MINISTRY OF HUMAN RESOURCES

TalentCorp

Request for Proposal

Project Name:
Provision of Digital Marketing Services for MyHeart Portal

Reference No.: TC(RFP)100/26-5/1(20)

Talent Corporation Malaysia Berhad

Talent Corporation Malaysia Berhad 919577-H
Level 5, Surian Tower, Mutiara Damansara, 47810 Petaling Jaya, Selangor Darul Ehsan
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1. Introduction

Talent Corporation Malaysia Berhad ("TalentCorp") is soliciting proposals for the procurement of the products described in this Request for Proposal ("RFP"), and, to the extent specified in this RFP, of the services related to its procurement of the products, all in accordance with the requirements, terms and conditions set forth herein.

1.1 Objectives

The objective of this RFP is for the Vendor to provide TalentCorp with services related to digital marketing, creative consultancy and search engine optimisation for the MyHeart Portal (https://myheart.my).

The primary objective of this is to drive registration of Malaysians abroad on MyHeart and improve the stickiness of portal visitors through social media campaigns executed over a period of ten (10) months, from January 2027 to October 2027, with the aim to:

a) plan and implement strategies to drive registration of Malaysians abroad on MyHeart;

b) continue building awareness of MyHeart among Malaysians abroad through social content and advertisements;

c) generate quality leads for MyHeart registration;

d) increase the stickiness of portal visitors, getting them to return and utilise portal offerings;

e) create a strategy that is balanced in promoting each MyHeart initiative; and

f) create and execute social media campaigns over a period of ten (10) months, from January 2027 to October 2027.

1.2 Background

MyHeart is a one-stop portal designed for Malaysians abroad to connect, collaborate and co-create with Malaysian communities worldwide. MyHeart went live on 31 March 2023 and, as of October 2026, has over 35,000 registered users from 150 countries.

MyHeart members can benefit from:

a) bespoke facilitation to return to Malaysia through the Returning Expert Programme (REP);

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b) impactful collaboration projects with TalentCorp, fellow Malaysians abroad and companies in Malaysia to contribute their expertise to the nation;

c) support for student leaders who are part of a Malaysian Student Association (MSA) abroad through MyHeart's Young Global Leader (YGL) Programme;

d) connecting and building an international network with Malaysians globally through MyHeart's Network & Connect;

e) inspiring stories of fellow Malaysians abroad and REP returnees;

f) news in Malaysia through the platform and monthly newsletters; and

g) exclusive deals from Malaysian businesses as part of MyHeart's Member Benefits.

MyHeart's initiatives and their respective target age groups are as follows:

INITIATIVE	AGE GROUP
Returning Expert Programme (REP)	35 – 55
Young Global Leader (YGL) Programme	18 – 23
Network & Connect	18 – 55
Collaboration	18 – 55
Salam Dari Malaysia (SDM) Outreach	18 – 55

Target Audience: Malaysians abroad (professionals, entrepreneurs and students) worldwide, with focus on Singapore, Australia, United States, United Kingdom, Canada, United Arab Emirates, China, Indonesia, Qatar and Taiwan.

Campaign Goals: 30,000 monthly portal visitors and 6,000 registered users over the ten (10) month campaign period.

1.3 Scope of Proposal

The proposal from the Vendor should include, at minimum, the following requirements:

1.3.1 Company Background

- Company profiles and its core area(s)
- Organization structure
- Agency credentials, track record and certification
- Brief portfolio of past and present campaigns related to the project
- List of references

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1.3.2 Technical Proposal

- Clearly defined understanding of the brief and proposed campaign strategy
- Clearly defined project team involvements
- Clearly defined implementation timeline and content calendar

