

Title : **Appointment of a Media Buy Agency for PayNet Marketing Campaigns**

Proposal Closing Date : **6 June 2025, 3:00pm**

Body : Payments Network Malaysia Sdn. Bhd. (PayNet) invites qualified and experienced media agency who fulfill the requirements listed below to bid for the project

The purpose of this RFP is to identify and engage a strategic media partner who can support PayNet with full-funnel media planning and execution—spanning brand awareness, product education (including Cross-border), and amplification of our refreshed DuitNow QR POSM visuals.

Mandatory Requirements:

The interested Bidder must meet below criteria:

1. Must be a registered business in Malaysia;
2. To provide listing of media contacts;
3. To have minimum positive net worth to ensure the bidder has sufficient financial strength to carry out the intended project;
4. At least **5 years of experience** in media planning and buying. Experience running campaigns across multiple channels (e.g., digital, social, TV, radio, out-of-home). Bidder to provide track record, past and current performance, credentials and key clients.
5. Must have a dedicated team to manage nationwide campaigns, including rural or regional outreach if needed.
6. Familiarity with financial services, digital payments, or public awareness campaigns is a plus

Issuance of RFP Document:

To receive the RFP document, the interested Bidder must **register interest** to participate in this exercise by sending an e-mail to Procurement Secretariat at procurement@paynet.my with the e-mail subject “[Name of Company]’s indication of interest for **RFP - Appointment of a Media Buy Agency for PayNet Marketing Campaigns**”

Only e-mail indication of interest received before or at 3.00pm, 28 May 2025 (based on PayNet’s mail server time stamp) with the required attachment stated above will be entertained. PayNet will not provide any acknowledgement of receipt in response to Bidder’s indication of interest e-mail. The RFQ document will be issued via e-mail to shortlisted Bidder at no cost after the closing registration time.

Proposal Closing Date:

The closing date and time for the submission of the proposal is at **3.00pm, 6 June 2025**

Enquiries:

Please contact the Procurement, Ahmad Haziq Azlan / Ridhwan Abd Razak, via e-mail at procurement@paynet.my