

REFERENCE OF TENDER	DESCRIPTION OF TENDER	TIME PERIOD OF TENDER	DEPARTMENT/DIVISION/UNIT REQUESTING TENDER	FEES	CLOSING DATE NOT LATER THEN 12.00PM	FOCAL PERSON
KK/58/2025/HPC	PROVISION OF EXECUTION & PROMOTION OF BRUHEALTH EVENTS, VENDOR ENGAGEMENT FOR BRUPOINTS MALL, AND MARKETING CAMPAIGNS FOR BRUHEALTH	-	HEALTH PROMOTION CENTRE	\$50.00	25 <sup>TH</sup> MARCH 2025	<p>Umami Salmah binti Arrif  Health Education Officer Officer Health  Promotion Centre  Ministry of Health  Negara Brunei Darussalam  Contact No: 2384247  email : <a href="mailto:ummi.arrif@moh.gov.bn">ummi.arrif@moh.gov.bn</a></p> <p>Mohd Fadzil bin Abdullah  Public Relation Officer  Ministry of Health  Negara Brunei Darussalam  Contact No: +6732380485  Email: <a href="mailto:Fadzil.Abdullah@Moh.gov.bn">Fadzil.Abdullah@Moh.gov.bn</a></p>

**TENDER REFERENCE NO.: KK/58/2025/HPC**

**MINISTRY OF HEALTH  
NEGARA BRUNEI DARUSSALAM**

**PROVISION OF EXECUTION & PROMOTION OF  
BRUHEALTH EVENTS, VENDOR ENGAGEMENT FOR  
BRUPOINTS MALL, AND MARKETING CAMPAIGNS FOR  
BRUHEALTH**

**TENDER FEES : \$50.00**

**RECEIPT NO. :**

**CLOSING DATE : ON TUESDAY, 25TH MARCH 2025**

**TIME : 12.00 PM**

**FOA :**

**THE CHAIRMAN  
MINI TENDER BOARD, TENDER BOX  
GROUND FLOOR, MINISTRY OF HEALTH  
COMMONWEALTH DRIVE  
BANDAR SERI BEGAWAN BB3910  
NEGARA BRUNEI DARUSSALAM**

**(CLUSTERING)**

## SECTION 2

### SPECIFICATIONS AND REQUIREMENTS

TENDER REFERENCE NO: KK/58/2025/HPC

#### INVITATION TO TENDER

#### PROVISION OF EXECUTION & PROMOTION OF BRUHEALTH EVENTS, VENDOR ENGAGEMENT FOR BRUPOINTS MALL, AND MARKETING CAMPAIGNS FOR BRUHEALTH

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### 1. ROLES

- 1.1 The Service Provider must be able to work collaboratively with the Ministry of Health and other stakeholders to achieve the desired outcomes.

### 2. TENDER SPECIFICATION

#### 2.1 Event Execution and Promotion

##### 2.1.1 Objective:

- To deliver at least 2 high-quality flagship events that effectively promote BruHealth app and its key features, actively engage the target audience.

##### 2.1.2 Scope:

###### a) Event Definition:

- Events under this tender are intended for broad public exposure, targeting a diverse audience that includes the current BruHealth app users, potential new users, and lapsed users who may need re-engagement. Each event is expected to attract more than 200 attendees and will require the coordination of at least 15 staff and volunteers on-site to ensure smooth operations.

###### b) Logistics Management:

- Event Planning:** The service provider will be responsible for event planning including venue selection, layout design, and logistical arrangements.
- Catering:** Arrange for catering services that align with dietary preferences and cultural sensitivities of the attendees.
- Prizes and Gifts:** If applicable, coordinate the procurement and distribution of prizes or gifts for the event, ensuring they are aligned with the event theme and contribute to an engaging experience.
- Technical Setup:** Coordinate equipment setup and breakdown, ensuring all technical requirements are met, while liaising with vendors—including catering, audio-visual, and security services—to ensure timely and efficient service delivery.

- v. **Transport Logistics:** Arrange transportation for all event materials, including promotional items, signage, technical equipment, and catering supplies, ensuring secure and timely delivery to and from the event location.
  - vi. **Dry Run:** Conduct a complete pre-event dry run to assess setup efficiency, technical functionality, and overall coordination. This will serve as a rehearsal for the on-ground team, helping identify and address any issues ahead of the event day.
- c) **Event Management:**
- i. **On-Site Coordination:** Provide on-ground management of the event, ensuring that all activities proceed as planned and addressing any issues that arise.
  - ii. **Troubleshooting:** Be prepared to resolve any unforeseen issues, such as technical difficulties with audio-visual equipment, schedule changes, or managing unexpected delays with vendor deliveries, while maintaining high standards of service and ensuring a positive participant experience.
- d) **Sponsorship Management:**
- i. **Identify Sponsors:** Find potential sponsors that align with BruHealth's mission and target audience.
  - ii. **Outreach:** Prepare a sponsorship proposal and approach potential sponsors with brand visibility options, such as logo placement, speaking opportunities, and product displays.
  - iii. **Fulfillment:** Ensure all agreed sponsor benefits are delivered, keeping sponsors updated before and during the event.
  - iv. **Follow-Up:** After the event, provide sponsors with an overview of their brand's exposure and gather feedback to improve future partnerships.
- e) **Post-Event Logistics:**
- After the event, conduct a final review to verify that all deliverables meet quality and contractual standards:
    - i. **Logistics Review:** Ensure all items are accounted for, inspect the condition of rented equipment, and oversee the return or restoration of borrowed items.
    - ii. **Performance Feedback:** Gather feedback from attendees, staff, and vendors to evaluate satisfaction and identify areas for improvement.
- f) **Payment Structure:**
- A 10% deposit upfront, with the remaining balance payable after the event. Payments will be processed only upon satisfactory completion, subject to a post-event verification of services. This will include:
    - i. Confirming all contractual obligations were fulfilled.
    - ii. Reviewing feedback for service quality.

