



Antigua Commercial Bank

Request for Proposal for Marketing Firm

ACB REQUEST FOR PROPOSALS

For

MARKETING FIRM'S SERVICES

I. GENERAL INFORMATION

A. INTRODUCTION

Antigua Commercial Bank is seeking proposals from qualified firms to provide marketing and communications services for the Bank. Successful firms will demonstrate an ability to provide all of the following: creative development of advertising (including but not limited to radio, television, print, digital and outdoor); branding; promotions; marketing; and media support services.

B. BACKGROUND

Antigua Commercial Bank (ACB) has been operating in Antigua and Barbuda for over sixty years and is the leading indigenous Bank in the nation. The Bank has three branches on the mainland of Antigua and an agency in Barbuda, and at the same time, serves its customers through 10 Automated Teller Machines (ATMs), including the only multicurrency ATM at VC Bird International Airport.

C. ANTICIPATED SELECTION SCHEDULE

The Bank anticipates the following general timeline for its selection process. ACB reserves the right to change this schedule at any time.

- Proposal Due Date (post marked by) October 3, 2016 by 4:30 pm
- Interviews (if needed), Final Selection and Contract Negotiation are expected to be completed by October 31, 2016
- Commencement of Contract to be determined by November 7, 2016

D. QUALIFICATIONS AND EXPERIENCE

Proposals will be accepted from firms that are:

1. Admitted to conduct business in Antigua and Barbuda;
2. Registered, in good standing, and able to provide Tax Compliance Certificates from their jurisdiction of incorporation

Proposers shall have substantial experience and track record with the following:

- Providing professional marketing, advertising, and promotional services to top-tier institutions such as ACB;
- Producing high-quality graphic designs and copywriting;
- Devising, implementing and coordinating marketing campaigns and promotions;
- Developing, implementing, monitoring and adjusting media strategies, while working within a budget to promote products, services, programmes, and events;
- Coordinating with multiple parties and meeting deadlines as agreed; and
- Responding ably to emergencies, changed requests from ACB, and other matters arising.

E. SCOPE OF SERVICES

- Develop an overall branding plan that positions and sustains ACB as the premier commercial bank among all banks in Antigua and Barbuda.
- Identify new marketing avenues for the Bank and assist in identifying and exploiting its brand and key demographics.
- Develop strategic marketing communications and brand support to assist the Bank in promoting products, services, events, programmes, and other initiatives.
- Graphic design and production of advertising and communication materials (write, edit, and proof copy).
- Recommend and implement media strategies and tactics, including media buys.
- Negotiate with advertising media providers, and oversee and evaluate services provided by advertising media.
- Suggest improvements to the Bank's current digital presence (website and relevant social media sites).

II. PROPOSAL INSTRUCTIONS

A. PROPOSAL SUBMITTAL AND DUE DATE

Proposers shall provide five hard copies of proposal in a sealed envelope clearly marked:

“Confidential: Antigua Commercial Bank Marketing and Public Relations Services Proposal”.

Proposals shall be submitted by 4:30 p.m. on October 3, 2016 to:

Seth Burton, Marketing & PR Executive

Antigua Commercial Bank.
Thames and St. Mary's Streets
P.O. Box 95
St. John's, Antigua

Proposals shall be organized as specified in Proposal Contents (see D below).

The Bank assumes no responsibility for delayed or undelivered mail. Proposals which are not received by the Bank by the above specified time and date will not be considered. Faxed or electronically transmitted proposals will be rejected.

Copies of this RFP are available at ACB Headquarters, and on ACB Website.

B. ENQUIRIES

Questions concerning this RFP should be submitted to:

Seth Burton, Marketing & PR Executive

Antigua Commercial Bank,
Thames and St. Mary's Streets,
P.O. Box 95, St. John's, Antigua
Email: sburton@acbonline.com

C. RESERVATION OF RIGHTS

The Bank reserves the right to:

- 1) seek clarifications on each proposal; 2) negotiate a final contract that is in its best interest; 3) reject any or all proposals; 4) cancel this RFP at any time if doing so is in the Bank's best interest, as determined by the Bank in its sole discretion; 5) award the contract to any Proposer based on the evaluation criteria set forth in this RFP; and 6) request any additional information the Bank deems reasonably necessary to allow it to evaluate, rank and select the most qualified Proposer to perform the services described in this RFP.

