



*Simply Possible*

## OFFICIAL REQUEST FOR QUOTATION

Procurement Ref # **MKTNG03/07/25/131**

The People's Own Savings Bank (POSB) invites your company to make a firm offer for the Provision of various campaign creatives as follows.

LOT NO.	CAMPAIGN	DESCRIPTION
1.	ATMS CAMPAIGN	Design and production of the ATMS campaign creatives for mainstream and digital media advertising
2.	Old Mutual BancAssurance Launch	Design and production of Bancassurance creatives for mainstream and digital media advertising
3.	Microfinance product bundle launch	Design and production of the Microfinance Product Bundle launch campaign creatives for mainstream and digital media advertising

Please refer to the agency briefs on pages 3 to 6 of this document for finer details.

### **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](mailto: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](mailto:procurement@posb.co.zw) **on or before 04 July 2025 1400hrs.**

<b>Posted date</b>	05/07/2025
<b>Closing date</b>	<b>07/07/2025</b>
<b>Closing time</b>	<b>1000 hours</b>

## **AGENCY BRIEF (LOT 1)**

### **ATMS JUNE 2025 CAMPAIGN CREATIVES**

#### **Background**

POSB has added new locations to its ATM network and has also added new features and functionality. To raise awareness and usage of these new features and functionality, a low-cost high impact media campaign needs to be flighted

#### **Target Market**

- POSB customers
- All Zimswitch customers in areas where the ATM are located

#### **Communication Channels**

The campaign seeks to use high reach media for cost containment but delivering high impact. The media channels include:

1. High traffic areas display
2. Targeted social media platforms
3. Email marketing (owned lists & partner databases)
4. In-branch and offsite ATM display, branding and signage
5. Radio
6. Press (Print & Online)
7. Other mass media opportunities

#### **Campaign Deliverables**

<b>Deliverable</b>	<b>Details</b>
Static Ad Creatives	<ul style="list-style-type: none"><li>•10 concepts: new product feature and functionality announcement, location communication, special locations highlights, FAQs</li><li>•Required in different sizes to be advised</li></ul>
Promotional Collateral Design	<ul style="list-style-type: none"><li>•Poster and Flyer</li></ul>
Premise Display	<ul style="list-style-type: none"><li>•ATM branding artwork and mockup</li><li>•Directional sign – a creative not generic one</li></ul>
Video Content	<ul style="list-style-type: none"><li>•60 seconds animated How To videos x 3</li></ul>

A detailed brief will be provided to the winning bidder.

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**Milba Njodzi**  
**MARKETING OFFICER**

**AGENCY BRIEF (LOT 2)**

**OLD MUTUAL BANCASSURANCE LAUNCH COMMUNICATION**

**Background**

POSB, in partnership with Old Mutual, is launching a Bancassurance offering that will provide customers with access to insurance services through the POSB physical and digital network. The Bank would like to launch this partnership through a communication campaign.

**Campaign Objectives**

Awareness – among POSB's existing customers and potential customers
Customer Acquisition
Income Generation
Customer Retention
Cross-Selling and Up-selling

**Target Market**

- Existing POSB account holders
- Walk-in customers

**Key Messaging**

- POSB now offering Old Mutual insurance products

**Campaign Deliverables**

Deliverable	Size
Static	<ul style="list-style-type: none"><li>12 concepts: Teaser, intro, product specific, uses cases, FAQs</li></ul>

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|--|---|
|  | <ul style="list-style-type: none"><li>• Required sizes A4, 11x9, 7x7, social media square</li><li>• 2 double sided flyers, 2 A1 posters – to choose concepts from the 12 stated above</li></ul> |
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Detailed brief will be provided to the winning bidder.

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**Milba Njodzi**  
**MARKETING OFFICER**

### **AGENCY BRIEF (LOT 3)**

#### **MICROFINANCE BUNDLE PRODUCT FINANCING LAUNCH CAMPAIGN CREATIVES**

##### **Background**

POSB has partnered with suppliers of certain institutional and household goods and appliances in order to finance institutions and individuals who wish to purchase such items. A launch and communication campaign is required to raise awareness and drive uptake of the products among the various target groups.

##### **Target Market**

- Educational institutions
- Individuals

##### **Communication Channels**

The campaign will need to use an integrated media strategy that will get the desired results for the various target segments.

8. Exhibitions
9. High traffic areas display
10. Targeted social media
11. Magazine advertising
12. Email marketing (owned lists & partner databases)
13. In-branch display : own branches and agent outlet
14. Radio
15. Press (Print & Online)

##### **Campaign Deliverables**

<b>Deliverable</b>	<b>Details</b>
Static Ad Creatives	<ul style="list-style-type: none"> <li>•10 concepts: product launch, features and benefits, use cases, FAQs</li> <li>•Required in different sizes to be advised</li> </ul>
Promotional Collateral Design	<ul style="list-style-type: none"> <li>•Poster and Flyer</li> <li>•Backdrop and stand-alone E.Z banner</li> </ul>
Video Content	<ul style="list-style-type: none"> <li>•60 testimonial or client profile x 3</li> </ul>
Audio	<ul style="list-style-type: none"> <li>•60 seconds radio advert production</li> </ul>

A detailed brief will be provided to the winning bidder.

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**Milba Njodzi**

**MARKETING OFFICER**