- iii. Final payment release to vendors upon quality confirmation and resolution of any outstanding issues.

## 2.2 Marketing Campaigns for BruHealth

### 2.2.1 Objectives:

- i. **Raise awareness:** Ensure BruHealth is recognized as a must-have health app for all demographics.
- ii. **Increase Downloads and active users:** Achieve 20-40% increase in app installations over 1 year.
- iii. **Boost Engagement and Retention:** Focus on improving user retention through feature utilisation and incentives.
- iv. **Strengthen Trust and Reputation:** Reinforce BruHealth as Brunei's trusted digital health partner.
- v. **Highlight New Features:** Promote enhancements such as fitness challenges, mental health resources, customized health tracking, etc.

### 2.2.2 Scope:

- i. **Marketing Strategy Development:** Propose a comprehensive marketing plan, including digital, traditional, and community-based campaigns.
- ii. **Creative Content Development:** Design visuals, videos and promotional materials aligned with BruHealth's brand.
- iii. **Social Media Management:** Manage BruHealth's social media presence to ensure consistent, targeted communication that engages users and builds brand loyalty.
- iv. **Media Planning and Buying:** Develop media mix strategy for maximum outreach.
- v. **Campaign Execution:** Implement digital campaigns (social media, Google ads, email marketing, etc).
- vi. **Performance Monitoring and Reporting:** Provide regular reports on campaign performance and recommendations for improvements.
- vii. **PR and Influencer Marketing:** Plan and execute press releases, interviews and influencer collaborations.

### 2.2.3 Target Audience Overview:

- a) Primary Audience Segments:
  - i. Young Adults (18–35): Tech-savvy individuals, fitness enthusiasts, and health-conscious users.

- ii. Working Professionals (36–50): Busy individuals needing appointment management and health tracking.
- iii. Families and Parents: Focused on child health monitoring and vaccinations.
- iv. Elderly and Caregivers (50+): Chronic illness management and medication reminders.

**b) Behavioural Insights:**

- i. Increasing reliance on digital solutions for health and fitness.
- ii. Growing interest in preventive healthcare and wellness programs.
- iii. Trust in government-backed health platforms for reliability and data security.

**2.2.4 Marketing Channels and Activities:**

**a) Digital Marketing:**

- i. Social Media Ads (Facebook, Instagram, TikTok).
- ii. Email marketing campaigns.
- iii. Mobile push notifications and SMS campaigns.

**b) Traditional Media:**

- i. TV and Radio commercials for broad awareness.
- ii. Print ads in newspapers and magazines.
- iii. Billboards and public transport advertisements.

**c) Community Engagement:**

- i. Roadshows, campaigns, etc.

**d) Influencer and PR strategies:**

- i. Collaborations with local influencers and health advocates.
- ii. Media coverage via press releases and interviews.

**2.2.5 Payment Structure:**

- Monthly payments based on deliverables.

## **2.3 Community Engagement**

### **2.3.1 Objective:**

- Participate in government roadshows and community engagement events to educate the public on the benefits and features of BruHealth.

### **2.3.2 Scope:**

#### **a) Role of Service Provider:**

- i. Participation:** The service provider is expected to actively participate in these community engagement events, providing on-site support as needed.
- ii. Event Facilitation:** Depending on the event, the service provider may be required to manage logistics, distribute marketing materials, and facilitate user interactions.
- iii. Content Creation:** Design and printing of a range of educational content, including brochures, flyers, videos, and digital assets, to clearly communicate the benefits of various features of BruHealth. However, the service provider does not need to conduct live demonstrations, user onboarding, and reactivation of past users.

#### **b) Current Base:**

- There are currently at least 4 government roadshows and community engagement annually.

#### **c) Target:**

- The goal is to increase participation of government roadshows and community engagement to 8-12 annually.

## **2.4 Social Media Management**

### **2.4.1 Objective:**

- Manage BruHealth's social media presence to ensure consistent, targeted communication that engages users and builds brand loyalty.

### **2.4.2 Scope:**

#### **a) Content Strategy and Creation:**

- i. Platform Management:** Curate and post relevant content regularly on TikTok, Facebook, Instagram, and other emerging platforms. This also includes reporting analysis of social and user trends.
- ii. Content Development:** Develop a content calendar that aligns with marketing campaigns, community events, and important health-related observances.

