



Empanelment of -5- Digital Marketing Agencies: List of Pre-Bid Queries received as on 16.02.2018 upto 02.00 p.m.

S. No.	Pre-Bid Query (ies)	Draft Reply
1	Q. Is partnership / JV between two agencies allowed to pitch?	Kindly note that we have invited proposal from Individual Agencies fulfilling our Eligibility Criteria under Clause 8 and submitting relevant details as requested vide Annexure I and Form A of the Tender Document.
2	1. Can we apply with a consortium? 2. In eligibility criteria – (Point 8.6) is there a provision where we can hire more Google certified professionals in order to fulfil the eligibility clause?	Kindly note that we have invited proposal from Individual Agencies fulfilling our Eligibility Criteria under Clause 8 and hence, proposals submitted by Consortium shall not be considered as valid proposal.
3	While going through the RFP it is mentioned that "The Agency should have a full-fledged office in Mumbai". Please let us know would you not be considering any bid from agencies outside Mumbai (not having any office in Mumbai).	Kindly note that we have invited proposal from Individual Agencies fulfilling our Eligibility Criteria under Clause 8 and hence, proposals not meeting the Eligibility Criteria shall not be considered for further processing.
4	1. According to point 8.2, we assume this is not specific to BFSI domain. 2. According to point no. 8.5, Total how many resources needs to be deployed on site? Type of resources? Location for deployment? Please provide list of all digital platforms on which campaigns need to be executed.	1. The awards may be from any domain and not specific to BFSI domain but should be specifically for Digital Marketing campaigns. 2. As per the point no. 8.5 under Scope of the work mentioned in the tender document, the deployment of additional resource shall be task / job / project specific and not permanent deployment. The information regarding the list of all the digital campaigns shall be



