



Digital Healthcare Solutions

**Invitation to Tender (ITT)  
For  
“Creative & Strategic Agency (Retainer)”**

**(Tender Pack/Schedule)  
(Tender Ref: GTT-DH/0522/07)**

**18 May 2022**

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## 1. Company Overview

### 1.1 Introduction

The company operates with a vision to ensure access to quality healthcare and health financing to everyone across the world and we are just getting started.

### 1.2 Background

Grameen Telecom Trust-Digital Healthcare Solutions (DH) aims to provide affordable and accessible healthcare on a 24/7 basis. DH not only provides basic care to those in need but also has services which offer 'Premium' health insurance bundles, DH also has 'Pay as you Go' services. Currently, DH's most popular services are as follows:

- 24/7 Doctor Call
- Coverage on Hospital Admission
- Discounts at different health-related outlets
- Outpatient Department treatment coverage

DH seeks not only to provide its customers with affordable and high-quality services but also to ensure that our customers are satisfied with our services and entrust us with their health. DH believe in loyalty and trust on both sides which helps to grow as a company and enable customers to reap the benefits.

### 1.3 Objectives

Doctors-whenever, wherever:

- Medical advice, anywhere a patient wants- Call, Chat, Video Call
- International Clinical Standards, for everyone
- Empathy, warmth & human touch, every time

Integrated Healthcare:

- Digital Tools, Community Health Workers, & Micro Clinics as the 'New Front Door'
- Portable Health Passport, empowering the patients.
- Hospitals & Specialists that focus on Holistic Care, Disease, Prevention & Management

Date Driven Healthcare:

- Integration of Online Medical Records, Tools for Community Health Workers & Consumer Health Apps
- Predictive Proactive Support to manage Diabetes, Heart Disease, or a Healthy Heart
- Mapping Population Health Opportunities, Challenges & Solutions

## 2. Procurement Schedule

### 2.1 Query for Tender

Please confirm consolidated queries regarding this tender to [queries@dh.health](mailto:queries@dh.health) on or before **26 May 2022**. Please mention “Creative & Strategic Agency (Retainer)” in the subject line for all queries.

Primary POC for requirement understanding:

Mr. Yasir Sabab, Assistant Manager, Marketing (01701227094)

Secondary POC for requirement understanding:

Mr. Rifat, Deputy Manager, Marketing (01701227089)

### 2.2 Last Date of Submission of Tender

The application pack must be sent to [procurement1@dh.health](mailto:procurement1@dh.health) on or before **28 May 2022**. No submission will be accepted after this date. This is a secured email ID with password protected and nobody has access into this email ID till Tender Opening Date.

### 2.3 Tender Opening Date

**29 May 2022 onwards**

### 2.4 Validity Period for the tender

The quotation must remain valid 60 days after the closing date.

## 3. Requirements for Tender Documents

### 3.1 Tender content (Application pack): How to Apply

Application pack must be submitted with following:

**“Annex-4: Bidder Response Document for Creative & Strategic Agency(Retainer)”** [Should be Creative & Strategic Agency’s company letterhead paper and with seal, sign]. It includes-

- Evaluation Questionnaire
- Pitch PPT presentation & a technical proposal
- Final strategy, creative, content, digital, media plan submission
- Overall FTA, resource planning details budget submission
- Monthly Retainer Fee
- Company Profile and other mandatory documents mentioned in it.

### 3.2 Format and Marking

The Application pack shall be submitted by e-mail to [procurement1@dh.health](mailto:procurement1@dh.health). The preferred data file format is PDF for the tender response and all supporting documentations.

The quotation and all communication related to this tender shall be marked with the following reference: **“Creative & Strategic Agency (Retainer)”**

#### **4. Evaluation criteria**

Grameen Telecom Trust-Digital Healthcare Solutions intends to select a service provider that submits the best bid that meets requirements and objectives of Digital Healthcare Solutions. Note that, price is not only but one of the factors for evaluation criteria.

