

## RFP to onboard agency for Cable TV Airing

FINCAMicrofinance Bank Limited (FMBL) is one of the fastest growing Microfinance Banks with over 130 branches in Pakistan.

FINCA is seeking to onboard a vendor/agency for the airing of TV Commercials on Cable TV Channels. Since FINCA is present at 130+ branches nationally across all regions of Pakistan, the cable TV is usually run covering big as well as small towns [list of cities attached].

- Ad Duration: 60 seconds [max] – *Durations may vary as per campaign.*
- Usual budget per campaign: PKR 0.5-1.5Mn (Incl. of taxes)
- Campaign Duration: At least 1 month

The rates locked will be applicable for a duration of 2 years. The vendor/agency will be required to share media plans on the request of the Marketing Department, based on the campaign budget. The media plans shared by the agency should include all-important metrics, in the media plan, prior to launch:

- Eyeballs/Impressions (non-unique)
- Eyeballs (unique)
- TVC Spots per channel
- PIP/Scrolls Spots per channel
- Cable Network
- Channels Details [including genre]
- Cable Network coverage [users]
- Airing Timings

After the execution of every campaign, the vendor/agency will have to share analyses of the campaign run, along with proof of execution. Agency POCs will have to have proof of execution verified from all branches, present in the cities where the cable TV ad is aired, before submitting invoice to HO.

The agency is required to share:

- The complete profile of their company along with the accounts that they have handled in the past 2 years.
- Affiliation with a rating agency
- Coverage statistics across Pakistan and Cable Networks in each city
- Team overview, with structure
- An overview of Pre & Post Campaign metrics they offer along with a rationale of how the metrics are calculated.
- Rates
- Any other important information