

**Tata Institute of Social Sciences
School of Vocational Education**

Date - 15th Feb 2019

**Notice : Inviting expression for empanelment of Advertising Agency for Digital
Marketing of TISS-SVE.**

TENDER NOTIFICATION

The School of Vocational Education, Tata Institute of Social Sciences invites sealed tenders from reputed Service Providers engaged in providing End-to-End Services in Digital Marketing . The Advertising agency / Media Companies should have expertise in the following branches of digital marketing :

- 1) Creating & successfully running demand generation campaigns
- 2) Content marketing - blogs, articles, testimonials etc.
- 3) SEO, SEM campaigns run
- 4) Mobile Marketing Campaigns
- 5) Digital Tie-ups & alliances that the agency can make.
- 6) Experience of working with Global & National brands
- 7) Experience of working with Educational Institutions

The contract will be for 3 years. Approx budget for digital campaign will range from 1.5 cr to 2 cr for 3 years. However, the actual budget can be less or more depending on the result achieved. The company would be shortlisted based on criteria mentioned above. Shortlisted companies shall be invited to make a presentation to the selection committee.

Please quote your fee as a percentage of the total marketing spend.

Background brief for Agencies:

In December 2011, Tata Institute of Social Sciences (TISS) set up the School of Vocational Education (SVE) to improve the skill levels of millions of youths, through appropriate vocational training programmes. The approach adopted by TISS-SVE is called the Work Integrated Training Programme (WITP). These Vocational Educational Programmes are being implemented pan India with the help of training hub partners. It has a focus on job-specific skills rather than providing only a broad based education.

Kindly refer the About us section of www.sve.tiss.edu

Required documents to be submitted:

- a) Profile of the Organization.
- b) Digital Campaign and relevant work done with the respective relevant links.
- c) Quotation for the mentioned services.
- d) Additional documents/information may be sought at a later stage.

Please note: If any queries, please call **Ms. Tanzeela Gawandi** 022-25525602 (Mon-Fri, 10am - 6pm).

Timelines:

The last date for submission of complete application is on or before **22nd February, 2019**.

Expression of Interest completed in all respects should reach by SPEED POST/ REGISTERED POST/HAND DELIVERED in a sealed envelope super-scripted “**“Expression for empanelment of Advertising Agency for digital Marketing of TISS-SVE”**”

The envelope shall be addressed to the following:

Tanzeela Gawandi
Corporate Communications & Marketing

Tata Institute Of Social Sciences
School of Vocational Education (SVE)
V.N. Purav Marg, Deonar
Mumbai - 400088

Landline No :- 022- 25525602

Website: www.sve.tiss.edu