The evaluation criteria are Essential, Commercial and Capability. The weightage distribution is as below-

Criteria	Weightage	Breakdown
<b>Essential</b>	Yes/No/Partially	Supplier has legitimate business/official premises, or they are registered for trading and tax as appropriate.
		Compliance with Digital Healthcare Solutions's standard policies mentioned in Annex-1, Annex-2 & Annex-3
		Meet specifications stated in Annex-1 (TOR), Annex-2 (Brief)
<b>Commercial</b>	40%	Description of Goods / Services
		Quantity
		Cost
		Lead Time/Availability Date
<b>Capability</b>	60%	Previous experience
		Resource Planning in details based on (Position, Scope of Work, FTE , Monthly Salary , Time Cost .Hour , Quantity , Hours Per Person etc )
		Time Required for Preparation /Execution/Concept Testing Lead Time
		Financial Value of Revenue & Net Profit (2018-2021)
		Pitch Presentation -Understood the Brief & Consumer Insights -Demonstrates healthcare industry -Identified clear Problem Statements -Identified Key Areas of Improvement/Concern -Can demonstrate relevant Success and ROI for Big Brands/Other Businesses -Presentation demonstrates key competencies - insights, strategy -Concept / Strategic Route - consumer clarity and cut through -Concept / Strategic Route - lead generation -Concept / Strategic Route - resolves key dilemmas -Brand Awareness and Equity Development -No Conflict with Other Accounts/Businesses
<b>Total scores</b>	100%	

## 5. Acceptance Criteria

Grameen Telecom Trust-Digital Healthcare Solutions will accept the quotation based on the following criteria which are obvious based on the requirements specified in **ANNEX-1, ANNEX-2, ANNEX-3**.

1. Essential criteria to be met for entering evaluation.
2. Ability to comply with the compliances of DH.
3. Ability to meet the overall objectives of this tender.

## 6. Tendering procedures

### 6.1 Costs

All the relevant cost of the assignment needs to be included in quoted price. Vat & Tax will be deducted as per Government Policy. The Respondent's participation in the tendering process is at Respondent's sole risk and expense. Digital Healthcare Solutions shall not cover any of the Respondent's costs incurred in relation to the preparation of the quotation, negotiations, testing of equipment etc.

### 6.2 Conflict between various tender documents

If the provisions of any of the documents of the tender conflict with each other, Respondent shall without delay ask Digital Healthcare Solutions which of the provisions shall prevail.

### 6.3 Alternative solutions

The Respondent is encouraged to offer alternative solutions (activities) to meet the overall service objectives.

Where the Respondent thinks that a specific activity (or requirement) requested in the tender Response Form is not required to deliver the Service, they should state this clearly and provide explanation as well as alternatives (if applicable).

### 6.4 Rejection of quotations

Digital Healthcare Solutions reserves the right to reject:

- Any quotations that do not comply or lack of completeness to the tender.
- Any quotations delivered after the last date of submission of quotation.
- Any or all quotations completely or partially without stating any reason.

### 6.5 Confidentiality and property of the Tender

The Respondent shall not disclose information from the Request for Quotation to third parties without the written consent from Digital Healthcare Solutions.

The Respondent shall not discuss and disclose the Quotation or proposal that it submits to Digital Healthcare Solutions with other potential respondents or any third party.

## **6.6 Miscellaneous**

This tender response document does not in any way create any obligation on Digital Healthcare Solutions to consider or select Respondent for the Services or for any other services or to make any payment to Respondent in any way for any reason.



## 7. Annex-1: Terms of Reference (TOR)

### Terms of Reference Creative & Marketing Strategy Agency (MKT) For Grameen Digital Health

#### **BACKGROUND:**

GDH assigned a creative & marketing strategy agency for brand building and App Acquisition purpose where GDH get expert support to develop strategy for brand which include various level of communication & creative development across ATL, BTL, Communication Materials Production, Outdoor, Digital and PR media. We are also looking for to develop strategy for brand along integrated communication to disseminate and connect with Target Group through launching.

#### **The target outcomes of the Agency:**

- Strategic Route Selection & way forward for overall brand establishment & awareness for next 12 Months with campaign concepts, creatives, and plan to pursue brand & marketing objective
- Development of Brand Persona and Maintain its Consistency
- Overall Creative support and production/development of different communication

#### **OBJECTIVE OF THE ASSIGNMENT:**

- Brand Building in current market and getting Fresh/New ideas to continue the progress of increasing brand awareness and equity in the market
- App acquisition, Registration and Retention (Target 1 lac app download per month)
- Overall cost efficiency increase

#### **DURATION AND LOCATION OF ASSIGNMENT:**

- Duration: 1<sup>st</sup> July 2022 – 30<sup>th</sup> June 2023
- Subject to be extended as per management requirement
- 

#### **SPECIFIC TASKS FOR THE VENDOR:**

- Prepare communication and brand strategy and plan, develop sample creative & presentation by understanding our brief for brand and digital media etc.