**b) Content Creation:**

- Produce content based on the content calendar following approval by the Government, allowing for a minimum of [X] revisions in alignment with the Government requirements.

**c) Current Base:**

- There are currently x followers for our Instagram and y followers for our Tik-Tok account.

**d) Target:**

- The goal is to increase the number of followers by 50% by the end of the financial year.

## **2.5 Vendor Engagement for BruPoints Mall**

### **2.5.1 Objective:**

- To engage and onboard a greater number of merchants, expanding the range of options and products available in the BruPoints Mall, thereby attracting more users to the BruHealth app.

### **2.5.2 Target:**

- i. Acquire 3-5 new unique products monthly from 5 different merchants.
- ii. Each product must consist of a minimum of 20 units, each with a minimum value of BND 5.00.

### **2.5.3 Scope:**

**a) Merchants Identification:**

- i. Find potential merchants whose products and services align with MoH's value as well as BruHealth's objective.
- ii. Aim for a wide variety of products or services offerings, from everyday items like shopping vouchers to high-value offerings such as hotel stays, flight tickets.

**b) Outreach and Negotiation:**

- i. Actively reach out to potential merchants, show them the value of joining the BruPoints Mall, and negotiate to get them on board.

**c) Procuring and Onboarding Process:**

- i. Engage with merchants and procure items to be featured at the BruPoints Mall within the BruHealth platform.
- ii. Make the onboarding process easy for merchants and keep things in line with current vendors and the MOH's value.



**d) Support Services:**

- i. Keep supporting merchants to help them run smoothly and boost their sales on the platform.

**e) Platform Management:**

- i. Stay in regular touch with the BruHealth app developer to make sure the BruPoints Mall gets everything it needs.

**f) Marketing Strategies:**

- i. Develop and execute marketing strategies to promote onboarded merchants, using various channels including but not limited to social media, online advertisements, and influencer partnerships.

**g) Manage Inventory:**

- i. To oversee the inventory of all items in the BruPoints Mall, ensuring proper management of item inflows and outflows, while also tracking the most redeemed items.

**h) Monthly Report and Insights:**

- i. Provide a monthly report on the performance of BruPoints Mall, including insights on user engagement, most redeemed items, inventory status, and recommendations for enhancing product offerings and improving user experience.

**2.5.4 Payment Structure:**

- Monthly payments.

**2.6 Deliverables:**

**2.6.1 Strategic Marketing Plan:**

- i. Campaign strategies, timelines, and KPIs.

## **2.6.2 Creative Materials:**

- i. Graphics, videos, audios, infographics, banners, leaflets, posters, etc.

## **2.6.3 Media Plans:**

- i. Advertising schedules and placement strategies.

## **2.6.4 Event Management Support:**

- i. Coordination and execution of roadshows, launches, and community outreach programs.

## **2.6.5 Analytics and Reporting Tools:**

- i. Metrics tracking dashboards and bi-weekly performance reports.

## **2.7 Time and Milestones:**

### **2.7.1 Phase 1 – Planning (Month 1-2):**

- i. Develop marketing strategies.
- ii. Design creative assets and finalise media plans.

### **2.7.2 Phase 2 – Campaign Rollout (Month 3- 5):**

- i. Launch digital ads, PR activities, and influencer collaborations.
- ii. Organise events and campaigns.

### **2.7.3 Phase 3 – Monitoring and Optimisation (Month 6-11):**

- i. Evaluate performance metrics.
- ii. Adjust campaigns for better ROI.

### **2.7.4 Phase 4 – Wrap up and Reporting (Month 12):**

- i. Present a final impact report with recommendations for future activities.

## **3. TERMS AND CONDITIONS**

### **3.1 BruPoints Mall**

- i. Merchants are fully responsible for providing users with goods/ services claimed via BruPoints Mall at their premises.
- ii. Reward should be valid for redemption for at least 2 months.

- iii. Food product and services featured in Mall must be Halal products.
- iv. Product and services featured in Mall must not promote or imply nudity, alcohol, gambling or activities that are deem inappropriate/ illegal.
- v. Product and service featured in Mall must not include energy drinks or nutrition supplements.
- vi. Products and services should align with the principles of a healthy diet and lifestyle, or other positive concepts such as environmental sustainability and family-oriented values.
- vii. The Ministry of Health has allocated a maximum monthly budget of BND4,000 to BND6,000 for the total number of merchants.
- viii. All items to be listed must be vetted by the HPC at least one month before being listed.
- ix. Vendors are expected to provide significant prizes, such as flight tickets, every quarter.
- x. Users should be able to claim their vouchers directly from merchants through BruHealth app.
- xi. HPC or MOH reserves the right to remove any products that does not comply with MOH guidelines.

### **3.2 Vendor Non-Performance Clause**

#### **3.2.1 Failure to Meet Deliverables:**

- a) If the vendor fails to meet the agreed performance metrics, deadlines, or deliverables outlined in the contract, the Ministry of Health (MOH) reserves the right to:
  - i. Issue a formal notice specifying the deficiency and providing a timeline for rectification.
  - ii. Withhold or reduce payments until satisfactory performance is achieved.
  - iii. Terminate the contract if the vendor repeatedly fails to deliver as required.

