational.com
- www.raiffeisen-kosovo.com
- www.raiffeisenleasing-kosovo.com
- www.raiffeisenbroker-kosovo.com
- www.raiffeisen-tech.com

Owned social media channels:

- www.facebook.com/RaiffeisenKosova
- www.instagram.com/banka_raiffeisen
- www.linkedin.com/company/raiffeisen-bank-kosovo
- www.facebook.com/RaiffeisenLeasingKosova
- www.instagram.com/raiffeisenleasingkosove
- www.linkedin.com/company/raiffeisen-leasing-kosove
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