

Responses to Pre- bid Queries for EMPANELMENT OF-3- DIGITAL MARKETING AGENCIES FOR BANK OF BARODA

SN	RFP Ref Page no.	RFP Clause No.	Relevant Section/ Existing Clause	Request to change/ Query	Bank's Response
1	-	-	General Query related to Scope of Work	What are the current tools or platforms for marketing automation, analytics, or SEO that the agency should use?	For marketing automation, analytics, and SEO, Agencies use tools to optimize campaigns and measure their performance effectively. Agency may suggest suitable tools .
2	-	-	General Query related to Scope of Work	Is the focus primarily on brand awareness, lead generation, customer retention, or a mix of all?	The focus of the digital marketing efforts is a balanced mix of brand awareness, lead generation, customer retention etc. tailored to the Bank's diverse business objectives and target audience segments. Specific campaigns will prioritize these objectives as follows. The agency will need to be flexible and capable of prioritizing these objectives based on specific campaign requirements.
3	-	-	General Query related to Scope of Work	Brand track broken up by gender and NCCS	The Bank may require brand tracking to be analysed across different demographics, including gender and NCCS segments, to assess brand perception and effectiveness among various consumer groups. The specifics of such tracking, if required, will be discussed and defined at the execution stage.
4	-	-	General Query related to Scope of Work	What will estimated budget for 2024-25 and 2025-26	Marketing budget for 2024-25 and 2025-26 is aligned with its strategic goals, including brand awareness, lead generation, and customer retention across various digital platforms.
5	-	-	General Query related to Scope of Work	Is the target audience urban or rural?	The target audience for the Bank's digital marketing efforts will depend on the specific products or services being promoted and their demand in particular areas.(ex:- products like Debit Card and Personal Loan has a demand in Urban areas while Agricultural Loans will have demand in Rural areas)
6	-	-	General Query related to Scope of Work	Could you specify P1 markets?	P1 markets for Bank of Baroda refers to high-priority regions identified based on business potential, customer concentration, and strategic growth objectives
7	-	-	General Query related to Scope of Work	What is the split between performance and brand marketing campaign?	The split between performance marketing and brand marketing campaigns depends on the overall goals of the business and the specific objectives set for the campaigns.
8	-	-	General Query related to Scope of Work	Does the budget include high impact long term partnerships and innovations budget ? Or should we budget that separately. E.g. Long term Association with Cricket would be a high investment - so do we consider this as over and above the indicated budget?	Budget for each campaign is shared individually with the agency as part of the brief.
9	-	-	General Query related to Scope of Work	Could you enlighten us with specific product differentiation that you will be highlighting in each of the verticals, which will help us build media innovation ideas as well.	Bank focuses on key product /services across various verticals. Specific differentiators for each product category will be shared during campaign planning to align with media buying strategies.
10	-	-	General Query related to Scope of Work	What are your strong markets and growth markets? Any strategic footprint expansion plan?	Inputs may be shared during the brief of individual campaign .Strong market and growth market may vary product wise and geographically.

Responses to Pre- bid Queries for EMPANELMENT OF-3- DIGITAL MARKETING AGENCIES FOR BANK OF BARODA