#### **FINAL DELIVERABLES:**

- Overall strategy, creative, communication, production, planning for brand building and app acquisition
- Strategic Route Selection & way forward for overall re-branding establishment & awareness for next 12 Months with campaign concepts, creatives, and plan to pursue brand & marketing objective
- App Acquisition, Registration and Retention campaign plan and execution
- Design overall brand identity of our new business and products: positioning, messaging, tone
- Strategic Route Selection for Brand and Product Marketing Positioning
- Submit Plans in PPT format with Retainer Fee and Financial Budget
-

**Brand Architecture Development, including:**

- Brand Persona Development
- Brand Messaging Architecture
- Key Customer Journey Map: Personas >> buying decision moments >> key decision factor
- Key Product Positioning: value proposition >> key differentiators >> marketing and sales messaging

**Develop constructive plan and execution for**

- **Communication Materials** (TVC - 2, OVC -6, Corporate AV -1)
- **ATL** (TV, Radio & Print Media Promotion, TV Program Sponsorship)
- **BTL** (Campaign & Field Activations, Road Shows, Event & Sponsorship, PR Agency and POSM Development)
- **Outdoor** (Billboard [No.8 DHK & Near DHK], LED Screen, Vehicle Branding [Car-Bus-CNG], Wall Paint [50k SFT in DHK max.], Shopping Place Branding [Top 2/3 in DHK], House Nameplate Board [DHK. 150 nos.])
- **Brand Ambassador, Influencers Marketing, Collaboration Marketing**
- **Digital Media** (App Acquisition & Retention, Digital Media Promotion, Digital Sales)
- **PR Coverage Support Plan and Execution plan details**

**QUALITY CHECK REVIEWER:**

- Concern MKT team & management

**PAYMENT:**

- Payment will be made on monthly basis as per the agreed amount
- Proof of work needs to be submitted along with the bill in order to get the payment.
- Bills need to be submitted to DH Finance along with the agreement/PO, TIN, BIN, trade license and Mushak Challan as soon as the work is completed.
- There will be made within 60 days from the submission of invoice.
- The payments will be made through Account Payee Cheque upon submission of Bill/Invoice.
- VAT coupon can be provided in terms of VAT amount (if applicable).

**FINANCIAL CLAUSES:**

- All the relevant cost of the assignment needs to be included in the quoted price. VAT and Tax will be deducted as per Government policy. VAT coupon can be provided in terms of VAT amount (if applicable)

**APPLICATIONS:**

Applications are required to be submitted to the following:

- Get back to us with brief regarding queries and respond within 03 days
- Pitch PPT presentation & a technical proposal
- Final strategy, creative, content, digital, media plan submission
- Overall FTA, resource details, budget submission

## 8. Annex-2: Scope of Works (SOW)

### Scope of Work (SOW) For Creative Agency

**The selected agency will work with us to create the full strategy, plan, creative and execution, including:**

- Prepare overall re-branding launch campaign concepts, creatives, and plan
- Strategic Route Selection & way forward for overall re-branding establishment & awareness for next 12 Months with campaign concepts, creatives, and plan to pursue brand & marketing objective
- App Acquisition, Registration and Retention campaign plan and execution
- Design overall brand identity of our new business and products: positioning, messaging, tone
- Strategic Route Selection for Brand and Product Marketing Positioning
- Brand Architecture Development, including:**
  - Brand Persona Development
  - Brand Messaging Architecture
  - Key Customer Journey Map: Personas >> buying decision moments >> key decision factors
  - Key Product Positioning: value proposition >> key differentiators >> marketing and sales messaging
- Develop constructive plan and execution for**
  - **Communication Materials** (TVC - 2, OVC -6, Corporate AV -1)
  - **ATL** (TV, Radio & Print Media Promotion, TV Program Sponsorship)
  - **BTL** (Campaign & Field Activations, Road Shows, Event & Sponsorship, PR Agency and POSM Development)
  - **Outdoor** (Billboard, LED Screen, Vehicle Branding, Wall Paint, Shopping Place Branding, House Nameplate Board)
  - **Digital** (Brand Ambassador, Brand Development, Collaboration Marketing, App Acquisition & Retention, Social Networks; Facebook, Instagram, Google, YouTube, News Portals, DSP, App Marketing, Drama & Content Marketing, FIFA/Cricket Series Content Branding, Influencer campaign)
  - **PR Coverage Support Plan and Execution plan detail**
- Ecommerce sites**
  - Digital Media Guideline
  - Print Media Guideline
- Propose **Brand Ambassador** for promotion and equity develop along with in details engagement plan
- Overall Creative support and communication production Creative requirement

