

Request for Expressions of Interest Hiring a marketing Agency

Maldives Fund Management Corporation Limited (MFMC)
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Introduction

Maldives Fund Management Corporation Limited (MFMC) is a 100% state-owned company formed with the objective of seeking capital market solutions for private sector development while creating opportunities for local and foreign investors to benefit from investment in various sectors of the Maldivian economy.

MFMC is seeking expressions of interest from marketing agencies to collaborate with MFMC in its marketing and promotion activities for a duration of 1 year.

Objectives

This assignment's overall objective is to execute creative strategies that enhance MFMC's brand presence and engagement across multiple platforms. This includes creating innovative and cohesive visual and digital content, and producing high-quality marketing materials that align with MFMC's branding guidelines and visual identity.

The selected proponent will work closely with MFMC to ensure consistency in messaging and design while communicating MFMC's mission and values to target audiences.

Scope of services required

The proponent must work in collaboration with MFMC's marketing team on the following:

1. Strategic Planning and Consultation:
 - a. Develop and refine marketing strategies aligned with business goals.
 - b. Provide regular market analysis and competitive insights.
 - c. Offer ongoing consultation on marketing trends and best practices.
2. Content creation and management
 - a. Create and manage high-quality content for various channels (blog posts, social media, newsletters, website content, press releases, etc.).
 - b. Production of promotional video content, including animated videos, as well as the materials required for the video production (story boards, script writing, videography, and editing)
 - c. Develop content calendars and ensure timely execution.
 - d. Coordinate with MFMC for approval and dissemination of all content produced.

3. Social media management
 - a. Develop and implement social media strategies to enhance engagement.
 - b. Monitor social media channels and respond to customer inquiries and comments.
 - c. Create, schedule, and publish social media content (social media posts, templates, etc.).
4. Event Marketing
 - a. Plan and execute marketing strategies for events (webinars, forums, etc.).
 - b. Develop promotional materials for events (brochures, booklets, leaflets).
 - c. Create designs for events, including kiosk setups, banners, as well as other requirements necessary depending on specific events.

Minimum requirements

1. Qualifications and Experience
 - a. Minimum of 2 years in the creative and marketing industry.
 - b. A proven record of providing ALL THE LISTED creative services to one client for a minimum of two years.
 - c. At least three client references, including contact information and details of the projects undertaken.
 - d. The selected agency must fulfill the criteria outlined in the Team Requirements section.
2. Capabilities and creative services

Demonstrated ability to deliver a full range of services including but not limited to:

- a. Branding and identity
- b. Marketing Strategy
- c. Digital Marketing
- d. Content Creation
- e. Creative Design
- f. Video Production including 3D and 2D animation
- g. Designing and executing Augmented Reality and Virtual Reality experiences
- h. Press release distribution

3. Team requirements

To be considered for this project, the proponent must have the following full-time team members:

3D Artist	<p>Experience:</p> <ul style="list-style-type: none"> ● Minimum 2 years of experience in 3D modeling, texturing, lighting, and rendering. <p>Skills:</p> <ul style="list-style-type: none"> ● Proficiency in 3D software such as Blender, Autodesk Maya, 3ds Max, Cinema 4D, Unity, or Unreal Engine. ● Strong understanding of texture mapping, UV wrapping, and 3D mesh optimization. ● Knowledge of animation software like Adobe After Effects or similar. ● Experience with rendering engines like V-Ray, Arnold, or Octane.
Photographer	<p>Experience:</p> <ul style="list-style-type: none"> ● Minimum 2 years of professional photography experience. <p>Skills:</p>

	<ul style="list-style-type: none"> ● Expertise in various types of photography (product, lifestyle, corporate). ● Proficient with professional camera equipment and lighting setups. ● Strong post-production skills using Adobe Photoshop, Lightroom, or Capture One. ● Understanding of digital asset management and file organization.
Graphic Designers	<p>Education:</p> <ul style="list-style-type: none"> ● Bachelor’s degree in graphic design, Visual Communication, or related field. <p>Experience:</p> <ul style="list-style-type: none"> ● Minimum 2 years of experience in graphic design. <p>Skills:</p> <ul style="list-style-type: none"> ● Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign). ● Strong layout and typography skills. ● Experience with branding, print, and digital media design. ● Knowledge of UI/UX design principles is a plus.
Project Manager	<p>Experience:</p> <ul style="list-style-type: none"> ● Minimum 3 years of experience in project management. <p>Skills:</p> <ul style="list-style-type: none"> ● Proficiency in project management software like Asana, Trello, ClickUp or Microsoft Project. ● Strong organizational, leadership, and communication skills. ● Experience in managing creative projects and teams.
Marketing Executive	<p>Education:</p> <ul style="list-style-type: none"> ● Bachelor’s degree in marketing, Communications, or related field. <p>Experience:</p> <ul style="list-style-type: none"> ● Minimum 2 years of experience in marketing roles. <p>Skills:</p> <ul style="list-style-type: none"> ● Strong understanding of marketing principles and digital marketing strategies. ● Proficiency in using marketing tools like Google Analytics, SEO tools, and social media platforms. ● Experience in campaign planning, execution, and analysis. ● Excellent communication and content creation skills.
Videographer (Optional)	Having a videographer on staff is highly recommended to further enhance the creative output and ensure comprehensive content capabilities.

Submission

Proponents are required to submit the following:

1. Letter of expression of interest
2. Portfolio of the agency (previous work similar to the scope)
3. Case studies of at least 1 client where all listed services were provided for a minimum of two years.
4. The composition of the team
5. Description of the equipment and software to be used
6. Client references (minimum of 3)
7. Business registration certificate

Interest proponents should submit their expressions of interest to procurement@mfmc.mv before 16:00 hrs on July 4, 2024.

Selection criteria

The EOIs will be assessed based on the following criteria, and a shortlist will be drawn up.

1. Previous experience with similar assignments
2. Capacity of the team, equipment, and software
3. Quality of performance under previous contracts

Shortlisted proponents will be invited for an interview and to deliver a mock concept pitch.

Shortlisted proponents will also be required to submit a financial proposal.