

 العمانية للنطاق العريض تمكين الفرص Unlocking the Potential	
Attention:	To whom it may concern
Date:	03/08/2026
From:	Oman Broadband Company SAOC
Our Reference:	T-2026-00015 Marketing and Advertising Services

Tender No: T-2026-00015

Tender Title: Marketing and Advertising Services

Dear Sir,

Oman Broadband Company SAOC (Oman Broadband) invites 'Bidder' to bid for the Services in accordance with the terms and conditions set down in the Tender Documents. If you are a successful Bidder you shall be required to enter into a Contract in accordance with the Form of Agreement.

The Tender Documents shall comprise the following Sections:

- T1** Invitation to Bid
- T2** Instructions to Bidders
- T3** Data to be provided by Bidders
- C1** Form of Agreement
- C2** HSE Requirements
- C3** Conditions of Contract
- C4** Scope of Work
- C5** Schedule of Prices
- C6** Specification
- C7** ICV Content

Only section T1 is provided; the other documents will be issued to interested Bidders that pay the Tender fee and submit confirmation of payment of the Tender Fee and the Bidder Data Sheet attached under Appendix 1 to the undersigned.

In the preparation and submission of the Tender, Bidder shall comply with the Tender Documents. Oman Broadband reserves the right to disqualify the Bidder if any of the requirements included in the Tender Documents are not met.

Yours faithfully,

For Oman Broadband Company



تمكين الفرص
Unlocking the Potential

OMAN BROADBAND COMPANY SAOC

T-2026-00015

Marketing and Advertising Services

T1, INVITATION TO BID

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1.0 Terms of Tender and Tender Overview

1.1 Terms of Tender

- 1.1.1 The terms and conditions applicable to this Tender Process are detailed in Sections T1, T2, and T3, C1 to C7 may only be available with the complete Tender Document following payment of the Tender Fee in the system.
- 1.1.2 SME Bidders are exempted from Tender Fee and Tender Bond.

1.2 About Oman Broadband Company

- 1.2.1 Oman Broadband Company SAOC ("Oman Broadband" or "OBB") founded in 2014 as a joint-stock company wholly owned by the government of the Sultanate of Oman. It is strategically vital to Oman future development serving wider digitization agenda of the Company.
- 1.2.2 Through its visionary and collaborative approach to the market, Oman Broadband will help to empower the nation with high-speed broadband fiber access to citizens and business alike.
- 1.2.3 The next generation fiber optic network will become exponentially faster, bringing community and enterprise benefits of enhanced delivery of communication services, cost savings, increased competitiveness and improved sustainability.
- 1.2.4 Oman Broadband focuses upon the development of a passive fiber network infrastructure, providing equal and open access to telecommunication service providers, on a wholesale basis, and owners and operators of private networks, on a retail basis, thereby enabling end users to efficiently leverage high speed fiber in Oman.

1.3 Description of the Service

Oman Broadband is seeking to engage a creative agency (Service Provider) specialized in advertisement, marketing, and communication, dedicated to creating, planning, and handling advertisement, media, digital social media management, and branded gifts dedicated to work with Oman Broadband's marketing requirements. The contract duration is estimated to be one plus one (1+1) year, with the extension being based on Service Provider performance evaluation.

The scope will include:

1.3.1 Advertising & Marketing Services:

- With the help of the client team, the agency shall understand the client's core business.
- Review marketplace advertising activities in the same sector.
- With the guidance of client team creating client brand guidelines.
- Support brand strategy development.
- Support in developing marketing strategy, Marketing plan and Marketing campaigns.
- Developing and executing creative concepts tailored to serve client's corporate and commercial objectives.
- Creating market communication plans tailored for different client target audience.
- Contract and supervise independent production, event management, social media engagement, influencers, models, gifts, giveaways, and any other requirements upon client's request.
- Handling production like printing, video, audio, gifts, etc. with control of quality and brand consistency.
- Continuously devote its efforts to service and keep up to date the client's account and to ensure prompt completion of all assigned projects.
- Marketing analysis to enhance and optimize the objectives to get better impact of the marketing campaigns.
- To generate reports related to marketing projects each quarter.
- Assigning an Account Manager to handle the relation between the client and the agency.