D. PROPOSAL CONTENTS

Proposals shall include, at a minimum, the following items:

- Cover Letter. A one-page cover letter containing:
 - the name of the person(s) authorized to represent the Proposer in negotiating and signing any agreement which may result from the proposal;
 - Entity's name, address, phone number, website and email address; and
 - Constitutional documents and/or business certification; if an emerging small business, tax ID number.
- Staffing. Names and specialties, including details of qualifications and skills.
- Approach/Work Plan. Describe how the Proposer approaches marketing and advertising projects and the approach that will be taken under an ACB retainer-based contract.
- Experience/Work Samples. Provide previous work examples that demonstrate how you meet the experience requirements as listed in this RFP. Submit two projects undertaken in the past three years that involved services similar to the services listed in Scope of Services, of this RFP. For each example, provide the following information:
 - The scope and goals of the project and how success was measured.
 - A description of your role in the project and, if applicable, a description of the work of other subcontractors.
 - Identify individuals who you identified under "Staffing" above and who worked on the project, and describe their role.
 - Provide a reference for the project – client's name, title, email address and telephone number.
 - If applicable, attach relevant work samples or a visual representation of the work (for example, a URL for a website, a printed screenshot, etc.).
- Cost/Budget. Provide fee structures for the services listed in "Scope of Services" of this RFP above. Please indicate what percentage of fees detailed herein will be offset against specific work done on a job basis.
- Capacity. Explain workload capacity and level of experience, commensurate with the level of service required by the Bank.
- Facilities. Explain available facilities and availability of support staff.
- Consultants or sub-contractors. A list of the tasks, responsibilities, and qualifications of any consultant or sub-contractor proposed to be used on a routine basis for ACB projects.
- Local Market Involvement. Describe your involvement with other banks in Antigua and Barbuda, and your proposed approach to ensure no conflict of interest.

E. INFORMATION RELEASE

Proposers are hereby advised that the Bank may solicit background information based upon all information, including references, provided in response to this RFP. By submission of a proposal, Proposer agrees to such activity and releases the Bank from any and all claims arising from such activity.

F. ACB RECORDS/CONFIDENTIALITY

All proposals submitted are the property of ACB. However, proposals received and opened shall not be undertaken within any contract that is issued hereafter, except in the case where the Proposer is the one selected. While similar approaches may be submitted by other proposers, only areas to be protected that are marked "Trade Secret", received by Bank shall not be available for use by the Bank going forward. The Bank will maintain the confidentiality of all submissions.

G. COSTS

Proposers responding to this RFP do so solely at their own expense and without any expectation of reimbursement by ACB.

III. PROPOSAL EVALUATION

A. MINIMUM QUALIFICATIONS

The Bank will review proposals received to determine whether or not each proposer meets the following minimum qualifications:

- Ability to provide the marketing services requested to the standards required by the Bank.
- Has the financial resources for the performance of the desired marketing and communication services, or the ability to obtain such resources.
- Is an Employer qualified by law to enter into a Marketing and Communications Services Contract.

B. EVALUATION CRITERIA

Proposals will be evaluated by the Bank according to the following criteria:

- 1) Specialized experience in the type of work to be performed, specifically including work with any financial institution of similar size and geographic location. (20)
- 2) Qualifications and experience of the staff assigned by Proposer to perform these services. (20)
- 3) Quality of proposed approach/work plan. (15)
- 4) Quality of work samples. (15)
- 5) Availability and capability to perform the marketing services on an ongoing basis. (15)
- 6) Cost (15)

Maximum Total Points 100

Interviews may be requested prior to final selection. Award may be made to the highest-ranked Proposer according to the evaluation criteria, or may be determined based on interviews preceding contractual agreement.

If contract negotiations are unsuccessful with the highest-ranked Proposer, the Bank reserves the right to enter into negotiations with the next highest-ranked proposer.

C. SELECTION

The Bank reserves the right to make a selection in its sole discretion. Upon receipt of the Evaluation Committee's scoring recommendation, the Marketing & PR Sub-Committee of ACB's Board of Directors may:

- 1) Provide directives to begin negotiating with a contract with the highest ranked Proposer;
- 2) Seek to interview one or more of the Proposers; or
- 3) Cancel the RFP.

If the Bank and the highest-ranked Proposer are unable for any reason to negotiate a contract the Bank shall, either orally or in writing, formally terminate negotiations. The Bank may then negotiate with the next highest-ranked Proposer.

D. CONTRACT

The Bank desires to enter into a professional services agreement, which includes marketing and communications services, whether or not the services are specifically outlined in this RFP.

The selected Proposer will be expected to sign a written contract, which will incorporate this RFP and the awardee's proposal.

Submittal of a proposal indicates the Proposer's agreement with the terms of the contract and intent to be bound by those terms.

Negotiations shall be limited to terms the Bank chooses to negotiate, in the Bank's sole discretion. The Bank anticipates payment for services on a monthly basis.

The Bank reserves the right to negotiate a retainer fee that is fair and reasonable to the Proposer, as determined solely by the Bank. It is anticipated that the Bank will initially enter into a one-year agreement, which thereafter may be extended upon written consent of both parties for an additional term of up to two years.

The proposal requires that the awardee comply with all applicable national laws and regulations, including but not limited to employment and statutory regulations.

THIS SOLICITATION IS NOT AN IMPLIED CONTRACT AND MAY BE MODIFIED OR REVOKED WITHOUT NOTICE AT ANY TIME.