

Scope of Work

Sl.NO	Particulars	Job description
1.	Content creation for all mediums	<p>a. <u>SBI owned assets</u> SBI Website, Intranet Sites, Internal magazines (Digital/ Print), ATMs, Branches, CSPs/BCs, Whatsapp, Email (Broadcast), Social Media (Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, Quora, etc.), SMS, Digital Screens etc.</p> <p>b. <u>External</u> ATL (Above The Line) – Print, TV, Outdoor, Ambience-Branding, Malls, Airports, Digital platforms (OTT, Apps, Websites, etc.), Radio, Railways, Wrapping of Bus/ Trains/ Cabs/ Airplane – Inside & Outside etc. BTL (Below The Line) – Leaflets, Poster, Standees, Flyers, Pamphlets, Branded Merchandise, Digital Screens etc.</p> <p>c. <u>Others:</u> Logo Designing/ Guidelines for the Bank/ product/ events etc.</p> <p>Static Creatives as well as Graphic Animation. Please note that the cost of images used in the creatives have to be borne by the agency.</p>
2.	Scripting & Verification of content for Audio / Video creatives	<p>a. Scripting & Verification of content for Audio / Video creatives.</p> <p>b. Monitoring & quality check of these creatives.</p>
3.	Brand Enhancements	<p>a. Visual identity harmonization of all products in lines with SBI brand guidelines.</p> <p>b. Establish the brand story/ positioning / language / message / tone / promise /identity / Mogo that will be common across campaigns, both internal & external to the organization.</p> <p>c. Using semiotic approach for the brands through brand communications and formulating creative propositions for all mediums.</p>
4.	Content Translation into Regional languages, Vetting & Adaptations.	<p>a. Translation of creatives into various Regional languages i.e. Hindi, English, Tamil, Malayalam, Telegu, Kannada, Bengali, Assamese, Gujarati, Marathi, Punjabi, Urdu, Odia, Mizo, Manipuri, Khasi and any other local Indian languages.</p> <p>b. Vetting of such translated content.</p>

		c. Adaptation of creative content across all communication channels.
5.	Internal Communication	Planning and designing Calendars, Cover designs, Booklets, Hand-outs, Annual & Quarterly Bank results, Balance sheet, Newsletters & Presentations.
6.	Analysis of content creation trends in the market	The agency will provide latest advertisement format prevailing in the market and also the competition analysis. Staying one step ahead of competition by researching current market trends. The analysis should be submitted on a monthly basis.
7.	Collaboration with other Agency partners	Collaborate with other agency partners to conceptualize and implement the campaigns. Develop creatives for release of advertisements across major Indian languages i.e. Hindi, English, Tamil, Malayalam, Telegu, Kannada, Bengali, Assamese, Gujarati, Marathi, Punjabi, Urdu, Odia, Mizo, Manipuri, Khasi and any other local Indian languages as per the requirements of SBI from time to time.
8.	Copy Writing Services	Copywriting of the content to be hosted on Bank's corporate website along with content creation for offline & online marketing channels.
9.	Reports and MIS	Agency to submit regular MIS reports on Job status on monthly basis.
10	Manpower on Premises	The agency may be required to station small teams on Bank's premises in around Mumbai.