SN	RFP Ref Page no.	RFP Clause No.	Relevant Section/ Existing Clause	Request to change/ Query	Bank's Response
11	-	-	General Query related to Scope of Work	Market share data, if available, for all the mentioned categories.	Data may be shared with agencies at the beginning of Financial Year.
12	-	-	General Query related to Scope of Work	What formats are used majorly for digital branding? E.g. Video, Display, Search etc.	For digital branding, the formats and platforms utilized depend on the campaign objectives, target audience, and the product/service being promoted.
13	-	-	General Query related to Scope of Work	What platforms are currently used for digital?	For Digital Marketing, Bank use various platforms such as Google and Meta etc. due to their reach, targeting capabilities, and effectiveness. Bank may explore other platforms as well for various Digital Marketing campaigns.
14	-	-	General Query related to Scope of Work	Any particular GEO to be focused on for each of the brands	Focus on Geo based approach will be shared along with the brief for campaign.
15	-	-	General Query related to Scope of Work	Do we have a product/service-specific brief, since the approach may differ across each?	Product Specific Brief will be shared with the agency before launch of any campaign.
16	-	-	General Query related to Scope of Work	We would also like to understand the current lead-to-sales conversion journey across both online and offline touchpoints.	Bank's lead-to-sales conversion journey involve digital lead generation through performance marketing, website/app interactions, social media etc.
17	14	5	The Bidder should have provided Digital Marketing services to at least 5 large companies in the BFSI sector with an annual turnover of Rs 500 crore & above on a retainership basis for at least any 2 of the last 3 financial years - 2021-22, 2022-23 and 2023-24	Please confirm if empanelment as a Digital Marketing agency count in this?	Yes.
18			The Agency should have accomplished major campaigns of minimum Rs 50.00 lacs and above during each of the last 3 financial years for a single product/service/brand.	Query - Request you to relax this criteria	This suggestion/request will be evaluated by the bank internally and any changes, if required, will be informed in the form of addendums by updating in the tender section of the bank's website.
19	111	MAINLINE CONTENT CREATION / ADAPTATION CHARGES	RATE CARD	The commercial bid format is only for media releases. It is mentioned in the scope of work that the Agency will need to develop creatives too, as part of the mandate. Is the Agency expected to bill Bank of Baroda for the creative work, as per the rate card provided in the pages 111 to 113?	YES .If the Agency is developing separate creative , they may bill separately as per the Rate chart mentioned in the RFP. This can be decided mutually with empanelled agency.


Responses to Pre- bid Queries for EMPANELMENT OF-3- DIGITAL MARKETING AGENCIES FOR BANK OF BARODA

SN	RFP Ref Page no.	RFP Clause No.	Relevant Section/ Existing Clause	Request to change/ Query	Bank's Response
20	14	5	<p>The Bidder should have provided Digital Marketing services to at least 5 large companies in the BFSI sector with an annual turnover of Rs 500 crore & above on a retainership basis for at least any 2 of the last 3 financial years - 2021-22, 2022 and 2023-24</p> <p>Undertaking from clients on the client's letterhead or Work Order / Empanelment Letter with following details for each reference to be provided:</p> <ol style="list-style-type: none"> 1. Name of the Organization 2. Name of the Official 3. Contact number of Official 4. E-mail Id of Official 5. Work executed clearly mentioning Digital Marketing Services. 	<p>Please note that many clients do not opt for Separate retainership model for appointment of agencies. They empanel agencies to all services including digital. Digital media is part of overall integrated scope of services of the agency. Hence it is requested to kindly consider such work orders/ empanelment letters etc. In Technical evaluation mentioned Separately BFSI & Non – BFSI Sector Work orders needs to submit. So we kindly request you to in Eligibility also allow submitting digital marketing services from Non BFSI/Govt. Sector.</p>	<p>Empanelment letters will be considered.</p>

Responses to Pre- bid Queries for EMPANELMENT OF-3- DIGITAL MARKETING AGENCIES FOR BANK OF BARODA