<p>3. According to point no. 9.1, What are other elements you have in mind as scope of work includes but is not limited to section 9.1? Please specify all elements.</p> <p>4. As per point no. 9.1.3, How many campaigns you want to execute in a year? What is expected in “Search” campaign? Please elaborate. What is expected in “Mobile” campaign? Please elaborate. What other activities/campaign you are looking other than Search, Social Media Campaigns, E-Mail Campaigns and Mobile. Please provide list of all campaigns.</p> <p>5. As per point No. 9.2, What is your early budget for promotions mentioned under this section? We assume that charges for all paid promotions will be paid by BOB. Please confirm.</p> <p>6. As per point no. 12, What will be the frequency of Training? Total How many employees / users need to trained? What will be location of training? Total how many times need to be provided during entire project duration (3 years)? We assume that training infrastructure will be provided by Bank. Please confirm.</p> <p>7. As per point no. 8.3, we assume experience in BFSI sector is not mandatory but preferably. Please clarify? What kind of documentary evidence will need to be submitted?</p>	<p>shared subsequently decided on the basis of type of campaign.</p> <p>3. Broad / major requirements have been covered, but there may be inclusion of additional requirement which may arise in future. The same shall be informed separately.</p> <p>4. It is clearly mentioned in RFP that campaigns/jobs will be advised to the Agencies as per the business requirement of the Bank.</p> <p>5. Already elaborated in section no 13 of the RFP. Please be guided accordingly.</p> <p>6. Already elaborated in section no. 12 in RFP document. Please be guided accordingly.</p> <p>7. Already elaborated in the tender document. Please be guided accordingly. All the documents which prove the mentioned requirements for eligibility needs to be attached.</p>
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<p>8. As per point no. 8.6, for better competition, more participants and competitive rates we request you to remove this clause. Please consider.</p> <p>9. As per point no. 8.7, What kind of documentary evidence will need to be submitted? Could you please let us know digital media platform bank want vendor to buy?</p> <p>10. As per point no. 9, How work will be distributed among 5 empaneled vendors? What is the expected quantum of work?</p> <p>11. As per point no. 13, payment terms are not clear. Please clarify payment terms.</p> <p>12. As per point no 9.3, What is expected here? As all activities are be carried out by the 3rd Digital Media agency, what needs to be supplied by the bidder? Please clarify.</p> <p>13. As per point no. 9.1.1, What kind of campaigns are expected here? Please elaborate.</p> <p>14. As per point no. 9.2.2, Who will decide Media owner / media agency for media? Who will finalize the cost of media? What is your monthly budget for media procurement?</p> <p>15. As per point no. 8.4, What kind of campaigns will be considered? Please provide list of such campaigns.</p>	<p>8. The eligibility criteria is clearly mentioned in the document. For modifications / changes regarding the Tender Document, please visit Tenders section in our website.</p> <p>9. All the requirement are Cleary mentioned in tender document. Agency need to submit the relevant document which can proof the ability of agency.</p> <p>10. Already elaborated in tender document. Please be guided accordingly.</p> <p>11. Already elaborated in the tender document. Please be guided accordingly.</p> <p>12. Already elaborated that the Agency should have capabilities for design/development of the tools mentioned in the said section.</p> <p>13. Already elaborated in the document. Please be guided accordingly.</p> <p>14. Already elaborated under Clause No. 9 of the tender document.</p> <p>15. Any campaign done in digital platform having outlay of minimum 50 lac per campaign shall be considered.</p>
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	<p>16. As per point no. 41, What kind of campaign medium should bidder consider of the project? Who will make the payment for publication of transmission of these campaigns?</p> <p>17. As per point no.41, How many languages should bidder consider for translation? Maximum how many languages will be there in each campaigns?</p>	<p>16. Already elaborated under Clause no. 41. Please be guided accordingly.</p> <p>17. Already elaborated under Clause no. 41. Please be guided accordingly.</p>
5	<p>1. As per point no.9, Could you please confirm annual budget for digital</p> <p>2. As per point no. 9, which product would be promoting?</p> <p>3. As per point no. 9.1.1, In the scope of work you have mentioned the objectives as brand awareness, traffic, leads, sales, app downloads etc. Which of the mentioned objective would you like to focus on?</p> <p>4. As per point no. 9.2, Do you have any online advertising platform, you would specifically like us to include or exclude?</p> <p>5. As per point no, 9.2.1, Could you please define your target audience?</p> <p>6. As per point no. 9.2.1, Could you please confirm your current communication and if you would like us to stick to it or create something new</p>	<p>1. Budget for Digital cannot be ascertained at this point.</p> <p>2. It depends on the business requirement of the Bank.</p> <p>3. It depends on the business requirement of the Bank.</p> <p>4. Already elaborated in tender document. Please be guided accordingly.</p> <p>5. Target audience is depended on the product / services offered by Bank.</p> <p>6. It depends on the business requirement of the Bank and shall be briefed separately.</p>



	<p>7. As per point no. 9.2.1, Are you looking at just content creation? or would you like us also to promote the content?</p> <p>8. As per point no. 9.2, could you please define your current positioning in the digital ecosystem.</p> <p>9. As per point no. 9.6, what is the current analytics stack being used? Is it google or adobe?</p> <p>10. As per point no. 11, Agency will provide the services to bank on working days from 9.30 am to 6.30 pm.</p> <p>11. As per point no. 12, Training which will be provided by agency will be billed to bank separately.</p>	<p>7. Requirement Clearly mentioned in the tender document. Please be guided accordingly.</p> <p>8. It depends on the business requirement of the Bank and shall be briefed separately.</p> <p>9. Bank is looking for analytics/information which may vary from campaign to campaign. Bank does not promote any specific tool for getting information.</p> <p>10. Bank's requirement is clearly mentioned in the tender document. Please be guided accordingly.</p> <p>11. Requirement clearly mentioned in tender document. Please be guided accordingly.</p>
6	<p>1. As per point no. 9.3, The cost for creating the tool will be pre-estimated basis the SOW & will be additionally.</p> <p>2. As per point no. 13, Campaigns that requires web development will be pre-estimated based on the requirement & agreed scope of work?</p> <p>3. Could we request to have a set definition for pushing the content? Need more clarity on what needs to be done as push. Pushing could mean Media buy / does it mean, disseminating it on social or relevant digital platform.</p> <p>4. Analytics and report will be subject to how much is the media commission. As the cost of resources will be</p>	<p>1. Already elaborated in the section no 13 of tender document. Please be guided accordingly.</p> <p>2. Already elaborated in the section no 13 of tender document. Please be guided accordingly.</p> <p>3. Already elaborated in the section no 13 of tender document. Please be guided accordingly.</p> <p>4. Bank shall require exhaustive analytical report for each of the campaigns executed by the Agency. Other</p>



