

HBL



हिमालयन बैंक लिमिटेड

Himalayan Bank Ltd.

| | |
|--|--|
| 1. Company Information | |
| A Name: | |
| B Address: | |
| C Internet URL: | |
| E Telephone: | |
| F Fax: | |
| G primary contact: Name, title and e-mail id | |
| H Agency's ownership (corporate structure): | |
| I Govt. Registration No & Date of Registration: | |
| J AAAN Registration No & Date of Registration: | |
| 2. Clients | |
| A List top 10 clients (Past and Present). | |
| B Scale and volume of agency's annual transaction | |
| 3 Fiscal Information | |
| A Approximate amount of annual revenue generated | |
| B. Approximate percentage breakdown of agency's creative output | |
| 4. Staff | |
| A Breakout of employees by function: account, creative, planning/research, media, other (please explain). | |
| B Brief biographies of key management executives and key staff | |

| | | |
|---------------------------------|--|---|
| 5. | Specialized Services | Briefly describe your agency's capabilities in: |
| A | Pre/Post Ad. Production and Management (both Electronic-including digital marketing & Print Media) | |
| B | General/Specific Advertising Campaign (both Electronic-including digital marketing & Print Media) | |
| C | Direct Marketing | |
| D | Public Relations (including media placement of press releases) | |
| E | Interactive | |
| F | Promotion | |
| G | Event Management | |
| H | Other (specify | |
| 6. Compensation | | |
| A | Agency's policy with respect to method of compensation. | |
| B | List of the types of services and corresponding charges | |
| 7. Creative Samples | | |
| A | Samples of your creative past work. | |
| B | Please present a concept proposal on what you will do to promote HBL and its product/services if you are appointed as our official Advertising Agency. | |
| 8 Awards and Recognition | | |
| A | Details of awards and recognition agency have received. | |