## 9. Annex-3: Brief of the Project

### Brand Brief For Grameen Digital Health

#### CREATING A WORLD CLASS DIGITAL HEALTHCARE PRODUCT BRAND, CHANGING MILLIONS OF LIVES

##### OUR JOURNEY TO DATE - BUSINESS AND BRAND:

Our vision since starting in 2016 has been **“Health For All”** – to make high quality health advice and services accessible for everyone, through digital healthcare and easier financing. During 2019 we expanded our operation, and healthcare services for our brand **“Tonic”** (For Grameenphone Subscribers) with its different packages.

In 2021-2022, we have launched our B2C brand **“Digital Hospital”** and B2B Brand **“Digital Healthcare Solutions”**. And in 12<sup>th</sup> May 2022 we have started a new journey with the brand name **“Grameen Digital Health”**. Now we need to create a truly sustainable brand platform in the market with our new identity. We have two vital goal one is to build strong brand awareness among mass people and another one is to become highest app downloader in this digital health care industry with our new brand name and vision.

##### BRAND ARCHITECTURE



##### SERVICES/FEATURS UNDER THE BRAND GRAMEEN DIGITAL HEALTH

- **Doctor Consultation:**
  - **Doctor Audio Call:** Regular phone call to consult with our experienced doctors 24 Hours by dialing hotline number 08000111000
  - **Doctor Chat:** Doctor Consultation via our **“Digital Hospital”** app/website

- **Doctor Video Call:**
  - **General Partitioners:** This feature is on demand/preschedule video call consultation with BMDC Registered MBBS Doctor.
  - **Specialist Video Doctor Call:** This is a preschedule video call with BMDC registered Specialized doctor via Digital Hospital App and Web

**GATEWAY TO ACCESS OUR SERCVICES**

- **Grameen Digital Health App:**
  - Video Call
  - Doctor Chat
  - Specialist Doctor Video Call
  - Consultation History
  - Digital Prescription
  - Package Purchase
  
- **Regular Phone**
  - Doctor Call: Cell Center Number: 08000111000

**ABOUT PACKAGES**

Under each package there are some common features a subscriber can avail which are listed below. Subscriber can be

Services	Features
<b>Doctor Consultation</b>	Doctor Audio Call
	Doctor Chat
	Video Call - General Practitioners
	Video Call - Specialist

**OUR PACKAGES**

- CHILD CARE PACK
- MATERNAL CARE PACK
- DIABETIC CARE PACK
- SEXUAL HEALTH PACK
- DOCTOR CARE SERVICE
- INSTANT DOCTOR SERVICE
- AMBULANCE SERVICE

## OUR 2022- 2023 BUSINESS PLAN - SUSTAINABILITY AND GROWTH:

We have a strong 2022-23 Business Plan, to deliver our digital healthcare services among highest number of people and ensure 6ml. new active app user within 2024. We have to establish a strong brand image and our product facilities in the market. To harness the e-commerce revolution, we will Integrate our digital healthcare into leading Apps for digital payments. And to maximize our social impact in 2023, we will launch new products and services for the Maternal Care, Diabetic Patients, Child, and Sexual Care. We also target to achieve maximum corporate clients and projects such USAID, BGMEA with our services.

Underpinning all of these initiatives is a new Brand and Product Marketing strategy, and series of campaigns, to:

- Establish our brand its TG and relatable
- Establish market awareness and recognition of our digital health services
- Relate our services to key healthcare problems that we provide end to end solution (e.g: doctor consultation, doctor booking, hospital coverage, discounted services etc.) for consumers in key TGs and markets (especially on family health, in urban & semi urban areas)
- Encourage consumers to seek out, trial and purchase our products
- Nurture our existing members to avail our service at fullest. Prepare different types of CLM campaign
- Improve seller and retailer confidence in our products and category
- Increase “Grameen Digital Health” App Download and Retention, Engagement
- Increase member usage of key product features, post purchase
- Quarterly/Yearly brand health check
- Partnership program/campaign development
- Websites/App rollout and maintenance with all creative and technological support.
- Data analytics and way forward for decision making and act accordingly for further strategy and plan development