	<p>much higher than the commission earned, given the scenario what is the alternative?</p> <p>5. As per the point no. 15.7, Image bought online are not owned by the buyer. Buyer gets license to use the images and is bought on behalf of the client. Usage of image is restricted to specific mediums. and duration in this case both client and agency is not allowed to use the image for any other campaign / project. Hence if the client uses this copyright material outside of the terms, this violation needs deeper definitions & terms of usage.</p> <p>6. As per point no. 41, Only translation in India languages will be done at free of cost by the agency. However, the cost of creating Unicode's for web projects will be charged as per the scope and will not be borne by the agency.</p>	<p>requirements are mentioned under Section 9.0 in the tender document.</p> <p>5. Already elaborated in the Tender Document.</p> <p>6. Already elaborated in the tender document. Please be guided accordingly.</p>
7	<p>1. As per point no 8.6, Can agencies that are certified google partners participate in the RFP process? Currently, the RFP states only Google premier partners are eligible. Can the bank please reconsider this criteria? Google partners provide the same services as Google premier partners.</p> <p>2. As per point no 8.7, Could you please specify which overseas markets need to be covered? Rates and costs (per click impression) vary greatly across geographies. Hence knowing which markets we need to be present in is important.</p>	<p>1. The eligibility criteria is clearly mentioned in the document. For modifications / changes regarding the Tender Document, please visit Tenders section in our website.</p> <p>2. Scope of work is clearly mentioned in the tender document. Please be guided accordingly.</p>



	<p>3. As per point no. 9.1.2, Could you please specify the peer BFSI companies which we need to compare against? Also, the scope of coordination/help required needs to be further detailed as there is likely to be an overlap between digital marketing scope of work?</p> <p>4. As per point no. 9.3, The agency will find it difficult to submit financial bid including these, as the commercials would vary greatly based on scope of work. Could you please specify at least an indicative scope of work?</p> <p>5. As per point no. 12, Transportation and accommodation cost should be at actuals if the training is outside Mumbai.</p> <p>6. As per the Digital Media commission, under this head, it is mentioned that this is to cover translations. Could you please specify the number of languages into which the translation will be required?</p> <p>7. As per the Digital Media commission, Cost of buying images/videos needs to be costed separately it cannot be included in the commission fee as the cost varies depending on the type and source of image/video.</p>	<p>3. It depends on the business requirement of the Bank.</p> <p>4. Scope of work is clearly mentioned in the tender document. Please be guided accordingly.</p> <p>5. Already elaborated in the tender document. Please be guided accordingly.</p> <p>6. It depends on the business requirement of the Bank</p> <p>7. The cost of purchase of image / video etc. from any third party shall be paid separately by the Bank</p>
8	<p>1. As per the point no.5.2, Could you please elaborate this point? GroupM is participating in this tender. While only one media agency from GroupM network is participation, there would be other agencies from</p>	<p>1. The terms and conditions are clearly mentioned in the tender document. Please be guided accordingly.</p>



