

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

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| <b>1. Project Name</b>   |
| Product Marketing ORA brand and product communication & creative agency (current product and 3 new products)   |
| <b>2. Tender Contact</b>   |
| Pimonwan, TEL:065-5022656, E-mail:Pimonwan@gwm.co.th   |
| <b>3. Project Overview</b>   |
| To support holistic marketing strategy and communication plan of ORA brand and ORA product ES11 GT (Good Cat GT), EC01 (Black Cat) and V51E (Alpha Cat) in Thai market which will be launching in Q2. GWM Thailand plans to select communication agency who responsible as one stop service for marketing communication strategy, creative work, lead and conduct research agency, and activation agency (media ride & drive/ product launch/ regional launch/ consumer ride & drive)  |
| <b>4. The Bidding Scope</b>  |
| 1. Contract period: May 2022 – May2023 (1 year)<br>2. The scope of communication agency services includes Research, Strategic and Planning, Creative, Production, Activation, Analysis, Account Management (Daily work) and others.  |
| <b>5. Technical Requirements</b>   |
| Including but not limited to<br>1. Insight and analysis of marketing environment (Research part)<br>2. Strategic and Planning<br>> To provide strategic ORA brand and ORA's product consulting & planning service.<br>> To provide strategic counteract plan (business & brand issues)<br>> To develop holistic communication plan (IMC) and consolidate all detail from other partner (media, event) in same page.<br>> To strategically analyze & prepare for Ora's brand plan to strengthen each consumer's purchasing funnel & drive sale's volume.<br>3. Creative Part<br>> To develop creative concept & idea, design layout, copywriter, retouching, finished artwork (AW) and release material.<br>> To develop communication marketing material both offline and online.<br>> To supervise and oversee all communication marketing material production quality and CI checking.<br>> To rationally create the good consumer's perception & consumer's desired response towards Ora brand & product.<br>4. Production Part:<br>> Sourcing production house and coordinate with them to produce & develop communication material both offline and online with effective and efficiency cost.<br>> Delivery all material on time with good quality<br>5. Planning and execute major brand activities e.g., product launch, media ride & drive, regional launch, customer ride & drive.<br>6. Analysis Part<br>> competitor & campaign analysis presentation<br>> competitor movement and market situation (weekly) and new models launch campaign ASAP<br>7. Daily work flow and mechanism |
| <b>6. Supplier Qualification Requirements</b>  |

1. The bidding agency must have the service experience in automotive industry or other global brands.
2. The bidding agency can accept the requirement of full payment after finished each creative assets' production in the campaign with passing the evaluation such as:
  - Finished Online film (creative cost + production cost)
  - Finished Still shooting,(creative cost + production cost)
  - Finished Brochure & POSM Printing & Delivering (creative cost + production cost)
  - Offline / Online asset production (creative cost + production cost)
  - Product launch Event/ Media Ride & Drive Event/ Satelite Roadshow Customer Ride & Drive. (creative cost + production cost)
  - And other asset's development (creative cost + production cost)
3. The bidding agency shall be established before January 1, 2015, with an office in Thailand, 100 professionals and a registered capital of more than 5 million THB up

**7. Experience Requirements**

1. The bidding agency must have the service experience in automotive industry or other global brands.
2. The bidding agency shall be established before January 1, 2015, with an office in Thailand, 100 professionals and a registered capital of more than 5 million THB up

**8. Due Date**

11-Mar-21