We have started brand building journey even during the pandemic crisis successfully in last year. Brand and Its tonality deck (we will be sending in a separate file) and will circulate to several leading marketing agencies. The selected agency will work with us to create the full strategy, plan, creative and execution, including:

- Prepare overall next 12 Months campaign concepts, creatives, and plan
- Align overall brand identity with our upcoming new business and products: positioning, messaging, tone
- Increase Brand Recall (TOM) 70%, Familiarity 80% action intent 80%
  - o Awareness & Credibility campaign promoting use cases
  - o Prepare and promote more testimonial fiction (from a real story)
  - o Promoting specialist doctor service, driving confidence among relevant TG
- Increase consumer sales from corporate channel as well as ensure corporate/B2B and Partnership engagement
- Strategy, plan & focus on Digital sales plan & execution
- Grameen Digital Health Promotion
- Establish our all service & make it a sustainable platform
- Integrate distribution and sales network, and key commercial / distribution partners, with proposed roll out of campaign, to ensure clear commercial ROI
- Bring global best practice and innovation – on marketing for social impact – to bear in Bangladesh
- Prepare phased roll out plan, where key concepts will be tested with consumers, community health workers, and teams from key commercial partners (e.g., Grameen Bank, Grameen Kalyan, Nagad, other)
- Design public health / behavioral intervention(s), that will be integral to the campaign
- Partnership project/program/campaign development

## **APPENDIX: BRAND OVERVIEW – GRAMEEN DIGITAL HEALTH**

### **COUNTRY BACKGROUND**

Bangladesh is one of the fastest growing economies in the world, where people are more connected than ever before with almost 163 million mobile users and 92 million internet subscribers. Alongside the digital advancement, Bangladesh is also striving in developing healthcare services. Improvements in the survival of infants and children under 5 years of age, life expectancy, immunization coverage, and tuberculosis control in Bangladesh are part of a remarkable success story for health in the South Asian country. <sup>1</sup> Still, healthcare in some cases remain inaccessible to everyone, with cost, affordability, quality, and trust being major barriers to health access.

There are only 30,000 doctors for 170 million people in Bangladesh. There is no denying that there lies an unfair gap between the healthcare needs and availability to the people. 6.4 million people in Bangladesh are impoverished every year due to excessive cost of medical treatment<sup>2</sup>. So, the core issue lies in them having no means to access healthcare at an affordable price.

There are large number of people mostly consumers who belong to the UPPER-MIDDEL, MIDDLE AND LOWER MIDDLE-CLASS segments. Due to the gap in the healthcare coverage across the country, most of these people either rely on local “quacks” and their unconventional methods. As a result, if any person suffers from any major health issue, ultimately, they have to visit to their nearest health care center – or sometimes do not pursue professional care at all. But it is costly and time consuming. Digital Health can resolve this problem easily.

Another crucial point is people’s mindset regarding health care. People tend to take reactive action rather than proactive in terms of health issues. People only visit to a doctor when their health situation is out of their control. People consciously avoid or ignore to consult with a doctor due to our mentality was developed by our culture where visiting a doctor for a minor health issue considered a complete waste of money and time consuming. They rather prefer to medicate themselves by consulting with neighbors or family, or partially or unqualified personnel from a local pharmacy. Medical expenditure (Hospital Coverage, Diagnostic Test, Medicine Purchase) is a major barrier to proper health access.

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<sup>1</sup> Bangladesh Bureau of Statistics & Ministry of Health and Family Welfare

<sup>2</sup> Study by the icddr,b

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## Business Objectives – (2022 – 23)

- Distribute digital healthcare services among TGs and markets over **15ml.\*\*** people within 2022 – 2023
- Ensure **1 lac per month** app download to reach 12 lac app download target within 2022 – 2023 and **6ml.\*\*** active members within 2024
- Establish a strong brand image in the market and become a number 1 digital health service provider within 2024
- Increase maximum customer retention through our services and create customer dependency on our brand
- Be the **“Health program partner of choice”** for leading corporate & NGO’s
- Extend customer lifetime value through greater usage of Digital Health App

## Brand and Product Marketing Objectives:

- Establish market awareness and recognition of our digital health services.
- Relate our services to key healthcare problems that we solve for consumers in key TGs and markets (especially on family health, in Urban and Semi Urban areas)
- Encourage consumers to seek out, trial and purchase our products from App
- Increase member usage of key product features, post purchase
- Increase App acquisition and registration
- Let mass people know about our brand, our services and benefits