1.3.2 Media (planning, buying, creating content):

- Account management for media planning and buying.
- Creating, editing, translating press releases, and distributing them to different Media vendors.
- Conclude basic agreements and place orders with all Media vendors in accordance with local market practice.
- Negotiation of optimized discounts and payment terms with Media vendors.
- Pre and post campaign analysis including all relevant buying information and key learning.
- Monitor media placements and agreements.
- Organize, manage, and cover press conferences and meetings on behalf of OBC.
- Manage media coverage quality for press releases and news coverage.
- Periodically review performance of all long-term commitments like sponsorships, annual placements etc.
- Fostering long term partnerships with media houses to generate strategic advantage.

1.3.3 Social Media, Digital and Online:

- Development of online media plans.
- Handling digital marketing advertising campaigns such as geofencing campaigns, boosting campaigns, with the Third party.
- Buying online media plan.
- Reporting of campaign optimization and post campaign analysis.
- Developing Social Media strategy.
- Ongoing knowledge update on Social Media channels. With Facebook, Instagram, X, LinkedIn, YouTube, and Snapchat considered as traditional channels, the agency should evaluate any new Social Media channels to extend Oman Broadband's reach and online engagement.
- Creating content and Campaigning for both social media and Digital.
- Creative development for both social media and Digital.
- Increase positive engagement.
- Monthly Roadmap for Social Media communication.
- Agency should have full understanding of the Omani culture, lifestyle, heritage, and lifestyle.
- Provide reports on Social Media leadership in Oman and Gulf (Information and Communication Technology Sector).
- Updating website content and layout .

2.0 Requirements to Collect Tender Document

2.1 Bidder Details Sheet

- 2.1.1 To correctly identify the Bidder and the Bidder's point of contact for this Tendering Process, Appendix 1 *Bidder Details for this Tender* shall be completed by the Bidder and Uploaded in **Oman Broadband's e-Tendering System**.

2.2 Tender Fee

- 2.2.1 The Tender Fee for this Tender is **OMR 100**.
- 2.2.2 SME Bidders are exempted from Tender Fee and Tender Bond. However, SME Bidders must submit Riyada Card.
- 2.2.3 **NON-SME Bidders** shall make the payment of the Tender Fee in Oman Broadband's e-Tendering System through the payment gateway.

2.3 Confidentiality Declaration

- 2.3.1 Prior to collection of the Tender Documents the Bidder shall sign the attached Appendix 2 *Confidentiality Declaration* . The Confidentiality Declaration must be completed, signed by an authorized person, stamped with the Bidders company stamp, and uploaded in **Oman Broadband's e-Tendering System**.

3.0 Oman Broadband Contact Point

- 3.1.1 All communication with Oman Broadband shall be through Clarification Requests, in **Oman Broadband's e-Tendering System**.
- 3.1.2 No Clarification Requests shall be entertained after the Clarification Request Closing Date included in the table below.

4.0 Tender Bond (Bid Bond)

- 4.1.1 To ensure conformance of the Tender, the Oman Broadband requires the Bidder to issue a Tender Bond in the exact format detailed in Section T3. The value of this Tender Bond shall be indicated in Section T3. The Tender Bond shall be forwarded to Oman Broadband as a separate envelop along the tender proposal. The Tender Bond shall be enforced in the event that Bidder fails to submit and substantiate a conforming bid or has failed to accept the award of the contract or purchase order.

5.0 Tender Collection

- 5.1.1 Once the Bidder Details Sheet, Confidentiality Declaration and confirmation of payment of Tender Fee requested above have been received, Bidder may collect the Tender Documents from **Oman Broadband's e-Tendering System** after the request is reviewed and approved by SCM.

6.0 Outline Tender Process and Submission of Bid

- 6.1.1 The Technical Bid and the Commercial Bid are to be submitted in two separate documents.
- 6.1.2 The opening of the Technical Bid and Commercial Bid is the discretion of Oman Broadband.
- 6.1.3 The proposed Tender Process schedule is per the following table:

Activity	Date
Issue of T1-Invitation to Bid	03/08/2026
Tender Documents available for collection	03/08/2026
Final date for collection of Tender Documents	13/08/2026
Clarification Request Closing Date	25/08/2026
Technical and Commercial Bid Submission Date	01/09/2026

- 6.1.4 Bids to be submitted by 5.00 PM on or before Bid Submission Date.

7.0 Contract Award

- 7.1.1 In the event that Oman Broadband considers a Bidder to be commercially a potentially successful competitor for the award of the Contract, Oman Broadband may subject Bidder to a further technical and financial evaluation. Only when a Bidder satisfies Oman Broadband technical, financial and commercial requirements will a Contract be awarded.