REQUIRED COMPONENT	DESCRIPTION
Understanding of Brief	Vendor's understanding of MyHeart, its initiatives, target audience and campaign objectives
Digital Marketing Strategy	Proposed strategy to drive registration, quality leads and portal stickiness, balanced across all MyHeart initiatives
Audience Targeting	Approach to targeting the different age groups (professionals and students) and the focus countries
Creative Concept	Proposed creative direction, sample visual designs and copywriting, including the storytelling approach for Malaysians abroad
Content Plan and Calendar	Proposed ten (10) month content calendar covering monthly posts, REP long-form articles, thematic campaigns and festive videos
Paid Media Plan	Proposed approach, targeting and allocation for Google Ads and Meta advertising
SEO, AEO and GEO Approach	Proposed SEO strategy and the audit methodology for AEO and GEO
Performance Measurement	Proposed KPIs, tracking and reporting approach against the campaign goals
Project Team	Team structure, roles, responsibilities, CVs and relevant experience
Portfolio	Past and present campaigns related to the project, where available

1.3.3 Costing Proposal

The Financial Proposal shall clearly state the quotation for end-to-end digital marketing services, itemised by service and deliverable, applicable taxes, discounts, the proposed payment arrangement and the quotation validity period. Advertising (media) spends, where applicable, shall be stated separately from agency fees.

- Clearly defined costs and expenses for all components, including all discounts and related additional costs
- Clearly defined production costs, including festive video production

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- Clearly defined validity of quotation (e.g: 6 months) from the date of the letter of acceptance as agreed in the quotation document

1.3.4 Supporting Information

- Profiles and background (including CV, employment background)
- Agency credentials and brief portfolio

1.4 Deliverables

	DELIVERABLE	DETAILS
1.	Social Media Posts	Eight (8) posts per month consisting of a mix of carousels and reels, across Instagram, Facebook, X, LinkedIn and TikTok
2.	REP Long-Form Articles	Eight (8) Returning Expert Programme (REP) long-form articles per year
3.	Thematic Campaigns	Thematic campaign content for festive and national occasions such as Hari Raya, Merdeka and Chinese New Year
4.	Festive Video Production	Festive videos for social media for Chinese New Year, Hari Raya Aidilfitri and Merdeka
5.	Digital Advertising Artwork	Memorable, localised and impactful artwork and ad copy for Google Ads and Meta
6.	SEO Strategy and Implementation	SEO strategy and implementation to improve MyHeart's search visibility
7.	AEO and GEO Audit Report	Thorough audit of MyHeart's AEO and GEO, with recommendations for improvement

1.5 Scope of Services

The appointed Vendor for the project is responsible for the deliverables below:

NO.	SCOPE OF WORK	DETAILS
1.	**Digital Marketing**	The Vendor shall: a. strategise, conceptualise, manage and execute digital marketing campaigns on social media platforms, including Instagram, Facebook, X, LinkedIn and TikTok; b. produce content in various formats, including carousels, static posts, videos and articles;

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		c. include thematic campaigns such as Hari Raya, Merdeka, Chinese New Year and other relevant occasions; and d. propose memorable, localised and impactful artwork for digital advertising on Google Ads and Meta.
2.	**Creative Consultancy**	The Vendor shall: a. conceptualise and propose creative visual designs for social media content, including copywriting; and b. propose creative copy and content for ad campaigns.
3.	**Search Engine Optimisation (SEO), Answer Engine Optimisation (AEO) and Generative Engine Optimisation (GEO)**	The Vendor shall: a. strategise and implement SEO strategies to improve MyHeart's SEO and visibility; and b. conduct a thorough audit of MyHeart's AEO and GEO, providing recommendations for improvement.
4.	**Content Direction**	All content produced shall: a. focus on compelling storytelling of Malaysians abroad; and b. be clear in targeting the different age groups (professionals and students), in line with the target age group of each MyHeart initiative.

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1.6 Project Timeline

The campaign shall run for a period of ten (10) months, from January 2027 to October 2027, in accordance with the indicative schedule below.

