



Simply Possible

OFFICIAL REQUEST FOR QUOTATION

Procurement Ref # **MKTNG03/07/25/130**

The People's Own Savings Bank (POSB) invites your company to make a firm offer for the Provision of POSB Savings Product Launch and Campaign Creatives as follows.

ITEM DESCRIPTION – Provision of Savings Product Campaign Creatives	
<ul style="list-style-type: none">Design and production of POSB Savings Product launch and campaign creatives for mainstream and digital media advertising (See Agency Brief on pages 3 to 5 of this document)	

YOUR OFFER MUST STATE THE FOLLOWING:

- The applicable currency – **Bidders must submit their bids in USD and payment will be processed in local currency at prevailing official bank rate on date of payment processing.**
- Payment terms should be clearly stated and to be after delivery. POSB shall not consider demands for cash upfront unless an advance payment guarantee has been provided by the supplier for payments above USD\$20,000.00 or equivalent.
- Validity period of quotation to be a minimum of 30 days.
- Bidders must state delivery period / time of execution from receipt of official order.
- Bidders must note that if they put more than one option only their main offer will be evaluated.
- Bidders with outstanding deliveries and those who have failed to meet the agreed delivery target before will not be eligible for participation in this tender.

Bidders must also submit the following mandatory documents

- Valid PRAZ registration certificate for the relevant category.
- CR14 Form (list of directors), 2025.

- Valid 2025 ITF 263 Tax clearance certificate.
- Valid VAT Certificate
- Detailed Company Profile.
- 3 Reference letters from previous customers confirming that the bidder successfully provided similar services in the immediate past 3 years.
- Valid NSSA Clearance Certificate

Failure to comply with the terms and conditions set out in this RFQ will lead to automatic disqualification.

SUBMISSION OFFERS/ QUOTATIONS

1. The bank will only be accepting electronic submissions on to our email address rfqs@posb.co.zw.
2. NB Offers not received by 1000 hours on the closing date SHALL be treated as late tenders and will not be considered.
3. Any clarifications please enquire in writing to **our email address** procurement@posb.co.zw **on or before 04 July 2025 1400hrs.**

Posted date	05/07/2025
Closing date	07/07/2025
Closing time	1000 hours

AGENCY BRIEF

POSB SAVINGS PRODUCT LAUNCH CAMPAIGN CREATIVES

Background

POSB is preparing to launch an innovative savings solution designed to offer Zimbabweans a safe, secure, and convenient digital platform for managing their savings. The product is the first of its kind in the market and is expected to disrupt traditional savings behavior by leveraging mobile and digital channels.

To support this groundbreaking launch, POSB requires a strategically sound and creatively compelling campaign that will generate excitement, drive awareness, and encourage adoption across diverse customer segments.

Target Market

The campaign will speak to all Zimbabweans, with particular focus on 10 customer personas representing different life stages, needs, and financial behaviors.

Communication Channels

The campaign is expected to extend across multiple touchpoints for maximum reach and impact, including but not limited to:

1. High traffic public spaces (OOH)
2. Targeted social media platforms
3. Email marketing (owned lists & partner databases)
4. In-branch merchandising & cross-selling
5. Radio
6. Press (Print & Online)
7. Other mass media opportunities
8. Influencer marketing

Campaign Deliverables

Deliverable	Details
Product Naming	•Coming up with a name for the product
Static Ad Creatives	•20 concepts (2 per persona) •5 FAQs visual adaptations •Resize all to: A4, Google ad sizes, 7x7, 11x9 - Web page takeover concept for

Deliverable	Details
Product Naming	<ul style="list-style-type: none"> •Coming up with a name for the product
	launch
Product Manual & Training Kit	<ul style="list-style-type: none"> •Comprehensive product manual •Sales agent/ambassador training materials
Promotional Collateral Design	<ul style="list-style-type: none"> •Full exhibition kit: Gazebo, table cloth, backdrop, telescopic banner, EZ banner •Staff apparel: t-shirt & cap •Ambassador kit: t-shirt, cap, floppy hat, backpack, umbrella •Customer giveaways: t-shirt, cap, Zambia/headwrap set, pen, mug, umbrella
Premise Display	<ul style="list-style-type: none"> •Branch branding guide + mock-ups •Portable branding collateral suggestions & mock-ups •MNO agent branding guide + mock-ups
Out of Home	<ul style="list-style-type: none"> •Small moving digital billboards/screens 10 sec •Static digital billboard 10 sec •Moving Human billboard •Gantry billboard
Vehicle Branding	<ul style="list-style-type: none"> •POSB fleet of NP200, Toyota Hilux, Sedan, Yutong Buses etc •ZUPCO bus advertising •Roadshow Truck branding
Social Media Ads	<ul style="list-style-type: none"> •Storytelling carousel (4 frames) – 4 creative concepts
Video Content	<ul style="list-style-type: none"> •60 seconds real-life video adverts (3 total): 1 English, 1 Shona, 1 Ndebele •Focus: product introduction, use cases, value proposition •Animated AI or internet footage or animation video focusing on the step by step for 4 processes; 4 concepts, with voice over
Audio Content	<ul style="list-style-type: none"> •60-second radio ads (3 total): 1 English, 1 Shona, 1 Ndebele
Testimonials	<ul style="list-style-type: none"> •Real-life video testimonials from personas in authentic settings •4 x 30-second individual clips + 1 consolidated infomercial
Sales Activation	<ul style="list-style-type: none"> • Disruptive, memorable launch activation concept, execution plan and

Deliverable	Details
Product Naming	<ul style="list-style-type: none"> •Coming up with a name for the product
	budget
Media Strategy	<ul style="list-style-type: none"> • Data-driven, integrated media strategy with channel mix and roll-out plan • Quote must include strategy development fee only; media buy budget will be approved separately
Influencer Strategy	<ul style="list-style-type: none"> •Influencer concept, list and proposed execution strategy •Quote must include influencer strategy development fee only; execution budget to be approved separately

Important Notes:

- A detailed brief will be provided to the winning agency.
- This brief intentionally omits sensitive product details to protect competitive advantage.
- Concepts must reflect the product's disruptive potential without premature feature disclosure.

A detailed brief will be provided to the winning bidder.

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Milba Njodzi

MARKETING OFFICER