Calling proposals for the Selection of an Agency to Undertake a Social/Digital Media Campaign for Ceylon Tea amidst the COVID 19 Global Pandemic

Procurement Ref No: PROC/ BLACK TEA CAMPAIGN / SM (2020)

The Sri Lanka Tea Board (SLTB) is incorporated by the Tea Board Law No 14 of 1975 and is appointed by the Government of Sri Lanka as, the apex body for the tea industry. It is also responsible for the promotion of Ceylon Tea locally and globally. The Board intends to obtain the services of a reputed advertising agency to handle a specific Social/Digital Media Campaign in Russia, Ukraine, China, Saudi Arabia, Turkey, UAE, Iran, Germany, Japan, USA, Australia & Chile for a brief period of three months.

The Chairman of DPC on behalf of the Sri Lanka Tea Board now invites reputed agencies in Sri Lanka which operate under an international advertising agency network while covering the above countries to submit their bids for providing tasks Assigned below.

Tasks assigned

I. To develop a strategy for a Social/Digital media campaign based on the communication scope and Campaign objectives
II. To develop the creative concepts for Social/Digital Media Campaign (Story boards need to be presented along with the bid submission)
III. To develop the Media Plan for the above countries
IV. For scheduling and buying media from Social/Digital Platforms and for the execution of a Ceylon Tea campaign
V. Suggest and develop Key Performance Indicators to monitor the media spend and monitor the campaign

Bidding will be conducted through National Competitive Bidding (NCB) adopting two stage envelop system among suitably qualified (eligible) bidders.

The Intended Contract Period is ninety days (03 Months) from the date of awarding.

Required minimum Qualifications & Experience for the bidders to apply are as follows.

Qualification & Experience

I. Minimum of 05 years’ experience in advertising industry.
II. Minimum of 03 years’ experience in handling Social Media advertising.
III. A minimum turn-over of 150 Million per annum during the past 03 years.
IV. Mandatory to have a fully-fledged Office in Colombo.
V. Mandatory to have an international network in the countries specified as target markets by SLTB.
VI. Compulsory to have experience in creating and handling Media Planning & Scheduling, Media Buying in social media/digital media campaigns.

VII. Agencies that have won recognition awards and/or handled large international branding campaigns with proven human talent for international branding campaigns will be given preference.

VIII. Local entity must not be involved with campaigns for any other tea brands during the stipulated 03 months period.

The Bid Document can be inspected and downloaded free of charge from the www.srilankateaboard.com web of Sri Lanka Tea Board, 574, Galle Road, Colombo 03, from 31st May 2020 to 14th June 2020.

Bidders are required to purchase bid documents by paying a sum of Rs. 5000/= as a non-refundable amount to the SLTB cashier on the pre-bid meeting day.

Prospective bidders may obtain further information on the Bidding Documents from 9.00 a.m. to 3.00 p.m. on working days, from Director Promotion of Sri Lanka Tea Board, 574 Galle Road, Colombo 03 or Director (Promotion) may be contacted on 00-94-112587814 from 9.00 a.m. to 3.00 p.m. (Sri Lankan time) on working days during office hours mentioned above.

Pre-bid meeting will be conducted on 09th June 2020 at 11.00 am at Sri Lanka Tea Board, 574, Galle Road, Colombo 03.

The Bid Security shall be from a Commercial Bank operating (approved by the Central Bank of Sri Lanka) for LKR 350,000.00 drawn in favor of the Director General, Sri Lanka Tea Board No. 574, Galle Road, Colombo 03., valid for 90 days from the date of closing the Bid.

The Bids must be submitted in sealed envelopes which the top left hand corner marked as “Proposals for the Selection of an Agency to undertake Social/Digital Media Campaign for Ceylon Tea amidst the COVID 19 Global Pandemic”, either delivered by hand and deposited in the Tender Box kept in the office of the Administration Division of the Sri Lanka Tea Board located at the address given below or sent by registered post to reach Chairman, Procurement Committee, Sri Lanka Tea Board, 574, Galle Road, Colombo 03 on or before 1:00 PM on 15th June 2020. Late bids will be rejected.

Bids will be closed at 1:00 PM on 15th June 2020 and opened immediately thereafter in the presence of the bidders’ representatives at the Auditorium of the Sri Lanka Tea Board 574, Galle Road, Colombo 03.

The Employer will not be responsible for any costs or expenses incurred by applicants in connection with the preparation or delivery of their applications.

The Procurement Committee reserves the right to short-list suitable applicants.

Chairman
Procurement Committee
Sri Lanka Tea Board,
574, Galle Road,
Colombo 3.
www.srilankateaboard.com