

SCOPE OF WORK
For Empanelled Outdoor Advertising Agencies

The empanelled agencies will be responsible for end-to-end management and execution of outdoor media campaigns for Uttarakhand Gramin Bank across various regions of Uttarakhand. The scope shall include, but not be limited to, the following:

1. Media Planning & Strategy

- Develop a comprehensive outdoor media plan as per the Bank's campaign objectives, target audience, and geography.
- Identify high-impact locations (urban, semi-urban, rural, and transit points like bus stands, railway stations, highways, marketplaces).
- Recommend media mix (hoardings, kiosks, wall branding, digital Standee/Screen, etc.) suitable for each campaign.
- Submit proposals with media site images, maps, and expected visibility.

2. Creative Designing & Adaptation

- Design visually appealing creatives aligned with the bank's branding and campaign message.
- Ensure multilingual content (primarily Hindi and English) based on region and customer profile.
- Share multiple design options with the Bank for approval before printing/installation.
- Adapt master creatives for different sizes and formats (hoardings, kiosks, banners, etc.).

3. Fabrication & Printing

- Print high-quality outdoor materials using weatherproof and durable media like Flex, Vinyl, ACP, One-Way Vision Film, or Cloth depending on the site and campaign type.
- Fabricate structures as required – such as metal frames, unipoles, backlit boards, or mobile units.
- Use anti-fade and high-resolution printing technology to maintain brand quality.

4. Installation & Execution

- Ensure safe and secure installation of outdoor media at approved locations.
- Coordinate with concerned authorities (railway, municipal corporations, local panchayats, forest department if required) for physical installation.
- Complete installation within defined timelines shared by the bank.

5. Outdoor Media Types Covered

The agency must be capable of handling the following types of outdoor advertising:

S.No.	Media Type	Description
1	Hoardings/Billboards	Large static displays at major junctions or roads.
2	Pole Kiosks	Small vertical boards installed on electric/light poles.
3	Platform Boards	Advertisements placed inside railway/bus platforms.
4	Wall Paintings	Branding painted directly on public/private walls.
5	Transit Media	Branding on buses, autos, tempos, etc.

6	Banners & Standees	Temporary setups for local campaigns/events.
7	Digital Outdoor Screens	LED or LCD-based digital advertising units (if available).
8	Canopy or Event-Based Outdoor	For outdoor customer engagement drives or promotional stalls.

6. Legal Compliance & Permissions

- Procure all necessary legal permissions and NOCs for each site or medium before installation.
- Comply with municipal, railway, and other local body regulations.
- Maintain a record of site permissions and approvals, and furnish copies to the bank when requested.
- Avoid any advertising at unauthorized or illegal locations.

7. Maintenance & Monitoring

- Monitor all installations for wear & tear, vandalism, or weather damage, and take corrective action immediately.
- Replace or repair damaged material within 48 hours of identification or bank's intimation.
- Ensure branding stays neat, clean, and fully visible during the entire campaign period.

8. Documentation & Reporting

- Submit geo-tagged photographs of installed sites, with timestamp and location.
- Maintain a campaign-wise logbook of installed media with site details and duration.
- Provide a compliance report after every campaign, confirming installation and completion status.
- Submit media performance or impression reports, where applicable (transit or digital media).

9. Campaign Closure & Removal

- Remove media promptly at the end of the campaign duration unless otherwise instructed.
- Dispose materials responsibly without causing public littering or violating environmental guidelines.

10. Coordination with Bank

- Coordinate regularly with the Bank's Marketing Team and Regional/Branch Offices.
- Attend meetings (physical/virtual) for planning or feedback whenever called.
- Ensure 100% adherence to branding standards and bank's communication guidelines.

11. Confidentiality & Intellectual Property

- All designs, creative concepts, and branding materials developed during the contract shall remain the intellectual property of Uttarakhand Gramin Bank.
- The agency shall maintain strict confidentiality and not reuse or share creatives with any third party without written consent.