## PRODUCT/SERVICE DIFFERENTIATION:

- Our Core packages or services includes Maternal Care, Diabetic Care, Child Care, Sexual Care, Doctor Pack, Instant Doctor and Ambulances
- Our services are better, faster and more reliable than those in the market. Our “digital doctor” services provide:
- Fully qualified, Government-registered doctors – using medical standards and guidelines developed from the USA
- 24/7/365 availability - and all consultations and advice captured, so we can give advice based on personal/family history
- “One stop” solution, with prescriptions for medicine/tests via SMS, specialist appointment booking, diagnostics from home (etc)
- Complete confidentiality, any sensitive health issues dealt with – including mental, sexual and reproductive health
- Doctor quality is monitored, and national leaders on diabetes, heart disease (etc) ensure international standards are followed. Zero life threatening clinical failures, in over 800,000 calls
- Doctors are trained and performance managed on empathy, warmth and politeness – all patients treated with love and respect
- Doctors only paid to give members’ right advice for them – no commissions to doctors from pharma companies, hospitals or other healthcare players

And all with... **No Travel Time, Lower Cost than face to face Doctor Fees, and Minimal queueing or waiting.**



**CONSUMER INSIGHTS**

	<b>PROTECTERS</b>  <b>KEY DRIVER: POWER</b>	<b>SEEKERS</b>  <b>KEY DRIVER: SECURITY</b>
Health Anxieties	<p>Unworthy provider: Not being able to fulfill superiority establish own superiority by choosing right treatment, best services</p> <ul style="list-style-type: none"> <li>• Losing control: Hassle full system and service takes toll on life, reduce opportunities to focus on other parts of life (i.e., delay in office, meeting deadlines)</li> <li>• Sense of failure: unable to manage cash crisis</li> </ul>	<p>Becoming an inferior, weak self: health hazards make him being judged by others and questions his role in every aspects (family and profession): makes more insecure</p> <ul style="list-style-type: none"> <li>• Getting wrong treatment makes life miserable</li> <li>• Facing pressure of extra huge expense: difficult to manage amidst of other expenses</li> <li>• Weak mental state: feel like a burden on others</li> </ul>
Health Needs	<p>Health needs are similar among Seekers and Protectors as they both need prompt health care support currently</p> <ul style="list-style-type: none"> <li>• Strong medical support in terms of: (Both Seeker and protectors)</li> <li>• Authentic source of information:</li> <li>• Expert and accessible pool of doctors</li> <li>• Right treatment</li> <li>• Hassle free services: no cues, maintains time, no extra payment, nice and gentle gesture</li> <li>• Accessible and available treatments even for rare diseases</li> <li>• Cash support: i.e., reasonable charges/ fees, facilities like installment, no prepaid system, special discount</li> <li>• 24/7 service</li> <li>• Strong support system: starting from ambulance to ICU</li> </ul> <p style="text-align: center;">Quality medicines in reasonable price</p>	
Current Practice	<p>Discuss with peers and experts about the issue</p> <ul style="list-style-type: none"> <li>•Based on that take a call and consult a doctor</li> <li>•Take actions on basic maintenance: buying medicines, tests in diagnostic centers, search for right medicines (if needed, buy from abroad)</li> <li>•Follow up on health conditions and measure improvements</li> <li>•If needed, take second opinion from other doctors</li> </ul>	<ul style="list-style-type: none"> <li>• Tried to solve it by taking medicines which they are aware of, want to avoid miserable health care services</li> <li>• In case, it is out of control, Consulting specialized doctor</li> <li>• Taking medicines prescribed by doctor</li> <li>• Follow up visits and medicines continued</li> <li>• In case of emergency</li> <li>• Ambulance Information Facility</li> </ul>

	<ul style="list-style-type: none"> <li>• In emergency, admit to hospital or take abroad for better treatment</li> </ul>	
<p>Source of Information</p>	<p>Peers with expertise on specific problem: friend, colleague, known doctors, pathologists</p> <ul style="list-style-type: none"> <li>• Pharmacy</li> <li>• Doctors</li> <li>• Hospitals</li> <li>• Newspaper (few)</li> <li>• Online Desk research(few)</li> </ul>	<ul style="list-style-type: none"> <li>• Pharmacy</li> <li>• Friends and family</li> <li>• Family/ known doctors</li> <li>• Doctors</li> </ul>

**COMPETITOR LANDSCAPE**

There is numerous digital health service provider in Bangladesh specially during this Pandemic time lot of new provider came in but still the industry has not established yet. Since the purpose of this brand is to ensure “Health Care Access for All” which was supposed to ensure by Traditional Health Care Service provider, in that case they are our main competitors where we need to put our self to mitigate the gap to get quality health service at your convenience and financial support.