SN	RFP Ref Page no.	RFP Clause No.	Relevant Section/ Existing Clause	Request to change/ Query	Bank's Response
21	30	26.2	Quality of Client List and retention of clients. BFSI Clients & Non BFSI Clients	<p>We request you to kindly give relaxation in this clause. Allow to submit instead of retainer ship kindly allow to submit period wise work orders to submit. Also reduce number of years from 3 to 2. Request you to amend the clause as below for BFSI & Non-BFSI:</p> <p>1 to 2 Clients – 2 Marks (Min. 1 Clients period for more than 2 years)</p> <p>3 Clients – 3 (Min. 2 Clients period for more than 2 years)</p> <p>4 Clients – 4 (Min. 3 Clients retained for more than 2 years)</p> <p>5 or More than 5 Clients – 5 (Min. 4 Clients retained for more than 2 years)</p>	<p>This suggestion/request will be evaluated by the bank internally and any changes, if required, will be informed in the form of addendums by updating in the tender section of the bank's website.</p>
22	37	33	An EMD of ₹5,00,000/- is required, submitted via electronic mode or Bank Guarantee.	Will the Bank accept a combined PBG for EMD and performance guarantee if the agency is selected?	Bank will accept PBG if the agency is selected as per the terms and conditions mentioned in the RFP.
23	34	38	The EMD will be forfeited in case of withdrawal of the bid during the validity period or failure to sign the contract.	Will the Bank provide a grace period for fulfilling obligations (e.g., signing the contract or providing the PBG) in case of unforeseen delays?	The Bank expects all bidders to adhere strictly to the timelines mentioned in the RFP for fulfilling obligations such as signing the contract and providing the Performance Bank Guarantee (PBG) as specified in the RFP.
24	34	38	The successful bidder must submit a ₹5,00,000/- PBG within 30 days of contract signing, valid for the contract period plus three months.	Can the validity of the PBG be reduced if the contract is terminated prematurely by the Bank without fault on the agency's part?	The validity of the Performance Bank Guarantee (PBG) is aligned with the contract duration (3 years) and any additional period (3 months) as specified in the RFP.

Responses to Pre- bid Queries for EMPANELMENT OF-3- DIGITAL MARKETING AGENCIES FOR BANK OF BARODA

SN	RFP Ref Page no.	RFP Clause No.	Relevant Section/ Existing Clause	Request to change/ Query	Bank's Response
25	20	26	Agencies must handle overall digital marketing strategy and execution, including creative development, media planning, and analytics.	Will the Bank provide access to relevant data or tools, such as internal analytics platforms, to facilitate campaign performance evaluation?	To ensure effective campaign performance evaluation, the Bank shall provide the necessary support to relevant data wherever feasible and appropriate. This can be decided mutually with empanelled agency.
26	23	15.11	Agencies must track campaigns daily and provide detailed reports, including sentiment analysis and competition updates.	Will the Bank bear the cost of procuring advanced tracking tools (e.g., Similar Web, ComScore) if such tools are deemed essential for campaign success?	If specific tools are deemed essential for the success of a campaign and are not already available with the agency, the Bank may consider bearing the cost on a case-by-case basis. This can be decided mutually with empanelled agency.
27	49	44	The Bank will own all materials developed under the contract.	If third-party licensed content (e.g., stock images, music) is used in campaigns, will the ownership transfer clause apply, or will the Bank retain only usage rights?	The Bank generally retains usage rights as per the license purchased for such content, which will usually cover the scope and duration of the campaigns. Agencies are expected to ensure that any third-party content used in the campaigns complies with copyright laws and the license terms.
28	19	15.2.2	Agencies are expected to negotiate media budgets with publishers and optimize plans.	Will the Bank pre-approve media plans, including budgets, to avoid disputes on financial allocations and returns?	Yes, the Bank follows a structured approval process for media plans, including budget allocations for individual campaigns which is shared in the brief of the campaign.
29	27	20	The commission fee includes all ancillary services such as content preparation, proofing, and archiving.	Will the Bank allow reimbursement for costs incurred in providing ancillary services (e.g., translation, voiceovers) beyond standard commissions?	For ancillary services such as translation, voiceovers, or other specialized requirements that go beyond the standard scope of work, the Bank may consider reimbursement on a case-to-case basis. This can be decided mutually with empanelled agency.
30	26	20	Payments will be subject to statutory deductions, and the Bank will not pay additional fees or charges beyond commission.	Can the Bank confirm whether payments will include GST and how TDS will be adjusted to ensure tax compliance for the agency?	All payments, if any, shall be made by the Bank to the Agency subject to deductions of TDS and such other taxes as may be applicable from time to time.
31	24	15.11	Agencies must submit detailed reports, including campaign performance and sentiment analysis, at regular intervals.	What is the expected format and level of detail for reports, and will the Bank provide templates for consistency?	Bank expects detailed and structured reports to assess campaign performance, ROI, and key metrics effectively. The level of detail required will depend on the nature of the campaign and its objectives. Reporting formats may be decided mutually with the empanelled agencies.
32	54	52	Subcontracting is allowed only with prior approval from the Bank.	Can the Bank clarify if the subcontracting clause applies to all types of services (e.g., creative development, analytics) or only specific components of the scope of work?	The subcontracting clause applies to specific components of the scope of work, especially when specialized expertise is required. However, subcontracting for any services, whether creative development, analytics, or other deliverables, will require prior approval from the Bank.