#### **3.2.2 Force Majeure Consideration:**

- a) If non-performance is due to unforeseen and justifiable reasons (e.g., natural disasters, national emergencies), the Ministry may, at its discretion, grant an extension or renegotiate terms.

## 4. EVALUATION CRITERIA

### 4.1 Proven Track Record and Experience:

- i. **Relevant Experience:** Demonstrate extensive experience in managing large-scale marketing projects, particularly within the public sector or for government clients.

### 4.2 Case Studies and Success Stories:

- i. Provide case studies or success stories of previous government projects that showcase the company's ability to deliver results.

### 4.3 Expertise and Capability

- i. **Comprehensive Skill Set:** Possess a wide range of expertise, including digital marketing, traditional media, public relations, event management, and community engagement.
- ii. **Innovative Solutions:** Show ability to create innovative and effective marketing strategies tailored to government objectives.

### 4.4 Financial Stability:

#### 4.4.1 A financially stable company with the resources to sustain operations, invest in growth, and manage the long-term success of the BruPoints Mall.

- i. **Strong Financial Health:** Demonstrate financial stability and the ability to manage the scale and duration of a large government project.
- ii. **Transparent Pricing:** Offer a clear and competitive pricing structure, with transparent costing that aligns with the project's budget requirements.

### 4.5 Operational Management and Strategic Insights:

- i. **Strong Vendor Management:** Ability to manage a diverse range of merchants, ensuring smooth onboarding, communication, and ongoing collaboration.
- ii. **Effective Inventory Management:** Expertise in tracking inventory, managing stock levels, and ensuring the availability of products in the BruPoints Mall.
- iii. **Data-Driven Insights:** Capable of analysing user engagement and redemption patterns to provide insights and recommend improvements to the product offerings.
- iv. **Customer-Centric Approach:** Focus on enhancing the user experience by offering a variety of high-quality products that meet the needs of the BruHealth app users.
- v. **Clear Reporting and Transparency:** Regularly provide performance reports and insights into sales trends, popular items, and overall mall activity.
- vi. **Compliance and Security Awareness:** Ensuring all merchants transactions and product offerings adhere to relevant regulations and ensure data privacy.

- vii. **Scalability:** Ability to scale up operations, onboard additional merchants, and diversify product offerings as the platform grows.
- viii. **Strong Communication and Collaboration:** Ability to work closely with Evyd Technologies and the Ministry of Health to ensure smooth operation, reporting, and any necessary adjustments.
- ix. **Problem-Solving Skills:** Ability to quickly address challenges related to inventory, merchant management, or user feedback to keep the platform running smoothly.

## 5. REQUIREMENT FOR TENDER PROPOSALS

- i. **Company Profile:** Background, experience, and portfolio in similar projects.
- ii. **Proposed Approach:** Strategies and creative concepts tailored to BruHealth.
- iii. **Key Personnel:** Profiles of team members assigned to the project.
- iv. **Timeline and Milestones:** Detailed timeline with deliverables.
- v. **Budget Breakdown:** Transparent pricing structure for services and activities.
- vi. **References:** Client testimonials or case studies.

**SECTION 3**

**TENDER FORM**

To:

**TENDER REFERENCE NO: KK/58/2025/HPC**

**INVITATION TO TENDER  
PROVISION OF EXECUTION & PROMOTION OF BRUHEALTH EVENTS, VENDOR  
ENGAGEMENT FOR BRUPOINTS MALL, AND MARKETING CAMPAIGNS FOR BRUHEALTH**

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**TENDER OF (name of tenderer)** : \_\_\_\_\_

Company/Business Registration No. : \_\_\_\_\_

Tender Closing Date : \_\_\_\_\_

NO.	DETAILS	TOTAL PRICE (B\$)
1	<p><b>PROVISION OF EXECUTION &amp; PROMOTION OF BRUHEALTH EVENTS, VENDOR ENGAGEMENT FOR BRUPOINTS MALL, AND MARKETING CAMPAIGNS FOR BRUHEALTH</b></p> <p><b>1.1. <i>Event Execution and Promotion</i></b></p> <p><b>1.2. <i>Marketing Campaigns for BruHealth</i></b></p> <p><b>1.3. <i>Community Engagement</i></b></p> <p><b>1.4. <i>Social Media Management</i></b></p> <p><b>1.5. <i>Vendor Engagement for BruPoints Mall</i></b></p>	

1. We offer and undertake on your acceptance of our Tender to provide the above-mentioned services in accordance with your Invitation To Tender.
2. Our Tender is fully consistent with and does not contradict or derogate from anything in your Invitation To Tender. We have not qualified or changed any of the provisions of your Invitation To Tender.
3. OUR OFFER IS VALID FOR **TWELVE (12)** CALENDAR MONTHS FROM THE TENDER CLOSING DATE.
4. When requested by you, we shall extend the validity of this offer.
5. We further undertake to give you any further information which you may require.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_