**SALES CHANNELS:**

- Corporate/B2B
- Partnership/Projects
- Digital Sales Channels

**AGENCY DELIVERABLES**

- Overall strategy, creative, communication, production, planning for brand building and app acquisition
- Strategic Route Selection & way forward for overall re-branding establishment & awareness for next 12 Months with campaign concepts, creatives, and plan to pursue brand & marketing objective
- App Acquisition, Registration and Retention campaign plan and execution
- Design overall brand identity of our new business and products: positioning, messaging, tone
- Strategic Route Selection for Brand and Product Marketing Positioning

**Brand Architecture Development, including:**

- Brand Persona Development
- Brand Messaging Architecture
- Key Customer Journey Map: Personas >> buying decision moments >> key decision factor
- Key Product Positioning: value proposition >> key differentiators >> marketing and sales messaging

**Develop constructive plan and execution for**

- **Communication Materials** (TVC - 2, OVC -6, Corporate AV -1)
- **ATL** (TV, Radio & Print Media Promotion, TV Program Sponsorship)
- **BTL** (Campaign & Field Activations, Road Shows, Event & Sponsorship, PR Agency and POSM Development)
- **Outdoor** (Billboard, LED Screen, Vehicle Branding, Wall Paint, Shopping Place Branding, House Nameplate Board)
- **Digital** (Brand Ambassador, Brand Development, Collaboration Marketing, App Acquisition & Retention, Social Networks; Facebook, Instagram, Google, YouTube, News Portals, DSP, App Marketing, Drama & Content Marketing, FIFA/Cricket Series Content Branding, Influencer campaign)
- **PR Coverage Support Plan and Execution plan detail**
- 

**Ecommerce sites**

- Digital Media Guideline
- Print Media Guideline

Propose **brand ambassador** for promotion and equity develop along with in details engagement plan

Overall Creative support and communication production Creative requirement

**Campaign Plan**

- o Launch Goals and KPIs (12 months)
- o Target consumer and markets
- o Key marketing and channels and materials: ATL, BTL, Digital and PR
- o Marketing Metrics: campaign customer acquisition, customer usage, and upsell and lifetime value (12 months)

10. **Annex-4: Bidder Response Document for Creative & Strategic Agency**

**Bidder Response Document  
for  
“Creative & Strategic Agency (Retainer)”**  
(Fill up in your business pad with seal and sign)

**SECTION 1 (GENERAL INFORMATION)**

**A. Confidential Business Questionnaire**

*(Please note that giving false information under this section will result in your application being disqualified automatically)*

1. The questionnaire must be fully and comprehensively completed in all respects.
2. Information given by the applicant shall be treated in strict confidence.
3. Digital Healthcare Solutions – Grameen Telecom Trust reserves the right to visit and inspect the business premises of the company/firm that will participate.
4. Any information given under and later found to be incorrect shall lead to disqualification from the tendering process.

**B. Business Information**

No.:	PARTICULARS	RESPONSE												
1.	Full name of Business Entity:													
2.	Is your business organization (Please tick as appropriately) <table border="0" style="width: 100%; margin-left: 20px;"> <tr> <td style="width: 20px;">a.</td> <td>A Public limited company?</td> </tr> <tr> <td>b.</td> <td>Public listed company?</td> </tr> <tr> <td>c.</td> <td>A Private limited company?</td> </tr> <tr> <td>d.</td> <td>A partnership?</td> </tr> <tr> <td>e.</td> <td>A sole trader?</td> </tr> <tr> <td>f.</td> <td>Other, (please specify)</td> </tr> </table>	a.	A Public limited company?	b.	Public listed company?	c.	A Private limited company?	d.	A partnership?	e.	A sole trader?	f.	Other, (please specify)	
a.	A Public limited company?													
b.	Public listed company?													
c.	A Private limited company?													
d.	A partnership?													
e.	A sole trader?													
f.	Other, (please specify)													
3.	Date of Registration:													
4.	Full physical address of principle place of business: Full postal address:													
5.	Telephone No.:													
6.	Email Address;													
7.	Website address (if any)													
8.	Business Establishment year													
9.	Associated company / partnership (if any)													

**C. Contact Point between buyer and supplier**

Please list your employees who would be involved with Digital Healthcare Solutions – Grameen Telecom Trust. One employee should be the key point of contact for Digital Healthcare Solutions – Grameen Telecom Trust.