Responses to Pre- bid Queries for EMPANELMENT OF-3- DIGITAL MARKETING AGENCIES FOR BANK OF BARODA

SN	RFP Ref Page no.	RFP Clause No.	Relevant Section/ Existing Clause	Request to change/ Query	Bank's Response
33	25	18	The Bank reserves the right to terminate the contract for delays or unsatisfactory performance.	Will there be a cure period for addressing performance issues before contract termination?	Termination shall be applicable as per the termination clause specified in the RFP.
34	54	51	Agencies will not be held liable for non-performance due to events beyond their control.	Will the Bank consider extensions for project timelines if deliverables are impacted by Force Majeure events?	The Agency shall not be liable for forfeiture of its performance security, liquidated damages, penalties or termination for default, if any to the extent that its delay in performance or other failure to perform its obligations under the contract is the result of an event of Force Majeure.
35	38	34	The PBG may be invoked without notice if the agency fails to meet its obligations.	Can the Bank clarify whether disputes related to the invocation of PBG will first be resolved through mutual discussion or mediation?	This can be decided mutually with empanelled agency.
36	27	21	Substitution of key staff is not allowed without Bank approval, except in unavoidable circumstances.	Will the Bank provide timelines for approving substitute team members to avoid project delays?	During any assignment, the substitution of key staff identified for the assignment shall not be allowed unless such substitution becomes unavoidable to overcome the undue delay or that such changes are critical to meet the obligation. In such circumstances, the bidder can do so only with the concurrence of the Bank by providing alternate staff of same level of qualifications and expertise.
37	12	13.2.2	Proposal/ Response submitted by holding company and its subsidiary	Can two entities of the same parent company submit proposals for mutually exclusive services mentioned?	As per the RFP clause, the Bank reserves the right to reject proposals submitted by entities with common Promoters, Directors or Management. However, if two entities of the same parent company are bidding for mutually exclusive services, the Bank may review the submissions on a case-to-case basis at its sole discretion. Agencies are advised to seek prior clarification to ensure compliance with the RFP guidelines
38			Proposal/ Responses submitted by two or more companies having common director/s		
39	14	5	The Bidder should have provided Digital Marketing services to at least 5 large companies in the BFSI sector with an annual turnover of Rs 500 crore & above on a retainer basis for at least any 2 of the last 3 financial years - 2021-22, 2022-23 and 2023-24	Is this mandatory to meet exactly 5 brands?	This suggestion/request will be evaluated by the bank internally and any changes, if required, will be informed in the form of addendums by updating in the tender section of the bank's website.

Responses to Pre- bid Queries for EMPANELMENT OF-3- DIGITAL MARKETING AGENCIES FOR BANK OF BARODA