\_\_\_\_\_  
**Signature of authorised officer of Tenderer**

Name:

Designation:

Tenderer's official stamp

NO.	DESCRIPTION	YES	NO	VENDOR OFFER
1	<b>ROLES</b>			
1.1	<ul style="list-style-type: none"> <li>The Service Provider must be able to work collaboratively with the Ministry of Health and other stakeholders to achieve the desired outcomes.</li> </ul>			
2	<b>TENDER SPECIFICATION</b>			
2.1	<b><i>Event Execution and Promotion</i></b>			
2.1.1	<b>Objective:</b>			
	<ul style="list-style-type: none"> <li>To deliver at least 2 high-quality flagship events that effectively promote BruHealth app and its key features, actively engage the target audience.</li> </ul>			
2.1.2	<b>Scope:</b>			
a)	<b>Event Definition:</b>			
	<ul style="list-style-type: none"> <li>Events under this tender are intended for broad public exposure, targeting a diverse audience that includes the current BruHealth app users, potential new users, and lapsed users who may need re-engagement. Each event is expected to attract more than 200 attendees and will require the coordination of at least 15 staff and volunteers on-site to ensure smooth operations.</li> </ul>			
b)	<b>Logistics Management:</b>			
	<ul style="list-style-type: none"> <li><b>i. Event Planning:</b> The service provider will be responsible for event planning including venue selection, layout design, and logistical arrangements.</li> </ul>			
	<ul style="list-style-type: none"> <li><b>ii. Catering:</b> Arrange for catering services that align with dietary preferences and cultural sensitivities of the attendees.</li> </ul>			
	<ul style="list-style-type: none"> <li><b>iii. Prizes and Gifts:</b> If applicable, coordinate the procurement and distribution of prizes or gifts for the event, ensuring they are aligned with the event theme and contribute to an engaging experience.</li> </ul>			
	<ul style="list-style-type: none"> <li><b>iv. Technical Setup:</b> Coordinate equipment setup and breakdown, ensuring all technical requirements are met, while liaising with vendors—including catering, audio-visual, and security services—to ensure timely and efficient service delivery.</li> </ul>			
	<ul style="list-style-type: none"> <li><b>v. Transport Logistics:</b> Arrange transportation for all event materials, including promotional items, signage, technical equipment, and catering supplies, ensuring secure and timely delivery to and from the event location.</li> </ul>			
	<ul style="list-style-type: none"> <li><b>vi. Dry Run:</b> Conduct a complete pre-event dry run to assess setup efficiency, technical functionality, and overall coordination. This will serve as a rehearsal for the on-ground team, helping identify and address any issues ahead of the event day.</li> </ul>			
c)	<b>Event Management:</b>			
	<ul style="list-style-type: none"> <li><b>i. On-Site Coordination:</b> Provide on-ground management of the event, ensuring that all activities proceed as planned and addressing any issues that arise.</li> </ul>			
	<ul style="list-style-type: none"> <li><b>ii. Troubleshooting:</b> Be prepared to resolve any unforeseen issues, such as technical difficulties with audio-visual</li> </ul>			

NO.	DESCRIPTION	YES	NO	VENDOR OFFER
	equipment, schedule changes, or managing unexpected delays with vendor deliveries, while maintaining high standards of service and ensuring a positive participant experience.			
<b>d)</b>	<b>Sponsorship Management:</b>			
	<b>i. Identify Sponsors:</b> Find potential sponsors that align with BruHealth's mission and target audience.			
	<b>ii. Outreach:</b> Prepare a sponsorship proposal and approach potential sponsors with brand visibility options, such as logo placement, speaking opportunities, and product displays.			
	<b>iii. Fulfilment:</b> Ensure all agreed sponsor benefits are delivered, keeping sponsors updated before and during the event.			
	<b>iv. Follow-Up:</b> After the event, provide sponsors with an overview of their brand's exposure and gather feedback to improve future partnerships.			
<b>e)</b>	<b>Post-Event Logistics:</b>			
	• After the event, conduct a final review to verify that all deliverables meet quality and contractual standards:			
	<b>i. Logistics Review:</b> Ensure all items are accounted for, inspect the condition of rented equipment, and oversee the return or restoration of borrowed items.			
	<b>ii. Performance Feedback:</b> Gather feedback from attendees, staff, and vendors to evaluate satisfaction and identify areas for improvement.			
<b>f)</b>	<b>Payment Structure</b>			
	• A 10% deposit upfront, with the remaining balance payable after the event. Payments will be processed only upon satisfactory completion, subject to a post-event verification of services. This will include:			
	<b>i.</b> Confirming all contractual obligations were fulfilled.			
	<b>ii.</b> Reviewing feedback for service quality.			
	<b>iii.</b> Final payment release to vendors upon quality confirmation and resolution of any outstanding issues.			
<b>2.2</b>	<b>Marketing Campaigns for BruHealth</b>			
<b>2.2.1</b>	<b>Objectives:</b>			
	<b>i. Raise awareness:</b> Ensure BruHealth is recognized as a must-have health app for all demographics.			
	<b>ii. Increase downloads and active users:</b> Achieve 20-40% increase in app installations over 1 year.			
	<b>iii. Boost Engagement and Retention:</b> Focus on improving user retention through feature utilisation and incentives.			
	<b>iv. Strengthen Trust and Reputation:</b> Reinforce BruHealth as Brunei's trusted digital health partner.			
	<b>v. Highlight New Features:</b> Promote enhancements such as fitness challenges, mental health resources, customized health tracking, etc.			
<b>2.2.2</b>	<b>Scope:</b>			
	<b>i. Marketing Strategy Development:</b> Propose a			