Name	Job Title	Role for DH - GTT	Direct Contact Number	Email address

**D. Business activities and Compliance**

Please mention the following things:

- a. State your organization’s main business activities.
- b. Can your company meet our expectations and requirements specified in “Annex-1, Annex-2 & Annex-3?
- c. How much does your company comply with the requirements?

a) Ans:

b) Ans:

c) Ans:

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**SECTION 2 (EVALUATION CRITERIA)**

**A. Required Essential Qualifications of the supplier:**

- a) **Supplier has legitimate business/official premises, or they are registered for trading and TAX as appropriate.**

[Yes / No]

- b) **Compliance with Grameen Telecom Trust standard - Digital Healthcare Solutions (DH)'s requirements stated in Annex-1, Annex-2 & Annex-3?**

[Yes / No]

- c) **Meet all specifications (Scope or works) stated Annex-1, Annex-2 & Annex-3?**

[Yes / No]

**B. Required Capability Qualifications of the Vendor:**

- a) **Previous Experience of your company with similar industry/brand?**

Total = \_\_\_\_\_ Years

- b) **Resource Planning in details based on (Position, Scope of Work, FTE, Monthly Salary, Time Cost Hour, Quantity, Hours Per Person, etc.)**

This is a **mandatory submission**. Did you submit it with this application pack/through this Annex?

[Yes / No]

- c) **Time Required for Preparation/ Execution/ Concept Testing lead Time**

i. For Preparation: ..... Days

ii. For Execution: ..... Days

iii. For Concept Testing: ..... Days

**d) Financial Health**

[Revenue and Net Profit for last three years]

Classification	2018 BDT amount	2019 BDT amount	2020 BDT amount	2021 BDT amount
Revenue				
Net Profit				

**e) Pitch Presentation (PPT) which includes-**

- Understood the Brief & Consumer Insights
- Demonstrates healthcare industry
- Identified clear Problem Statements
- Identified Key Areas of Improvement/Concern
- Can demonstrate relevant Success and ROI for Big Brands/Other Businesses
- Presentation demonstrates key competencies - insights, strategy
- Concept / Strategic Route - consumer clarity and cut through
- Concept / Strategic Route - lead generation
- Concept / Strategic Route - resolves key dilemmas
- Brand Awareness and Equity Development
- No Conflict with Other Accounts/Businesses

This is a **mandatory submission**. Did you submit it with this application pack/through this Annex?

[Yes / No]

**SECTION 3 (APPLICATION PACK):**

Provide below proposals through separate attachment along with this “**Annex-4: Bidder Response Document for Creative & Strategic Agency**”

- a) Pitch PPT presentation & a technical proposal
- b) Final strategy, creative, content, digital, media plan submission
- c) Overall FTA, resource planning details, budget submission
- d) Monthly Retainer Fee

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## **SECTION 4 (OTHER IMPORTANT FACTORS)**

### **a) Dependencies**

Please mention below all dependencies that you would have on Digital Healthcare Solutions – Grameen Telecom Trust to ensure proper establishment of this assignment. Please expressly mention all activities and deliveries that you would need from Grameen Telecom Trust-Digital Healthcare Solutions to ensure optimum service delivery.

### **b) Required Documents**

The following documents **MUST** be submitted in another file/attachment along with this “**Annex-4: Bidder response document for Creative & Strategic Agency (Retainer)**”

- a) Company Profile
- b) Audit Report of 2019 & 2020 [if not available, please mention the reason clearly]
- c) Copy of Trade License (Updated)
- d) Copy of Bank Solvency Certificate
- e) Incorporation certificate (if applicable)
- f) Copy of utility bill (latest)
- g) Copy of ETIN.
- h) Copy of NID against Trade License
- i) Copy of VAT Registration Certificate (BIN)
- j) Tax exemption certificate (if applicable)
- k) Copy of cheque’s void leaf.
- l) Client List



**Declaration, acceptance by the Bidder:**

I declare that to the best of my knowledge the answers submitted in this bidding questionnaire (and any supporting documentation) are correct. I understand that any misrepresentation will render my organization ineligible to participate in any future business activities with **Grameen Telecom Trust-Digital Healthcare Solutions**.

.....

Official seal and Signature

.....

Name

.....

Job Designation

.....

Company

.....

Date