

EXPRESSION OF INTEREST (EOI)

► ADVERTISING AGENCY

Alliance Group Investment Holding Company, herein referred to as Alliance Insurance, invites qualified and experienced creative advertising agencies to express their interest in partnering with us on a strategic communications and brand development account. The selected agency will support the Group and its various subsidiaries in delivering impactful, innovative, and consistent brand messaging across multiple platforms.

SCOPE OF WORK INCLUDES

- Strategic brand positioning and creative concept development
- Integrated campaign creation (print, digital, outdoor, and broadcast) Content creation and copywriting
- Visual identity enhancement across subsidiaries
- Media planning and placement support
- Event and promotional material design

SUBMISSION REQUIREMENTS

Interested agencies are requested to submit:

- A company profile and portfolio of relevant work
- Details of key personnel and capabilities
- Case studies of similar projects
- Client references
- Any strategic approach or initial thoughts on managing a group account

ELIGIBILITY CRITERIA

- Proven track record working with multi-brand or group organizations
- Strong portfolio showcasing creativity across diverse media
- Demonstrated ability to manage multiple campaigns concurrently
- Sound understanding of regional and local market dynamics

SUBMISSION DEADLINE

- The expression of interest must be submitted in a written form through email to **pmphuthing@alliance.co.ls** by 17:00hrs on Friday, 23 May 2025, addressed to: **Procurement at Alliance**. Subject Line: **EOI – Creative Advertising Partner**.
- Only shortlisted agencies will be contacted for further briefing and possible RFP participation.