



## **UPay – Digital agency selection – Agency brief**

### **1. Purpose**

Digital agencies are invited to submit the tender with the proposals with a social media management strategy as per the given agency brief below.

### **2. Background**

UPay is a cutting-edge payment application revolutionizing the financial landscape in Sri Lanka. Designed to offer seamless, secure, and efficient transactions, UPay caters to a wide range of financial needs, from everyday mobile payments and financial transactions. With its user-friendly interface and robust security features, UPay ensures that users can manage their finances with ease and confidence.

The UPay Payment App is powered by SDB bank and is fully governed by Central Bank, Sri Lanka. In world where the customers use multiple mobile banking apps that belongs to those respective Banks or financial institutions, UPay is the one space anyone can use by connecting any Bank account/s or Credit Card and conduct their day-to-day financial transactions seamlessly.

The app supports multiple payment methods, including QR code payments, bank transfers, and mobile wallet services, making it a versatile tool for consumers. In addition to its core payment functionalities, UPay offers value-added services such as bill payments, mobile recharges, and many more. This comprehensive approach not only simplifies financial management but also provides users with a rewarding experience.

UPay is committed to driving financial inclusion and digital transformation in Sri Lanka, making it an essential tool for anyone looking to embrace the future of payments.

### **3. Agency requirement**

- Ideation and Creative strategy development to take UPay as “The App for all Banks”
- Propose an advertising strategy to increase App downloads, App Registrations, App transactions and Cross transactions.
- Suggest a comprehensive content strategy covering the current UPay socials, (Facebook, Instagram, TikTok)
- Conduct advertising on Social Channels as per the advertising brief which will be given by the Bank
- Social Media Community Management ( Eg- Responding to customer queries / complaints etc.)
- Conduct Social Media competitions on request
- Conduct Quarterly Performance reviews along with competitor analysis

- Develop and share the Monthly dashboard for the Bank to understand the progress and the effectiveness of the activities.
- Provide New digital disruption strategies and techniques
- Consultation in Crisis Management
- Assigning a well-focused client servicing officer along with a Creative team and advertising lead

#### **4. Contract Period – 24 Months**

#### **5. The Proposal should cover the following information**

- 2.1 The Tender Form (Follow the attached format)
- 2.2 The Background of the Agency
- 2.3 The Client Tale
- 2.4 The company rate card
- 2.5 Staff Strength that will be allocated for SDB bank and their expertise
- 2.6 Proposed Monthly retainer fee with the scope of work

#### **6. Agency selection process,**

- (a) All proposals will be evaluated based on the information under section 5.
- (b) The shortlisted agencies will be called for a Pitch Second screening / Negotiations
- (c) The agency will be selected based on the final decision made by the procurement committee of the Bank

All proposals should be addressed to the Head Administration and should be forwarded in a sealed envelope marked **UPay Digital Agency Selection – 2024 / Tender No 144/2024** on the Top left corner of the envelope. All proposals should be lodged in the Tender box kept at the Administration department or register post to SDB bank No 18/1, Edmonton Road, Kirulapone, Colombo – 06 on or before **29 November 2024 12.00 noon**. Please note that the Bank has every right either to accept or reject any tenders received.

Call Ganga on 0740425217 or Gayan on 0761426844 for any clarifications / further information.

## **UPay Digital Agency Selection - Tender Form**

**Tender No – 144/2024**

**Tender Closing Date – 29 Nov 2024 – 12.00 noon**

1. Company Name -

2. Company Address -

3. Company Tel No -

4. Company website -

5. Contact person -

6. Email ID of the contact person -

7. Mobile No of the contact person -

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8. Business Registration No -

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9. The Year of Incorporation -

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10. The No of full-time employees -

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11. VAT / SVAT Registered No -

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12. Any special comments / Remarks

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13. Certification

I undersigned confirm that all the information and documents that are provided with this form are true and correct. Further, I agree with all the T&Cs that are mentioned in this Tender and the price proposal is valid for a period of 60 Days from the date of tender submission.

Name	
Designation	

Signature	
Company Stamp & the Date	