

Our GWM(Thailand) is looking for supplier who interested to join our Bidding project below. Please contact our Tender Department: Pimonwan 065-5022656
 You can follow us on GWM Thailand Tender / Facebook. We will update the new bidding information on there.

Bidding Project Information

1. Project Name
GWM Thailand four major sub-brands (HAVAL, ORA, TANK, POER) new media matrix planning and operation project
2. Tender Contact
Pimonwan(Tala), TEL:065-5022656, E-mail:Pimonwan@gwm.co.th
3. Project Overview
<p>1. Respectively in combination with four product brand personality, models of brand positioning, user, and official new media platform for matrix properties, fans interested in labels, etc., for the big four product brand planning, creative and new media matrix operation related services, in order to realize the social communication, content marketing, short live video marketing, marketing, hatch KOC, user operation and other business, Strengthen the interaction between brand and users, enhance brand value, promote sales transformation, and realize the transformation of public domain traffic, mixed domain traffic to private domain traffic.</p> <p>2. The Contract Period: 1year</p> <p>3. For the new media matrix planning and operation projects of the four major product brands (HAVAL, ORA, TANK and POER), each brand shall be equipped with different service personnel to establish internal competition and coordination mechanism.</p>
4. The Bidding Scope
<p>Main services for the four major product brands (HAVAL, ORA, TANK, POER) official new media matrix platform communication strategy, creative planning, short video operation, live operation, KOC incubation operation and other business.</p> <p>1. Combined with the four product brands (HAVAL, ORA, TANK, POER), the four product brands (HAVAL, ORA, TANK, POER) models, social communication projects, etc. Planning the communication strategy, positioning/human packaging and communication planning of the official new media matrix for the four major product brands (HAVAL, ORA, TANK, POER), platform characteristics and user portraits;</p> <p>2. According to the official new media matrix positioning, operation strategy and planning of the four major product brands (HAVAL, ORA, TANK and POER), Provide four major product brands (HAVAL, ORA, TANK, POER) official Facebook/sets/Youtube/Line/Tikto platform creative planning and operating service content, Provide interactive marketing and communication services for all models of the four major product brands (HAVAL, ORA, TANK and POER);</p> <p>3. New media operation services, including creative planning, material production, short video planning & shooting & production & editing, live broadcast planning & execution & warm-up & secondary transmission, cross-border resource cooperation, H5 planning, platform maintenance, effect tracking, summary report, communication risk prevention and control processing, etc.;</p> <p>4. KOC incubation operation, including Tiktok, Facebook and other mainstream platforms high-quality KOC recruitment, operation scheme and planning, operation mechanism, incentive policies, communication material production, operation effect monitoring, summary report, etc.</p> <p>5. Strive for industry-recognized communication/marketing innovation awards for the brand; Regular report sharing and training services.</p>
5. Technical Requirements

- 1.Experience in official new media planning, operation and promotion, KOC operation, new media operation in automobile enterprises, short video planning and live events;
2. With advantageous communication resources of core new media platform and crisis public relations handling ability;
3. Can issue regular VAT special invoice (tax rate 7%); No performance stains (false quotation, legal disputes, etc.);

6.Supplier Qualification Requirements

- 1.The registered capital is 5 million (Thai baht) or more, the business of the company is normal, the subject of the bid must be consistent, and the seal of the bid shall be consistent with the name of the company;
- 2.Good corporate reputation, no litigation disputes, with a fixed office legitimate business;
- 3.Qualified in advertising, public relations or media operation;

7.Experience Requirements

- 1.Successful cases of socialized communication, new media operation, short video planning, live event operation and KOC operation of international brands in automobile enterprises or other industries;
- 2.The tenderer shall provide the official new media planning and operation from 2019 to 2021, KOC operation, new media planning and operation of automobile brands or international brands in other industries, short video planning, excellent cases of live events and other certification materials (provide scanned copies of project contracts that meet performance requirements, and the confidential parts can be hidden).

8.Due Date

28-Jan-22