



بروني دارالسلام سنترال بقا  
BRUNEI DARUSSALAM CENTRAL BANK

**REQUEST FOR QUOTATION (RFQ):  
TO DELIVER INSTAGRAM CONTENT FROM CONCEPT TO FINAL DELIVERY, INCLUDING  
CONTENT PLANNING, DESIGN, SCRIPTING, FILMING, AND EDITING**

REFERENCE NO.: BDCB/COMMS/RFQ/2025/1

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Request for Quotation [RFQ]: Deliver instagram content from concept to final delivery, including content planning, design, scripting, filming, and editing

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## Request for Quotation (RFQ): Deliver instagram content from concept to final delivery, including content planning, design, scripting, filming, and editing

### 1. Background

- 1.1. Brunei Darussalam Central Bank (BDCB) is seeking qualified vendors to assist with creating Instagram content to effectively communicate its roles, enhance public awareness on financial scams, and improve financial literacy. This project aims to ensure that Instagram content is strategically planned, professionally produced, and consistently delivered to engage and educate the target audience effectively.

### 2. Requirements

#### 2.1. Objectives

- 2.1.1. The selected vendor will be responsible for developing a strategic content plan and producing high-quality, informative, and engaging posts and reels that highlight the functions of BDCB, raise awareness about financial scams and financial management for a period of 12 months after the appointment of the vendor.

#### 2.2. Scope of Work

- 2.2.1. The selected vendor will be expected to produce the following types of content from concept to final delivery, including content planning, design, scripting, filming and editing, where necessary.

Item	Specs	Quantity
Instagram carousel	Content may either be in animated format or as a series of high-quality static images	49 posts (maximum of 6 slides per post; total of 294 slides)
Reels	Content may either be in animated format or as high-quality videos	25 reels (1 to 1.5 minutes per video)

- 2.2.2. Interested vendors are expected to conduct thorough research and understand the roles and functions of BDCB, stay updated on developments in financial literacy, and news on financial scams. They are also expected to work closely with BDCB Communications to ensure expectations and deliverables are met.

- 2.2.3. The appointed company will undertake the following tasks, but not limited to:

- Content Creation
  - Design visually appealing and brand-consistent posts and slides.
  - Create storyboards and scripts for video content [reels].
  - Ensure messaging is accurate, concise and appropriate for general audience.
  - Produce static visuals, animated content, written content, multimedia assets as needed.
- Filming and Production
  - Propose and film short-form video content, including interviews, scenario-based reels, or explainer-style videos.
  - To identify and secure appropriate talent for all video productions.
  - Ensure professional-quality filming using appropriate equipment and lighting.
  - Edit video content to meet Instagram specifications and enhance viewer engagement [e.g. with subtitles, music, and effects].



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- Others
  - To provide a minimum of 3 rounds of revisions for each deliverable.
  - Liaise regularly with BDCB's Communications team for approvals and feedback.
  - To propose and implement a suitable project management tool to facilitate task assignments, real-time updates, and centralised communication with the BDCB Communications team. This tool should ensure seamless collaboration and effective progress tracking between the vendor's team and BDCB.
  - All content produced during the project, including raw materials, working files, and final assets, will be the sole property of BDCB. Hence, the vendor is required to provide BDCB Communications with all associated files upon project completion or as requested.

### 3. Project Timeline

3.1. The project shall be completed within 12 months, with content to be planned, produced and published according to the following tentative plan:

	Frequency	Posts	Reels
<b>Scam Awareness</b>			
At least 1 post + 1 reel per month	Every other week	13	13
<b>Central Banking Awareness</b>			
1 post then 1 reel (alternate months)	Once a month	6	6
<b>Financial Literacy tips</b>			
2 posts a month	Twice a month	24	0
<b>Contingency</b>	As needed	6	6
<b>TOTAL</b>		<b>49</b>	<b>25</b>

### 4. Submission of Proposal

4.1. Interested parties are requested to submit a written proposal outlining the following:

- Company profile
  - A copy of a valid company registration certificate.
  - Detailed relevant qualifications, experience, and track record in similar projects.
- Proposal
- Detailed work plan and timeline
- Organisation and staffing, including experience and qualifications of each key project staff designated for the project:
  - Full CVs for key project team members, including a list of previous similar work.
  - Disclose any potential conflicts of interest.
- The written quotation in Brunei Dollars [BND], including a summary breakdown of the total project cost and a detailed breakdown of fees, as well as the payment schedule.

4.2. The submission must be in the following format:

- The proposal must be written in English.
- Documents must not exceed 10 MB per file.

4.3. The quotation must maintain a validity period of at least six [6] months from the RFQ closing date.



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- 4.4. The complete proposal must be submitted no later than **30 June 2025** ["Closing Date"] by stating the Reference Number [Reference No.: BDCB/Comms/RFQ/2025/1] in the email subject to [corpcomms@bdcg.gov.bn](mailto:corpcomms@bdcg.gov.bn)
- 4.5. Shortlisted companies will be contacted from time to time during the evaluation process if the evaluation committees require further information on the submitted proposal.
- 4.6. BDCB is not bound to accept the lowest quoted bid and reserves the right to disqualify incomplete submissions, overlapping submissions, or those that do not comply with the above requirements. Notification of results will be sent only to shortlisted companies upon completion.

## **5. Eligibility**

- 5.1. Any company or business currently debarred from participating in Government tenders is not eligible to participate in this RFQ. If a debarred company submits an RFQ and falsely declares its eligibility, BDCB reserves the right to rescind any contracts entered into pursuant to such an RFQ, without BDCB being liable therefore in damages or compensation.

## **6. Confidentiality**

- 6.1. This RFQ constitutes confidential and proprietary information of BDCB and shall not, except with the consent in writing of BDCB, be disclosed in whole or in part to any third party or to any employees of the company other than those who have a need to know such information for the purpose of responding to this RFQ and shall not be duplicated or used by the company for any other purpose than to evaluate this RFQ.
- 6.2. BDCB may require any unsuccessful company to return any specifications, plans, patterns, samples or instructions issued by BDCB.
- 6.3. The company's attention is also drawn to Section 29 of the BDCB Order, 2010 and to the Official Secrets Act [Chapter 153], which relates to the preservation of the confidentiality of the safeguarding of official information.

## **7. Clarification Prior to Closing Date**

- 7.1. Invited companies seeking clarification regarding any of the requirements outlined in this RFQ prior to the Closing Date may do so by email by stating the Reference Number [Reference No.: BDCB/COMMS/RFQ/2025/1] in the email subject to [corpcomms@bdcg.gov.bn](mailto:corpcomms@bdcg.gov.bn)

## **8. Right to Reject Proposals and Negotiate Contractual Terms**

- 8.1. BDCB reserves the right to accept or reject any proposal and to annul the procurement process, and to reject all proposals at any time prior to execution of contract, without having to assign any reason and without thereby incurring any liability to any companies or obligation to inform the companies of the grounds for BDCB's action.

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