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## OFFICIAL REQUEST FOR QUOTATION

Procurement Ref # **MKTNG07/07/25/135**

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

LOT NO.	CAMPAIGN	DESCRIPTION
1.	POSB Pay Day Loan creatives	Design and production of POSB Pay Day Loan creatives for mainstream and digital media advertising
2.	Mastercard Campaign creatives	Design and production of POSB Mastercard creatives for mainstream and digital media advertising

Please refer to the agency briefs on pages 3 to 4 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>	07/07/2025
<b>Closing date</b>	<b>09/07/2025</b>
<b>Closing time</b>	<b>1000 hours</b>

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

### **LOAN PRODUCT LAUNCH COMMUNICATION**

#### **Background**

The Bank is launching a new loan product and would want to run a campaign for awareness, uptake, income generation and customer retention.

#### **Target Market**

- Primary audience - Existing salaried POSB account holders
- Secondary audience – potential salaried customers

#### **Communication channels for the campaign**

1. Targeted social media
2. SMS
3. Email
4. Inbranch awareness, cross selling
5. Radio
6. Press

#### **Campaign Deliverables**

<b>Deliverable</b>	<b>Size</b>
Static Ads	<ul style="list-style-type: none"><li>• Design of static adverts</li><li>• 12 static concepts showcasing use cases to be provided in A4, social media square, google ads, 11x9, 7x7, emailer</li><li>• 2 FAQs concepts</li></ul>
Social media adverts	<ul style="list-style-type: none"><li>• Social media carousel – story telling carousel - with 4 squares – 2 concepts</li></ul>
Video	<ul style="list-style-type: none"><li>• Real life human concept video advert highlighting different use cases</li><li>• 30 sec AI human concept animated videos showing step by step, use cases – 4 concepts</li></ul>
Audio	<ul style="list-style-type: none"><li>• 60 seconds radio adverts x 3: 1 Shona, 1 English, 1 Ndebele</li></ul>

A detailed brief will be provided to the winning bidder.

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

## AGENCY BRIEF (LOT 2)

### MASTERCARD COMMUNICATION CAMPAIGN JUNE

#### Background

The Bank offers a range of Mastercard products and is consistently reviewing its value proposition to the various target audience for the different offerings. As such a campaign to reposition the POSB Mastercard offering is planned and required are the creative executions for the campaign. The campaign is for 3 different types of Mastercard.

#### Target Market

- Civil Service
- Students studying outside Zimbabwe (their parents)
- Hustlers: buying online or travelling outside the country to get stock for their hustle
- Entertainment:
- Online subscriptions
- Travellers: Business, Leisure or personal

#### Communication channels for the campaign

7. Targeted social media
8. Email: owned and third party
9. In branch awareness, cross selling
10. Radio
11. Press
12. Other mass media channels

#### Campaign Deliverables

Deliverable	Size
Static Ads	<div>Design of static adverts</div> <ul style="list-style-type: none"><li>• 18 static concepts: 6 per product showcasing use cases and product benefits. to be provided in A4, social media square, google ads, 11x9, 7x7, emailer</li><li>• 3 FAQs concepts: 1 per product</li></ul>
Social media adverts	<ul style="list-style-type: none"><li>• Social media carousel – story telling carousel - with 4 squares – 3 concepts (1 per product)</li></ul>
Video	<ul style="list-style-type: none"><li>• Real life human concept video adverts using internet footage showcasing the products, use cases and benefits – 3 concepts (1 per product)</li></ul>
Audio	<ul style="list-style-type: none"><li>• 60 seconds radio adverts x 3: 1 per product</li></ul>

A detailed brief will be provided to the winning bidder.

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