NO.	DESCRIPTION	YES	NO	VENDOR OFFER
	comprehensive marketing plan, including digital, traditional, and community-based campaigns.			
	<b>ii. Creative Content Development:</b> Design visuals, videos and promotional materials aligned with BruHealth's brand.			
	<b>iii. Social Media Management:</b> Manage BruHealth's social media presence to ensure consistent, targeted communication that engages users and builds brand loyalty.			
	<b>iv. Media Planning and Buying:</b> Develop media mix strategy for maximum outreach.			
	<b>v. Campaign Execution:</b> Implement digital campaigns (social media, Google ads, email marketing, etc).			
	<b>vi. Performance Monitoring and Reporting:</b> Provide regular reports on campaign performance and recommendations for improvements.			
	<b>vii. PR and Influencer Marketing:</b> Plan and execute press releases, interviews and influencer collaborations.			
<b>2.2.3</b>	<b>Target Audience Overview:</b>			
	<b>a) Primary Audience Segments:</b>			
	<b>i. Young Adults (18–35):</b> Tech-savvy individuals, fitness enthusiasts, and health-conscious users.			
	<b>ii. Working Professionals (36–50):</b> Busy individuals needing appointment management and health tracking.			
	<b>iii. Families and Parents:</b> Focused on child health monitoring and vaccinations.			
	<b>iv. Elderly and Caregivers (50+):</b> Chronic illness management and medication reminders.			
	<b>b) Behavioural Insights:</b>			
	<b>i.</b> Increasing reliance on digital solutions for health and fitness.			
	<b>ii.</b> Growing interest in preventive healthcare and wellness programs.			
	<b>iii.</b> Trust in government-backed health platforms for reliability and data security.			
<b>2.2.4</b>	<b>Marketing Channels and Activities:</b>			
	<b>a) Digital Marketing:</b>			
	<b>i.</b> Social Media Ads (Facebook, Instagram, TikTok).			
	<b>ii.</b> Email Marketing campaigns.			
	<b>iii.</b> Mobile push notifications and SMS campaigns.			
	<b>b) Traditional Media:</b>			
	<b>i.</b> TV and Radio commercials for broad awareness.			
	<b>ii.</b> Print ads in newspapers and magazines.			
	<b>iii.</b> Billboards and public transport advertisements.			
	<b>c) Community Engagement:</b>			

NO.	DESCRIPTION	YES	NO	VENDOR OFFER
	i. Roadshows, campaigns, etc.			
<b>d)</b>	<b>Influencer and PR strategies:</b>			
	i. Collaborations with local influencers and health advocates.			
	ii. Media coverage via press releases and interviews.			
<b>2.2.5</b>	<b>Payment Structure</b>			
	• Monthly payment based on deliverables.			
<b>2.3</b>	<b>Community Engagement</b>			
<b>2.3.1</b>	<b>Objective:</b>			
	• Participate in government roadshows and community engagement events to educate the public on the benefits and features of BruHealth.			
<b>2.3.2</b>	<b>Scope:</b>			
<b>a)</b>	<b>Role of Service Provider:</b>			
	i. Participation: The service provider is expected to actively participate in these community engagement events, providing on-site support as needed.			
	ii. Event Facilitation: Depending on the event, the service provider may be required to manage logistics, distribute marketing materials, and facilitate user interactions.			
	iii. Content Creation: Design and printing of printing of a range of educational content, including brochures, flyers, videos, and digital assets, to clearly communicate the benefits of various features of BruHealth. However, the service provider does not need to conduct live demonstrations, user onboarding, and reactivation of past users.			
<b>b)</b>	<b>Current Base:</b>			
	• There are currently at least 4 government roadshows and community engagement annually.			
<b>c)</b>	<b>Target:</b>			
	• The goal is to increase participation of government roadshows and community engagement to 8-12 annually.			
<b>2.4</b>	<b>Social Media Management</b>			
<b>2.4.1</b>	<b>Objective:</b>			
	• Manage BruHealth's social media presence to ensure consistent, targeted communication that engages users and builds brand loyalty.			
<b>2.4.2</b>	<b>Scope:</b>			
<b>a)</b>	<b>Content Strategy and Creation:</b>			
	i. <b>Platform Management:</b> Curate and post relevant content regularly on TikTok, Facebook, Instagram, and other			

