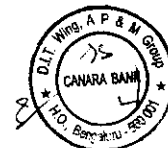


Pre-Bid Queries and Replies for EOI 02/2018-19 dated 26/02/2019 for Empanelment of Service Providers for Social Media Content Creation, Digital Marketing Campaign Management.

Sl. No.	Page No.	RFP Clause	Clause/Technical Specification	Bidder's Query	Bank's Reply
1	8	6. Application Money and EMD:	6.2. MSEs are exempted from paying Application Fee/Cost & EMD.	Whether Application Money/ EMD exemption is allowed for MSME Certificate holder?	Kindly refer the Clause 6.2 of the RFP.
2	8	<u>7. Project Scope of Empanelment:</u> 7.1. Marketing Digital Products	7.1.1. Develop a targeted social media-advertising program to reach out to existing and potential customers.	What are the Social Media Channels that need to be catered to? What are the number of Advertising campaigns across these channels? We understand that the costs of these online advertising would be additional basis the content and audience segement at the time of monthly/quaterly strategy. Please confirm our uderstanding.	It will be as per the Scope of Designated Work.
3	8	<u>7. Project Scope of Empanelment:</u> 7.1. Marketing Digital Products	7.1.3. Arrangement with Google /Facebook /Twitter /LinkedIn and blog sites/websites for advertisement and publicity of Bank products.	What are the number of blogs required and in what frequency?	It will be as per the Scope of Designated Work.
4	8	<u>7. Project Scope of Empanelment:</u> 7.1. Marketing Digital Products	7.1.6. Ensure Canara Bank presence in searches through use of aggregator websites such as Bank Bazaar, Policy Bazaar etc.	Does Canara Bank has any existng contract with any Aggregator websites? Are the comission rates/terms with these aggregators already fixed or can be discussed(additional costs) on the on going basis as and when required?	No. Canara Banak doesn't have any existing contract.



Sl. No.	Page No.	RFP Clause	Clause/Technical Specification	Bidder's Query	Bank's Reply
5	8	7. Project Scope of Empanelment: 7.1. Marketing Digital Products	7.1.7. Partnerships: Digital and social media targeted partnerships with consumer brands	Does Canara Bank has any existitng contract with any consumer brand for the digital and social media partnerships? Are the comission rates/terms with these brands already fixed or can be discussed(additional costs) on the on going basis as and when required?	No. Canara Banak doesn't have any existing contract.
6	9	7. Project Scope of Empanelment: 7.2. Campaign Management 7.2.1. Campaign Preparation:	7.2.1.2. Provide digital solutions: e-Campaigns, Digital Media Campaigns and more.	Could you please elaborate more on the exact scope and expectation?	The details shall be shared with the empanelled vendors.
7	9	7. Project Scope of Empanelment: 7.2. Campaign Management 7.2.1. Campaign Preparation:	7.2.1.3. The service provider should be able to plan, develop and execute videos/images etc. on social media.	Is photo and video shoot also a part f the scope? What is the frequency of requirement? We understand that the costs of these photo and video shoots would be additional basis the content type, duration, location etc. and will be considered at the time of monthly/quaterly strategy. Please confirm our uderstanding.	It will be as per the Scope of Designated Work.
8	9	7. Project Scope of Empanelment: 7.2. Campaign Management 7.2.2. Campaign Execution:	7.2.2.2. Tracking responses to e-mails/SMSs	Are we expected to run SMS and Email Campaigns? What is the expected frequency of these campaigns? Will Canara Bank extend its SMS Gateway and Email Server/Email Marketing tool to us?	Canara Bank may or may not extend its SMS Gateway and Email Server depending upon the Scope of Designated Work for respective activities.

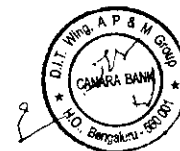


Sl. No.	Page No.	RFP Clause	Clause/Technical Specification	Bidder's Query	Bank's Reply
9	9	<u>7. Project Scope of Empanelment:</u> 7.3. Social Outreach Scope 7.3.1. Business Impact:	7.3.1.2. Recommendations on potential clients and respective products should be made based on social listening and campaigns	Will Canara Bank extend its Social Media listening platform to us for this?	Canara Bank may or may not extend its Social Media listening platform depending upon the Scope of Designated Work for respective activities.
10	9	<u>7. Project Scope of Empanelment:</u> 7.4. Brand Management	7.4.2. Developing branding collaterals - background image, skins, cover photo, etc.	Whats is the expected frequency and number of collaterals for developing the brand?	It will be as per the Scope of Designated Work.
11	10	<u>7. Project Scope of Empanelment:</u> 7.1. Marketing Digital Products	7.1.10. Interest categories: Target people whose interest lie in banking products and services (Data can be taken from Bank's existing tool).	What is the existing tool of the Bank?	We are in the process of procuring a tool.
12	10	<u>7. Project Scope of Empanelment:</u> 7.5. Content Management	7.5.2. Development of creative, animated videos and any other relevant content. 7.5.5. Develop creative (images, flash files, etc) for the official pages of the Bank and modify existing creative to interest the Social Media Users. (Creative should be designed as and when desired by the Bank)	Whats is the expected frequency and number of content/creative to be developed?	It will be as per the Scope of Designated Work.