PHASE	ACTIVITY	TIMELINE
1	**Project Commencement** Notification to selected vendor	7 December 2026
	Project kick-off	7 January 2027
2	**Campaign Execution** Social media posts (8 per month) REP long-form articles Digital advertising on Google Ads and Meta SEO implementation, and AEO and GEO audit	January 2027 – October 2027
3	**Festive Campaigns** Chinese New Year Hari Raya Aidilfitri Merdeka	February, March and August 2027

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2. Instructions to Vendor

2.1 General

a) The section below provides instructions to Vendor with reference to the Request for Proposal ("RFP").
b) Vendors should carefully read the instructions contained herein and submit a complete response to all requirements and instructions as directed.

2.2 RFP Governance

Submission of Proposal

a) Vendor shall submit of its response to this RFP ("Proposal") in accordance with Section 3.3 below.
b) Vendor's proposal must be received by TalentCorp on **20th November (Friday) before 4:00PM** (Submittal Date) at the address mentioned in Section 3.3 below.

Property of Proposal

a) Vendor's Proposal or any part thereof will become the property of TalentCorp and will not be returned to the Vendor.
b) TalentCorp may use the information contained in the Proposal, append the entire Proposal or any part thereof to any subsequent contract with the Vendor and may copy the documents for such purposes, unless relating to any intellectual property rights of the Vendor. Ownership of intellectual property rights in the information contained in the Proposal remains vested in the Vendor.

Accuracy of Proposal

a) The Vendor undertakes and declares that the information and statements provided in its Proposal are complete, true and correct in every detail at the material time.
b) The Vendor represents that its Proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead TalentCorp as to any material fact.

Costs

a) Vendor shall be responsible for all costs incurred in preparing, responding to and participating in this RFP including any travel expenses, diligence activities and preparation of its Proposal.
b) This RFP does not commit TalentCorp to award contract, to engage in negotiations, nor to pay any costs incurred by Vendor, hence no reimbursable cost may be incurred in anticipation of an award.

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Modification and Termination of RFP

a) TalentCorp, in its absolute discretion and without liability for any loss or damage suffered by the Vendor, at any time, reserves the rights to:
   - amend the RFP in any ways including waiving any formalities or technical inconsistencies and delete any requirement or specification by giving written notice of such amendments to the Vendor and subsequently invite other Vendors or any one or more Vendors to amend their proposals;
   - extend the Submittal Date of this RFP;
   - suspend the RFP process;
   - terminate the RFP process; or
   - issue a new RFP for the same project that would supersede and replace this RFP.

b) TalentCorp is under no obligation to explain the reasons for its decision(s) and may call for response to such or similar services at any time in future.

c) No oral conversations or agreements with any personnel of TalentCorp shall affect or modify any terms of this RFP or be considered as binding by TalentCorp.

Modification and Withdrawal of Proposal

a) Representation made by the Vendor within its proposal will be binding and on Vendor and shall be valid for a period of 120 days following the Submittal Date. TalentCorp shall not be bound to act by any previous communication or response submitted by Vendor other than Vendor's proposal.

b) The proposal may not be modified, withdrawn or cancelled for 120 days following the submittal date unless agreed by TalentCorp.

Contacts by Vendor

a) Direct meetings, discussions and/or communications between Vendor and any personnel of TalentCorp, pertaining to the commercial aspects of this RFP process prior to the submission of the Proposal are strictly prohibited.

b) Vendors and/or their representatives shall not attempt to unduly influence the outcome of the RFP process.

c) All contacts by Vendor related to this RFP or its Proposal must be directed in writing exclusively to the named party in TalentCorp as mentioned in Section 3.2 below. Clarification on technical matters will be carried out in a fair and supervised manner with the consent of the TalentCorp's Management. Telephonic inquiries will not be accepted.

d) TalentCorp will assist the Vendor whenever and wherever possible in determining local conditions and clarification of this RFP.

Enquiries and Clarifications by TalentCorp

a) TalentCorp reserves the right to seek clarification of any information contained in the Vendor's Proposal from Vendor or any 3rd party.

b) TalentCorp may at its sole discretion conduct discreet enquiries to any 3rd parties verify the accuracy and authenticity of statements made and information provided in the Proposal.