NO.	DESCRIPTION	YES	NO	VENDOR OFFER
	emerging platforms. This also includes reporting analysis of social and user trends.			
	ii. <b>Content Development:</b> Develop a content calendar that aligns with marketing campaigns, community events, and important health-related observances.			
	b) <b>Content Creation:</b>			
	<ul style="list-style-type: none"> <li>Produce content based on the content calendar following approval by the Government, allowing for a minimum of [X] revisions in alignment with the Government requirements.</li> </ul>			
	c) <b>Current Base:</b>			
	<ul style="list-style-type: none"> <li>There are currently x followers for our Instagram and y followers for our Tik-Tok account.</li> </ul>			
	d) <b>Target:</b>			
	<ul style="list-style-type: none"> <li>The goal is to increase the number of followers by 50% by the end of the financial year.</li> </ul>			
<b>2.5</b>	<b>Vendor Engagement for BruPoints Mall</b>			
<b>2.5.1</b>	<b>Objective:</b>			
	<ul style="list-style-type: none"> <li>To engage and onboard a greater number of merchants, expanding the range of options and products available in the BruPoints Mall, thereby attracting more users to the BruHealth app.</li> </ul>			
<b>2.5.2</b>	<b>Target:</b>			
	i. Acquire 3-5 new unique products monthly from 5 different merchants.			
	ii. Each product must consist of a minimum of 20 units, each with a minimum value of BND 5.00.			
<b>2.5.3</b>	<b>Scope:</b>			
	a) <b>Merchant Identification:</b>			
	i. Find potential merchants whose products and services align with MoH's value as well as BruHealth's objective.			
	ii. Aim for a wide variety of products or services offerings, from everyday items like shopping vouchers to high-value offerings such as hotel stays, flight tickets.			
	b) <b>Outreach and Negotiation:</b>			
	i. Actively reach out to potential merchants, show them the value of joining the BruPoints Mall, and negotiate to get them on board.			
	c) <b>Procuring and Onboarding Process:</b>			
	i. Engage with merchants and procure items to be featured at the BruPoints Mall within the BruHealth platform.			
	ii. Make the onboarding process easy for merchants and keep things in line with current vendors and the MOH's value.			

NO.	DESCRIPTION	YES	NO	VENDOR OFFER
d)	<b>Support Service:</b>			
	i. Keep supporting merchants to help them run smoothly and boost their sales on the platform.			
e)	<b>Platform Management:</b>			
	i. Stay in regular touch with the BruHealth app developer to make sure the BruPoints Mall gets everything it needs.			
f)	<b>Marketing Strategies:</b>			
	i. Develop and execute marketing strategies to promote onboarded merchants, using various channels including but not limited to social media, online advertisements, and influencer partnerships.			
g)	<b>Manage Inventory:</b>			
	i. To oversee the inventory of all items in the BruPoints Mall, ensuring proper management of item inflows and outflows, while also tracking the most redeemed items.			
h)	<b>Monthly Report and Insights:</b>			
	i. Provide a monthly report on the performance of BruPoints Mall, including insights on user engagement, most redeemed items, inventory status, and recommendations for enhancing product offerings and improving user experience.			
2.5.4	<b>Payment Structure:</b>			
	• Monthly Payments			
2.6	<b>Deliverables:</b>			
2.6.1	<b>Strategic Marketing Plan:</b>			
	i. Campaign strategies, timelines, and KPIs.			
2.6.2	<b>Creative Materials:</b>			
	i. Graphics, videos, audios, infographics, banners, leaflets, posters, etc.			
2.6.3	<b>Media Plans:</b>			
	i. Advertising schedules and placement strategies.			
2.6.4	<b>Event Management Support:</b>			
	i. Coordination and execution of roadshows, launches, and community outreach programs.			
2.6.5	<b>Analytics and Reporting Tools:</b>			
	i. Metrics tracking dashboards and bi-weekly performance reports.			
2.7	<b>Time and Milestones:</b>			
2.7.1	<b>Phase 1 – Planning (Month 1-2):</b>			

NO.	DESCRIPTION	YES	NO	VENDOR OFFER
	i. Develop marketing strategies.			
	ii. Design creative assets and finalise media plans.			
<b>2.7.2</b>	<b>Phase 2 – Campaign Rollout (Month 3- 5):</b>			
	i. Launch digital ads, PR activities, and influencer collaborations.			
	ii. Organise events and campaigns.			
<b>2.7.3</b>	<b>Phase 3 – Monitoring and Optimisation (Month 6-11):</b>			
	i. Evaluate performance metrics.			
	ii. Adjust campaigns for better ROI.			
<b>2.7.4</b>	<b>Phase 4 – Wrap up and Reporting (Month 12):</b>			
	i. Present a final impact report with recommendations for future activities.			
<b>3</b>	<b>TERMS AND CONDITIONS</b>			
<b>3.1</b>	<b><i>BruPoints Mall</i></b>			
	i. Merchants are fully responsible for providing users with goods/ services claimed via BruPoints Mall at their premises.			
	ii. Reward should be valid for redemption for at least 2 months.			
	iii. Food product and services featured in Mall must be Halal products.			
	iv. Product and services featured in Mall must not promote or imply nudity, alcohol, gambling or activities that are deem inappropriate/ illegal.			
	v. Product and service featured in Mall must not include energy drinks or nutrition supplements.			
	vi. Products and services should align with the principles of a healthy diet and lifestyle, or other positive concepts such as environmental sustainability and family-oriented values.			
	vii. The Ministry of Health has allocated a maximum monthly budget of BND4,000 to BND6,000 for the total number of merchants.			
	viii. All items to be listed must be vetted by the HPC at least one month before being listed.			
	ix. Vendors are expected to provide significant prizes, such as flight tickets, every quarter.			
	x. Users should be able to claim their vouchers directly from merchants through BruHealth app.			
	xi. HPC or MOH reserves the right to remove any products that does not comply with MOH guidelines.			
<b>3.2</b>	<b>Vendor Non-Performance Clause</b>			
<b>3.2.1</b>	<b>Failure to Meet Deliverables:</b>			
<b>a)</b>	If the vendor fails to meet the agreed performance metrics, deadlines, or deliverables outlined in the contract, the Ministry of Health (MOH) reserves the right to:			

