

# REQUEST FOR PROPOSAL



**Malaysian  
Aviation Commission**  
*Suruhanjaya Penerbangan Malaysia*

## **Social Media Management Agency for MAVCOM and FlySmart**

**December 2022**

**1. OBJECTIVE**

The purpose of this RFP is to obtain proposals from media agencies that would be interested to develop and manage new social media channels for MAVCOM as well as current and new social media channels for FlySmart.

**2. BACKGROUND**

The Malaysian Aviation Commission (MAVCOM) was formally established on 1 March 2016 under the Malaysian Aviation Commission Act 2015 [Act 771] as an independent entity to regulate economic and commercial matters related to civil aviation in Malaysia. Our goal is to promote a commercially viable, consumer-oriented, and resilient civil aviation industry which supports the nation’s economic growth. Please refer to [www.mavcom.my](http://www.mavcom.my) for more information.

Presently, MAVCOM is available and accessible on social media through its consumer sub-brand, FlySmart, which is an initiative aimed to continuously educate consumers of their rights as air travellers and to make more empowered decisions via a more engaging and interactive medium. MAVCOM introduced FlySmart’s official social pages on Facebook (<https://www.facebook.com/FlySmartMy/>) and Instagram (<https://www.instagram.com/flysmartmy/>) that offers quick and easy access to essential information on consumer rights in an interactive manner.

As MAVCOM is in its sixth year of operations and keeping up with the evolution of the aviation industry after the COVID-19 pandemic, MAVCOM intends to enhance and introduce more initiatives by engaging with a wider audience through its corporate brand (MAVCOM) and consumer sub-brand (FlySmart) to connect with different stakeholders in a more meaningful way.

Therefore, MAVCOM is planning to create its **own official social media platforms** to reach a wider audience and to further emphasise its role as the economic and commercial regulator, as well as the thought leader of Malaysia’s aviation industry. In addition, MAVCOM is also planning to **venture into additional social platforms, TikTok and Twitter**, under its consumer sub-brand, FlySmart.

A summary of the existing social channels and new social channels that the Commission intends to venture into can be found below. In the proposal, interested agencies may suggest the addition or reduction of social media platforms to ensure that both MAVCOM and FlySmart are accurately positioned for the intended audiences.

Current Social Media Channels	New Social Media Channels
<p><b>FlySmart:</b></p> <ol style="list-style-type: none"> <li>1. Facebook (Consumer-related content)*</li> <li>2. Instagram (Consumer-related content)*</li> </ol>	<p><b>MAVCOM:</b></p> <ol style="list-style-type: none"> <li>1. Telegram (Corporate and consumer-related content)* &amp; **</li> <li>2. LinkedIn (Corporate content)**</li> <li>3. Facebook (Corporate content)**</li> <li>4. Instagram (Corporate content)**</li> <li>5. Twitter (Corporate content)**</li> </ol> <p><b>FlySmart:</b></p> <ol style="list-style-type: none"> <li>6. TikTok (Consumer-related content)*</li> <li>7. Twitter (Consumer-related content)*</li> </ol>

- **\*Consumer-related content** = Content to educate air travellers on their air travel rights
- **\*\*Corporate content** = Content on MAVCOM’s roles and initiatives intended for MAVCOM’s stakeholder consumption

The objectives of the social media platforms for the corporate brand and consumer brand can be found below: -

**Objectives by brand:**

- **The objectives to be achieved by the MAVCOM brand:**

- To generate greater awareness and education of MAVCOM and its initiatives as Malaysia's economic and commercial regulator for the aviation industry, positioning the brand as a thought leader in the industry
  - To further educate consumers and stakeholders on important topics and issues that impact the aviation industry such as passenger traffic outlook, competition within the aviation industry, flight ticket pricing and more
  - To cultivate an active and engaging online community comprising stakeholders that understands the role of the Commission and the aviation industry. This includes aviation industry professionals, government agencies, other regulatory bodies, local and international aviation bodies, financial and economic analysts, etc.
  - To rebut, refute and manage false information or allegations online made about MAVCOM swiftly and effectively
- **The objectives to be achieved by the FlySmart brand:**
    - To generate greater awareness and further educate consumers and potential travellers on their air travel rights, as well as to encourage them to escalate their complaints with the Commission, if they did not receive a satisfactory resolution from the airline or airport
    - To cultivate an active online community comprising travellers that would be able to advocate and share information on air travel rights
    - To rebut, refute and manage false information or allegations online made about MAVCOM's consumer-related matters swiftly and effectively

In terms of tonality, there should be a clear demarcation of MAVCOM as a regulatory body and FlySmart as its consumer sub-brand.

### **Plans for the Management of MAVCOM and FlySmart's Social Media Channels**

MAVCOM is in search of a credible and reputable social media agency that would be able to **develop and manage** new social media channels for MAVCOM as well as current and new social media channels for FlySmart. More information is outlined in the scope and deliverables outlined in this Request for Proposal (RFP).

