

**TENDER FOR CREATIVE CONCEPTS FOR
PARAGON (PROMOTION AND BRANDING CAMPAIGNS)
BETWEEN MARCH 2015 TO DECEMBER 2015
CREATIVE BRIEF**

1 Project

1.1 To provide creative concepts for following promotions and branding campaigns:

i) Tactical Promotions (past creative attached)

March / April 2015	Spring / Summer
May / June 2015	Great Singapore Sale
September / October 2015	Fall / Winter
November / December 2015	Christmas
January / February 2016	Chinese New Year

ii) Branding (current creative attached)

- Paragon Medical rebranding
- Paragon Junior rebranding

More information about Paragon is attached in Annex A.

1.2 PARAGON is not bound to accept the lowest tender, and the project may be awarded in whole or in part.

2 Project Duration

2.1 Between March 2015 to December 2015.

2.2 With an option to extend for an additional 24 months, subject to agreement on the respective full year concepts and costs.

3 Criteria for Creative Agencies

3.1 Agency must have prior experience in developing Branding and/or Tactical campaigns for high-end establishments in the fashion and/or luxury retail industry.

3.2 Agency must have good working relationships with reputable fashion photographers, modeling agencies, copywriters and DI houses.

3.4 Agency must have the infrastructure and adequate manpower / creative personnel to handle and complete each campaign within the given deadline.

3.5 During the Agency's contract with Paragon and for three months after the contract ceases, the Agency shall not, directly or indirectly, contract for similar scope of works with Ion, Ngee Ann City and Marina Bay Sands Shoppes.

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- i) For each tactical promotion, please present:
 - Press ad concept (ST - FPFC)
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- ii) For the Paragon Medical rebranding concept, please present in the following format:
 - ST, Mind Your Body - HPFC
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 - DL sized (closed) Paragon Medical directory

- iii) For the Paragon Junior rebranding concept, please present in the following format:
 - On-site hanging mobile designs (current hanging mobiles image as attached)
 - Other ambience decoration

You may submit more than 1 concept for the above mentioned.

5.2 Please submit the list and CVs of all personnel who will be assigned to Paragon account.

5.3 Please note that this tender should not have retainer fees as it is awarded on project basis.

6 Tender Submission Deadline

6.1 Please submit the tender by hand in an envelope marked, '*Private & Confidential – Paragon Creative Tender Submission*' to:

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5.3 Please note that this tender should not have retainer fees as it is awarded on project basis.

6 Tender Submission Deadline

6.1 Please submit the tender by hand in an envelope marked, '*Private & Confidential – Paragon Creative Tender Submission*' to:

Venue : Management Office - Reception Counter
SPH Retail Property Management Services Pte Ltd
290 Orchard Road, #14-08 Paragon, Singapore 238859

Date & Time : Thursday, 16 October 2014 (strictly by 5pm)

Submission received after 5pm will be disqualified.

6.2 Shortlisted agencies will be notified to give a formal presentation to the Management from Monday, 20 October 2014 onwards – timing will be advised.

- END -

**TENDER FOR CREATIVE CONCEPTS FOR
PARAGON (PROMOTION AND BRANDING CAMPAIGNS)
BETWEEN MARCH 2015 TO DECEMBER 2015
CREATIVE BRIEF**

1 Project

1.1 To provide creative concepts for following promotions and branding campaigns:

i) Tactical Promotions (past creative attached)

March / April 2015	Spring / Summer
May / June 2015	Great Singapore Sale
September / October 2015	Fall / Winter
November / December 2015	Christmas
January / February 2016	Chinese New Year

ii) Branding (current creative attached)

- Paragon Medical rebranding
- Paragon Junior rebranding

More information about Paragon is attached in Annex A.

1.2 PARAGON is not bound to accept the lowest tender, and the project may be awarded in whole or in part.

2 Project Duration

2.1 Between March 2015 to December 2015.

2.2 With an option to extend for an additional 24 months, subject to agreement on the respective full year concepts and costs.

3 Criteria for Creative Agencies

3.1 Agency must have prior experience in developing Branding and/or Tactical campaigns for high-end establishments in the fashion and/or luxury retail industry.

3.2 Agency must have good working relationships with reputable fashion photographers, modeling agencies, copywriters and DI houses.

3.4 Agency must have the infrastructure and adequate manpower / creative personnel to handle and complete each campaign within the given deadline.

3.5 During the Agency's contract with Paragon and for three months after the contract ceases, the Agency shall not, directly or indirectly, contract for similar scope of works with Ion, Ngee Ann City and Marina Bay Sands Shoppes.

4 Non- Participation

4.1 After the tender briefing, if your agency is unable to pitch for this project due to unforeseen circumstances, please write to us within 7 working days after the briefing (ie: by 30 September 2014).

**TENDER FOR CREATIVE CONCEPTS FOR
PARAGON (PROMOTION AND BRANDING CAMPAIGNS)
BETWEEN MARCH 2015 TO DECEMBER 2015
CREATIVE BRIEF**

5 Requirements for Tender Submission

5.1 You are required to submit your creative concepts and rates using the attached list - Annex B.

Creative concept submission must include all the items (5 campaigns and 2 rebranding) stated under 1.1.

- i) For each tactical promotion, please present:
 - Press ad concept (ST - FPFC)
 - Press ad concept (ST - HPFC)

- ii) For the Paragon Medical rebranding concept, please present in the following format:
 - ST, Mind Your Body - HPFC
 - ST, Mind Your Body - HP 1 spot colour
 - DL sized (closed) Paragon Medical directory

- iii) For the Paragon Junior rebranding concept, please present in the following format:
 - On-site hanging mobile designs (current hanging mobiles image as attached)
 - Other ambience decoration

You may submit more than 1 concept for the above mentioned.

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