Pre-Bid Queries and Replies for EOI 02/2018-19 dated 26/02/2019 for Empanelment of Service Providers for Social Media Content Creation, Digital Marketing Campaign Management.

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13	23	ANNEXURE-3 Eligibility Criteria Declaration Point no. 3	<u>Eligibility Criteria:</u> The Bidder should have the experience of handling Social Media Marketing Campaigns covering designing / production of Creative / commercials for digital media (social media, internet marketing, blogs, etc.) for at least 3 BFSI/Listed Company Clients in the last 3 years as on date of EOI. <u>Documents to be submitted:</u> Satisfactory Letter from customer to be Enclosed or Purchase Orders to be enclosed.	We have the experience of working with distinct clients, amongst them only 1 is a listed company & we can share the documents of our work with them. It'll be highly helpful if this could be reduced or changed with Point (i) of Annexure 4 on page 24 that requires to showcase number of clients where social media content creation & digital marketing has been provided.	Bidder to comply with the RFP terms.
14	23	ANNEXURE-3 Eligibility Criteria Declaration Point no. 3	<u>Eligibility Criteria:</u> The Bidder should have the experience of handling Social Media Marketing Campaigns covering designing / production of Creative / commercials for digital media (social media, internet marketing, blogs, etc.) for at least 3 BFSI/Listed Company Clients in the last 3 years as on date of EOI. <u>Documents to be submitted:</u> Satisfactory Letter from customer to be Enclosed or Purchase Orders to be enclosed.	Request you to kindly allow relaxation in the criteria for Social Media Services experience for at least at least 3 Clients to provide you better quality of work.	Bidder to comply with the RFP terms.
15	23	ANNEXURE-3 Eligibility Criteria Declaration Point no. 6	<u>Eligibility Criteria:</u> No. of Employees (minimum 10) employed particularly for work related to Social Media Content Creation, Digital Marketing & Campaign Management. <u>Documents to be submitted:</u> The Bidder must produce a Certificate from the Company's Chartered Accountant containing the details of employees.	Request you to kindly allow relaxation in the criteria for number of employees in Social Media Services to be minimum 10.	Bidder to comply with the RFP terms.



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16	27	ANNEXURE-6 Technical Eligibility for the Social Media Content Creation, Marketing & Campaign Criteria no. 1	<u>Details:</u> The Bidder should have the experience of handling large promotional and marketing campaign (minimum 10,000 hits/responses) for BFSI or Listed companies based in India in the last 3 years as on date of EOI: 5 clients or More=25 Marks 4 clients =20 Marks 3 clients =15 Marks Less than 2=0 Marks <u>Documnetary Evidence:</u> Reference document from the clients for each citation with campaign work outputs.	We have the experience of handling large promotional & marketing campaigns for distinct clients and we can share the required documents for the same. Those companies are reputed but not listed companies. It will be highly appreciated if like other clauses under technical eligibility this is also applicable.	Bidder to comply with the RFP terms.
17	28	ANNEXURE-6 Technical Eligibility for the Social Media Content Creation, Marketing & Campaign Criteria no. 5	<u>Details:</u> Bidder should have won recognized awards for their creative work in the last 3 years as on date of EOI. Awards for >=3 citations = 10 Mark Awards for 2 citations = 7 Marks Awards for 1 citation = 5 Marks <u>Documentary evidence:</u> Work Order and Copy of Award Certificates from the client/ agency responsible for the award ceremony	We have won many awards since 2010 for our work. However not many in the past 3 years. We can share the awards documents/ certificates to show that we are a capable bidder & have the capability to work on large marketing campaigns.	<u>The Criteria is modifeid as:</u> " Bidder should have won recognized awards for their creative work in the last 5 years as on date of EOI. <u>Documentary evidence:</u> Work Order and Copy of Award Certificates from the client/ agency responsible for the award ceremony.
18	NA	NA	Additional	Could you please confirm if consortium/outsourcing is allowed. Request you to kindly allow consortium to provide you better quality of work.	Bidder to comply with the RFP terms.

Date : 11/03/2019

Place : Bangalore


Deputy General Manager