8.0 Telecommunications Regulatory Authority Registration

- 8.1.1 [Not applicable]

9.0 Appendix 1 – Bidder Details for this Tender

Contract/ Tender number	T-2026-00015
Contract/ Tender title	Marketing and Advertising Services
Full name of Bidder	
Postal Address	
City	
Country	
Website	
Office main tel. number	
Country of registration	
Status in Oman	Agent / locally registered branch office / Omani LLC / foreign company
Ownership details (percentages and names, indicate where Omani)	- XX% - - XX% - - XX% -

Name of company and address to be awarded the Contract (if different from details above)

Full name	
Registered address	
City	
Country	
Office main tell number	
Status in Oman	Agent / locally registered branch office / Omani LLC / foreign company
Ownership details (percentages and names, indicate where Omani)	- XX% - - XX% - - XX% -

Bidder's representative to which all Tender correspondence shall be addressed

Name of person	
Fax number	
Telephone number	
GSM number	
e-mail address	

Bidder's agent in Oman (if applicable)

Omani agent name	
Postal address	
Fax number	
Telephone number	
GSM number	
e-mail address	
Our Omani agent is permitted to pick up the Tender Documents on our behalf	Yes No, we will pick up the documents ourselves. No, please send the documents to my foreign address stated above.

Tender Fee is paid and receipt attached: ☐

Tender Documents Received By:

Signature

Resident Card No.....

10.0 Appendix 2 – Confidentiality Declaration

The undersigned Having its principal office..... (The 'Bidder') hereby declares Oman Broadband Company SAOC ('Oman Broadband') to accept the following terms and conditions on which the Company is prepared to communicate to the Bidder certain Confidential Information pertaining to the Work under the above mentioned Tender as hereinafter defined.

10.1 Definitions

10.1.1 Confidential Information

shall mean all knowledge, data or information acquired by Bidder from, or disclosed to Bidder by the Oman Broadband, or on behalf of Oman Broadband, in connection with the Tender Documents, Clarifications and the Tender Process in writing, drawings, magnetic tapes, computer programs or in any other way, as well as all knowledge, data or information derived there from, to the extent that such knowledge, data or information at the time of such acquisition or disclosure is not either already in the unrestricted possession of Bidder or part of public knowledge or literature.

10.1.2 Confidential Record

Shall mean all Tender Documents, Clarifications and any other material containing Confidential Information.

10.1.3 Third Party

Shall mean any party other than Oman Broadband or Bidder.

10.2 Confidentiality

10.2.1 Bidder shall preserve and cause its employees to preserve the confidentiality of any Confidential Information.

10.2.2 Bidder shall not for any purpose other than the preparation and submission of a Bid

- disclose to any Third Party or enable any Third Party to note the fact that Bidder has been invited to submit a Bid and/or, if applicable, the fact that the Contract is awarded to Bidder;
- reproduce, copy or use, or disclose to, place at the disposal of or use on behalf of any Third Party or enable any Third Party to read, copy or use, any Confidential Information; except with the prior written consent of Oman Broadband.

10.2.3 The undertakings above shall continue insofar and for so long as the Confidential Information or Confidential Record in question has not:

- a) become part of the public knowledge of literature otherwise than through any act or default on the part of Bidder; or
- b) been disclosed to Bidder under an obligation to maintain secrecy by a Third Party (other than one disclosing on behalf of Oman Broadband) who could lawfully do so and who did not derive such Confidential Information or Confidential Record from Oman Broadband.

10.3 Copyright

10.3.1 The copyright in any Confidential Record shall, in the absence of any express provision to the contrary thereon, be vested in Oman Broadband. Copyright in any record containing geological or geophysical data acquired or generated by Bidder in connection with the Contract shall be vested in Oman Broadband.

10.4 Return of Confidential Record

10.4.1 If Bidder declines to submit a Bid or is notified that its Bid is unsuccessful, upon written notification thereof by Oman Broadband, Bidder shall destroy electronic copies and return all hard copy Tender Documents including Addenda and Clarifications to Oman Broadband.

10.5 Third Parties

10.5.1 Bidder shall ensure that if under the terms of this confidentiality agreement any of the Confidential Information comes to the knowledge and/or in the possession of any Third Party, Bidder shall require from such Third Party that it shall abide by stipulations equivalent to those contained in this confidentiality agreement.

10.6 Validity

10.6.1 This Confidentiality Declaration shall be valid for a period of three (3) years from the date signed by the Bidder.

Agreed and accepted this

..... Day of..... 2026

And signed by a duly authorized person on behalf of the Bidder

(Signature)

Name: _____

Position: _____

For: _____