### **3. SCOPE AND DELIVERABLES**

The interested agencies will be expected to deliver and execute specific details for both the MAVCOM and FlySmart brands as outlined below:

#### **MAVCOM:**

1. Creation of official social media platforms in this order:
  - LinkedIn by Q1 2023
  - Facebook, Instagram, and Twitter (to be decided thereafter)

*(Rationale: MAVCOM's presence will first be made available on Telegram and LinkedIn as the Commission is currently present on Facebook and Instagram via its consumer sub-brand FlySmart)*
2. Management of MAVCOM's official Telegram page (to be launched in Q1 2023)
3. Recommend and develop a social media strategy for MAVCOM to determine the appropriate tonality as a regulator as well as to determine the demography, sociography, and psychography of the target audiences. The strategy should include greater awareness and understanding of MAVCOM's role and initiatives, pertaining to but not limited to:
  - Aviation industry development initiatives and updates
  - Economic data and reports
  - Competition-related work
  - Public service obligation with Rural Air Services
  - Consumer protection initiatives
  - Commission and employee accomplishments

4. Content development with the creation of monthly social media calendars for each platform with possible campaign concepts
5. To develop a social media enquiry framework to manage all social responses in all platforms. All social responses and posts shall be made within 24 hours
6. Provide strategic media planning/digital buys as well as ad-buy services
7. Social media analytics report on a daily, weekly, and monthly basis
8. Monitor and report to MAVCOM on the effectiveness of initiatives proposed in items (2), (3), (4), and (5) on a monthly basis.

**FlySmart:**

1. Creation of FlySmart's official TikTok by Q1 2023 and Twitter (to be decided thereafter)
2. Management of FlySmart's official Facebook and Instagram pages (current)
3. Curation of an appropriate social media strategy for FlySmart inclusive of community management efforts and plans to reach the Commission's target audience which enables:
  - Effective education and awareness of passenger travel rights in Malaysia
  - Awareness of the existence of MAVCOM through FlySmart as an advocate for aviation consumer protection in Malaysia
4. Content development with the creation of monthly social media calendars for each platform with possible campaign concepts
5. To develop a social media enquiry framework to manage all social responses in all platforms. All social responses and posts shall be made within 24 hours
6. Provide strategic media planning/digital buys as well as ad-buy services
7. Social media analytics report on a daily, weekly, and monthly basis
8. Monitor and report to MAVCOM on the effectiveness of initiatives proposed in items (2), (3), (4), and (5) on a monthly basis.

The interested agencies are also required to assist the Commission in obtaining a "verified" status for each social media platform. It would also be of added value if the interested agencies are able to develop a social media guideline for MAVCOM.

**4. CONTENT OF PROPOSAL**

Interested agencies must submit a proposal that includes:

- i) A comprehensive and detailed description of the proposed methodology, approach, critical activities, resources required, and deliverables for the scope of work as laid out above.
- ii) The agency's corporate information including relevant track record (particularly awareness campaigns of the same nature)
- iii) Provide the structure of the team, skills, and qualifications as well as examples of past work executed
- iv) Financials in Ringgit Malaysia comprising of the fees for the professional service including the breakdown amount for all services to be provided by the agency

## 5. ASSESSMENT

The proposals will be evaluated based on, but not limited to, the following criteria:

- The track record and market presence of the interested agency
- Proposed methodology and approach, including creative and innovative ideas proposed
- Understanding of MAVCOM's role as an economic and commercial regulator as well as FlySmart role in the education and advocacy of consumer protection – Interested agencies are expected to go through the:
  - i) MAVCOM [website](#), including the [Malaysian Aviation Commission Act 2015 \[Act 771\]](#), [Malaysian Aviation Consumer Protection Code 2016](#) and the [Malaysian Aviation Consumer Protection \(Amendment\) Code 2019](#)
  - ii) [FlySmart website](#)
  - iii) [FlySmart Facebook page](#)
  - iv) [FlySmart Instagram Page](#)
- Team composition and relevant credentials
- Pricing assessment - the proposed ideas and costing should be reasonable bearing in mind MAVCOM's role as a regulator.

Shortlisted agencies may be invited to present their proposal to MAVCOM.

## 6. TIMELINE AND ADMINISTRATION

### ***Submission***

The proposal must be submitted in softcopy (PDF and PowerPoint format) to [procurement@mavcom.my](mailto:procurement@mavcom.my) by **12pm, 9 January 2023**.

### ***Costs incurred***

MAVCOM shall not be responsible for, nor pay for any expenses or losses that may be incurred by the interested agencies in the preparation of the proposal for the purpose of the evaluation.

### ***Rejection of proposal***

The RFP does not commit MAVCOM to engage any potential agency, pay any costs incurred in the preparation of a proposal in response to this RFP or procure or contract for services.

MAVCOM intends to engage the selected agency based on the best interest and advantage to MAVCOM. We reserve the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with any potential vendor or to cancel this RFP in part or in its entirety, if it is in the interest of MAVCOM to do so.

### ***Ownership of the RFP***

All proposals submitted shall become the property of MAVCOM and will not be returned. MAVCOM may copy, extract, or otherwise use all or any part of the proposal for the purpose of conducting the evaluation process subject to the confidentiality terms set out by MAVCOM.

MAVCOM in its absolute discretion and without liability may decide at any time to amend the RFP, invite other agencies or any one or more agencies to amend their responses, extend the deadline for submission of responses or terminate the RFP process.

## **7. CONFIDENTIALITY**

All information concerning this RFP including any materials issued, must be held in the strictest of confidence and must not be disclosed to any third party, other than is strictly necessary for the purpose of submitting your response. You must also ensure that a similar obligation is placed upon any third party to which you may need to disclose any of the documentation for the purpose of the response. This obligation will also extend to any subsequent contract in which MAVCOM may enter. MAVCOM will respect the confidentiality of all responses.

CONFIDENTIAL