



BANGLADESH RED CRESCENT SOCIETY (BDRCS)

National Headquarters, 684–686 Red Crescent Sarak, Bara Moghbazar, Dhaka–1217

REQUEST FOR PROPOSAL (RFP)

Hiring Media Buying & Motion Graphic Content Creation Agency

Bangladesh Red Crescent Society (BDRCS) invites sealed proposals from qualified and experienced digital marketing, media buying and creative agencies to provide performance-driven media buying, motion graphic content creation, campaign strategy, verification support, and analytics/reporting services for BDRCS fundraising initiatives. The service arrangement will run from contract signing until June 2027.

BRIEF SCOPE OF ASSIGNMENT

- Manage and optimize a minimum monthly media spend of USD 900 across Meta, LinkedIn and Google Ads, including targeting, A/B testing, CPA/ROAS optimization and campaign reporting.
- Produce six (6) high-quality short motion graphic videos per month, with appropriate donation CTAs, multiple aspect ratios and editable source files.
- Provide Meta/platform verification support, campaign strategy and planning, performance analytics, monthly reports and review meetings with the BDRCS Fundraising Department.

MINIMUM EXPERIENCE / CAPABILITY

- Valid Trade License, VAT Registration Certificate/BIN and TIN Certificate.
- Minimum three (3) years of relevant experience in performance marketing, media buying, social media management and motion graphics production.
- Proven portfolio of digital/performance campaigns for Government, INGOs, NGOs, development organizations or CSR initiatives; capable team with relevant platform and creative-tool expertise.
- Ability to rapidly activate campaigns and produce creative content within 8–12 hours during emergency appeals.

EVALUATION

Technical Proposal: 60% | Technical Presentation / Portfolio Interview: 10% | Financial Proposal: 30%

PROPOSAL SUBMISSION

Technical Proposal	Detailed methodology/work plan, team composition and CVs, relevant experience, certifications and work samples/portfolio.
Financial Proposal	Detailed cost breakdown, including agency/service charges, any other expenditure, applicable taxes/fees, and total amount.
Submission Method	Technical and Financial Proposals in two separate sealed envelopes, clearly marked “Technical Proposal” and “Financial Proposal”, placed together in one outer sealed envelope marked: “Proposal for Hiring Media Buying & Motion Graphic Content Creation Agency”.
Deadline	11:00 AM, 12 October 2026.
Submission Address	Director, Logistics, Bangladesh Red Crescent Society (BDRCS), National Headquarters, Bhaban-1 (1st Floor), 684–686, Red Crescent Sarak, Bara Moghbazar, Dhaka-1217, Bangladesh.
Proposal Opening	Technical Proposals will be opened and recorded by the Proposal Opening Committee. Financial Proposals will remain sealed until completion and approval of the technical evaluation.
Performance Security	3% of the Contract Price, to be submitted by the successful Applicant within seven (07) calendar days of issuance of the Notification of Award (NOA).

Submission Deadline: 12 October 2026, before 11:00 AM