NO.	DESCRIPTION	YES	NO	VENDOR OFFER
	i. Issue a formal notice specifying the deficiency and providing a timeline for rectification.			
	ii. Withhold or reduce payments until satisfactory performance is achieved.			
	iii. Terminate the contract if the vendor repeatedly fails to deliver as required.			
<b>3.2.2</b>	<b>Force Majeure Consideration:</b>			
a)	If non-performance is due to unforeseen and justifiable reasons (e.g., natural disasters, national emergencies), the Ministry may, at its discretion, grant an extension or renegotiate terms.			
<b>4</b>	<b>EVALUATION CRITERIA</b>			
<b>4.1</b>	<b>Proven Track Record and Experience:</b>			
	i. <b>Relevant Experience:</b> Demonstrate extensive experience in managing large-scale marketing projects, particularly within the public sector or for government clients.			
<b>4.2</b>	<b>Case Studies and Success Stories:</b>			
	i. Provide case studies or success stories of previous government projects that showcase the company's ability to deliver results.			
<b>4.3</b>	<b>Expertise and Capability:</b>			
	i. <b>Comprehensive Skill Set:</b> Possess a wide range of expertise, including digital marketing, traditional media, public relations, event management, and community engagement.			
	ii. <b>Innovative Solutions:</b> Show ability to create innovative and effective marketing strategies tailored to government objectives.			
<b>4.4</b>	<b>Financial Stability:</b>			
<b>4.4.1</b>	<ul style="list-style-type: none"> <li>A financially stable company with the resources to sustain operations, invest in growth, and manage the long-term success of the BruPoints Mall.</li> </ul>			
	i. <b>Strong Financial Health:</b> Demonstrate financial stability and the ability to manage the scale and duration of a large government project.			
	ii. <b>Transparent Pricing:</b> Offer a clear and competitive pricing structure, with transparent costing that aligns with the project's budget requirements.			
<b>4.5</b>	<b>Operational Management and Strategic Insights:</b>			
	i. <b>Strong Vendor Management:</b> Ability to manage a diverse range of merchants, ensuring smooth onboarding, communication, and ongoing collaboration.			
	ii. <b>Effective Inventory Management:</b> Expertise in tracking inventory, managing stock levels, and ensuring the availability of products in the BruPoints Mall.			
	iii. <b>Data-Driven Insights:</b> Capable of analysing user engagement and redemption patterns to provide insights and recommend improvements to the product offerings.			
	iv. <b>Customer-Centric Approach:</b> Focus on enhancing the user experience by offering a variety of high-quality products that meet the needs of the BruHealth app users.			
	v. <b>Clear Reporting and Transparency:</b> Regularly provide performance reports and insights into sales trends,			

NO.	DESCRIPTION	YES	NO	VENDOR OFFER
	popular items, and overall mall activity.			
	vi. <b>Compliance and Security Awareness:</b> Ensuring all merchants transactions and product offerings adhere to relevant regulations and ensure data privacy.			
	vii. <b>Scalability:</b> Ability to scale up operations, onboard additional merchants, and diversify product offerings as the platform grows.			
	viii. <b>Strong Communication and Collaboration:</b> Ability to work closely with Evyd Technologies and the Ministry of Health to ensure smooth operation, reporting, and any necessary adjustments.			
	ix. <b>Problem-Solving Skills:</b> Ability to quickly address challenges related to inventory, merchant management, or user feedback to keep the platform running smoothly.			
5	<b>REQUIREMENT FOR PROPOSAL</b>			
	i. <b>Company Profile:</b> Background, experience, and portfolio in similar projects.			
	ii. <b>Proposed Approach:</b> Strategies and creative concepts tailored to BruHealth.			
	iii. <b>Key Personnel:</b> Profiles of team members assigned to the project.			
	iv. <b>Timeline and Milestones:</b> Detailed timeline with deliverables.			
	v. <b>Budget Breakdown:</b> Transparent pricing structure for services and activities.			
	vi. <b>References:</b> Client testimonials or case studies.			