<p>WPP group, which is the holding company which may also be participation. We have no control over this, as the agencies compete in the open market.</p> <p>2. As per the point no. 8.5, There is an expectation of deploying additional resources at site for no extra cost. Can there be an alignment of scope prior?</p> <p>3. As per point no.8.7, Are overseas case studies required for overseas planning capabilities?</p> <p>4. As per point no. 18.2, Just to clarify. Only technical and commercial tender document to be submitted by 26th Feb. Shortlisted agencies will be called for the next round where presentation parameters will be evaluated. This will happen post 26th Feb and would be based on brief. Right?</p> <p>5. As per point no. 13, While there is a clear formula called out in the techno commercial evaluation, including “%rate of media commission.” A lot of digital marketing initiatives are effort based such as SEO, influencer, native or content creation. For this project based rates can be aligned, since these are not always media release. How would the bank treat and how can then agency be compensated for these releases?</p> <p>6. As per point no. 13, there is a mention of gross media cost. Post GST, all media billing happens on net. We would still be quoting the commission in gross, and unweighting that to net. Is that ok?</p>	<p>2. All the requirements are clearly mentioned in the tender document. Please be guided accordingly.</p> <p>3. Eligibility criteria is clearly mentioned in tender document in the section no 8. Please be guided accordingly.</p> <p>4. It is clearly mentioned in the section no. 18 in the tender document. Please be guided accordingly.</p> <p>5. Already elaborated in the tender document. Please be guided accordingly.</p> <p>6. Already elaborated in the tender document. Please be guided accordingly.</p>
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	<p>7. As per point no. 8, As our agreement with existing client mandates confidentiality and being a privately help company, we are not allowed to disclose bank statements for 6 months. What other documents can we provide to demonstrate financial stability?</p>	<p>7. Already elaborated in the tender document. Please be guided accordingly.</p>
9	<p>1. As per Annexure 1 Point 8 Page No 37 you have asked to attach statement of each account for last six months. But if we compile last 6 months statement of our company its more than 1000 pages. In view of the same we are planning to attach only first page of the bank statement for all the six month.</p> <p>2. With reference to EMD of Rs 5 Lakh /- we are planning to submit via bank guarantee for which the format is not available in your tender document.</p>	<p>1. Already elaborated in the tender document. Please be guided accordingly.</p> <p>2. The eligibility criteria is clearly mentioned in the document. For modifications / changes regarding the Tender Document, please visit Tenders section in our website.</p>
10	<p>1. As per the point no. 8, Eligibility Criteria, As per the RFP states turnover for each of the last 3 years should be at least 5 crores. Request you kindly consider average turnover of 5 crores in last 3 years to get more aspirants.</p> <p>2. As per point no. 42, As per GFR Rule 170 amended and published 2017. It is required that organisations registered under Ministry of MSME/NSIC, to be exempted from submission of EMD and tender procurement fees. As we are a registered as a MSME, request you to kindly inform us if we are eligible for exemption of EMD as well as Cost of RFP.</p>	<p>1. Already elaborated in the tender document. Please be guided accordingly. For modifications / changes regarding the Tender Document, please visit Tenders section in our website.</p> <p>2. We follow all the guidelines given by Govt. of India, hence we shall consider the same. A certificate in this regard should be submitted.</p>



बैंक ऑफ़ बड़ौदा **Bank of Baroda**

<p>3. As per point no. 13, The RFP states Gross amount of media releases across digital properties however it does not specify the amount to be spent per month or year. Request you kindly specify or give us a ballpark estimate in terms of the budget allocated for Media Buying Services.</p> <p>4. As per point no. 8, The RFP does not state anything regarding consortium/partnership being allowed for empanelment or not. Request you to kindly allow bids in consortium.</p>	<p>3. This point is already elaborated in the RFP document. Please be guided accordingly.</p> <p>4. Kindly note that we have invited proposal from Individual Agencies fulfilling our Eligibility Criteria under Clause 8 and submitting relevant details as requested vide Annexure I and Form A of the Tender Document. kindly be guided accordingly</p>
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