SN	RFP Ref Page no.	RFP Clause No.	Relevant Section/ Existing Clause	Request to change/ Query	Bank's Response
40	15	6	The agency is required to furnish the list of personnel/dedicated client servicing team comprising a minimum of 6 team members (separate from any other BFSI brands the agency may be managing) who will be assigned to service the Bank of Baroda account, the team structure, along with a brief career profile of the team, including their designations, roles and BFSI experience.	Bank has mentioned there will not be commitment or work distribution but there is an ask for dedicated CS team on top of servicing team? Does that mean there can be a minimum retainer despite the campaign work for a particular month?	There will be no commitment on work distribution or minimum retainership amount . The payment will be based solely on the Digital Media commission for the campaigns executed.
41	18	15.1.1	Creating a roadmap pertaining to broad objectives of the bank	Is there an Annual Budget planned for CY 2025 for digital campaigns?	The budget allocation will be determined as per the Bank's Marketing planning and approval process.
42	24	16.1	Delivery and performance of the services shall be made by the Agencies in accordance with the time schedule specified by the Bank in its work order or request for digital requirements. It also covers Saturdays/Sundays and other holidays where the Bank may require the Agency's services. Bank shall not entertain any justification for not working on holidays if required by the Bank or in case of exigencies.	Will Bank be agreed for a SLA for notice duration, if Bank needs team availability on holidays?	This can be decided mutually with empanelled agencies.
43	24	16.4	Delay by the Agency in the performance of its delivery obligations, shall render the agency liable to imposition of penalty and/or termination of the contract for default and/or any other action viz. black listing/ circulation in industry etc. as it may deem fit.	How will these be objectively tracked? What is the agency's obligation if the delay is due to the Bank's stakeholders? How is the penalty value defined?	The agency's performance and adherence to timelines will be objectively tracked through regular progress reports, milestone checks, and alignment with the work schedule outlined in the work order. Penalty value is already defined in page no 47 , point no 41.

Responses to Pre- bid Queries for EMPANELMENT OF-3- DIGITAL MARKETING AGENCIES FOR BANK OF BARODA

SN	RFP Ref Page no.	RFP Clause No.	Relevant Section/ Existing Clause	Request to change/ Query	Bank's Response
44	22	15.9	Content Management: Develop creative (images, GIFs, animated videos, flash files, etc.) with voice over in English/Hindi/Both for the official pages of the Bank and modify existing creative (Creative should be designed as and when desired by the Bank, with no restrictions on the number of creative).	Is there any ball park requirement on a monthly / annual basis?	The number of creatives to be developed will be based on the Bank's ongoing campaigns and marketing needs
45	-	-	General Query related to Scope of Work	Does the RFP extend to all the services and Products of BOB?	RFP covers digital marketing services for all products and services of Bank of Baroda. However, the scope and scale of campaigns will be determined based on the Bank's marketing strategy and business priorities.
46	-	-		The brand assets repository is managed by the mainline agency. Can these assets be shared by the mainline agency? Will the digital agency be permitted to communicate directly with the mainline agency?	Assets may be shared with the selected digital agencies if needed for campaign execution.
47	-	-		How often new product launches are expected in the year?	The frequency of new product launches in a given year depends on the Bank's strategic priorities and market dynamics.
48	-	-		How do you prioritize brand campaigns vs. performance campaigns?	Bank takes a balanced approach to brand campaigns and performance campaigns, prioritizing each based on the specific objectives of the marketing strategy.
49	-	-		Do you have existing brand guidelines or templates that need to be adhered to?	Bank has established Brand guidelines and templates that must be adhered to for all marketing materials, including digital campaigns.
50	-	-		Should campaigns include multilingual support for regional markets?	Yes, the Bank recognizes the importance of regional markets and the need for multilingual support in campaigns, specially when targeting diverse demographic segments across different regions. Multilingual campaigns ensure that the message resonates with the local audience and enhances engagement.
51	-	-		Are there any additional compliance guidelines (e.g., data privacy, accessibility) that campaigns must adhere to?	Yes, Bank adheres to strict compliance guidelines that must be followed for all campaigns Data Privacy ,Industry specific regulations etc.


Responses to Pre- bid Queries for EMPANELMENT OF-3- DIGITAL MARKETING AGENCIES FOR BANK OF BARODA

SN	RFP Ref Page no.	RFP Clause No.	Relevant Clause	Section/ Existing	Request to change/ Query	Bank's Response
52	-	-			Are we looking Lead generation plans for all the service verticals for the bank of Baroda - Insurance, Investments and banking etc.	Bank is looking for lead generation strategies for multiple Product and service verticals. Each vertical has specific target audiences, and the lead generation plans will need to be tailored to meet the unique needs of these segments
53	-	-			Does the campaign planning also include the promotion of BOB App	Campaign planning may include the promotion of the Bank of Baroda App.