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Disqualification of Proposal

a) TalentCorp reserves the right to disqualify any Vendor from any further proceedings if:
   - Vendor's proposal is received after the Submittal Date;
   - Vendor's proposal is construed as a non-conforming proposal due to non-compliance with the requirements and instructions of this RFP;
   - Vendor's proposal limits or modify any of the terms and conditions or specifications of this RFP;
   - any information or statements contained in Vendor's proposal be subsequently found to be inaccurate or untrue; or
   - Vendor has committed any material breach of the terms and conditions of this RFP.

b) Under no circumstances is TalentCorp is bound or obligated to provide or communicate the reasons for any disqualification.

Proposal Evaluation

a) TalentCorp has unfettered and sole discretion in its conduct of the assessment process and in making any decisions pertaining to this RFP process.

b) TalentCorp at its sole discretion may reject or accept any one or more proposals or any part thereof without assigning any reason thereto and may waive any irregularities and informalities in the RFP evaluation process.

Contracts Award

a) Notwithstanding any statement to the contrary, no information contained in this RFP constitutes nor is intended to constitute an offer, inducement, promise, guarantee, warranty or contract of any kind.

b) Vendor's participation in this RFP process may result in further discussion and negotiation with TalentCorp. The commencement of such discussion or negotiation does not signify a commitment by TalentCorp to award the contract to the Vendor and TalentCorp reserves the right to terminate the discussion or negotiation at any time without assigning reason thereto.

c) The award, if made, shall be made by giving written notice to the successful Vendor.

d) TalentCorp is not bound to award a contract in whole or in part to any one Vendor after this RFP.

e) TalentCorp reserves the right to divide the scope of work within the RFP into portions which can be awarded to several successful Vendors, as it deems fit.

Confidentiality

a) All information concerning this RFP, including any materials issued, must be held in the strictest of confidence and must not be shown to any third party, other than information that is strictly necessary for the purpose of sending the proposal.

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b) Vendor shall ensure similar obligation is placed upon any 3rd party to which the Vendor may need to show any of the information and/or documentation of RFP for the purpose of the Proposal.

Waiver and Indemnity

a) Vendor shall indemnify TalentCorp for costs incurred by TalentCorp associated with any challenge to the non-disclosure of proprietary information and for any damage incurred by Vendor should TalentCorp have to judicial action to show proprietary information.
b) The Vendor waives any rights, which it may have now, or in the future, to take any legal proceedings against TalentCorp in relation to this RFP and/or the RFP process or any other documents or information provided by TalentCorp.

2.3 Acceptance of Terms

By sending this Proposal to TalentCorp, the Vendor:

a) acknowledges that it has carefully read all sections in this RFP, including all forms, schedules and shows of this RFP and is fully cognizance of all existing conditions.
b) accepts all the terms and conditions in this RFP; and
c) certifies that the undersigned is its authorised representative and is empowered to bind the Vendor to the terms of this RFP and Proposal.

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3. GENERAL INSTRUCTIONS TO VENDOR

3.1 Key Activities Dates

The key dates for this proposal are as follow:

No	Details	Start date	End date
1	Release of RFP document	6/11/2026	-
2	Clarification window for vendors	10/11/2026	18/11/2026
3	Proposal submission to TalentCorp	-	20/11/2026
4	Evaluation, shortlisting and presentation to Procurement Committee	23/11/2026	28/11/2026
5	Notification to selected vendor	07/12/2026	-
6	Project Kick-off	07/01/2027	-
7	Campaign period	07/01/2027	31/10/2027

3.2 Clarifications

All enquiries regarding to the proposal must be submitted to the relevant parties in TalentCorp via email. All clarifications are to be addressed to:

Ms Hajar Zulkifli: hajar.zulkifli@talentcorp.com.my
Ms Milee Zolkeflee: milee.zolkeflee@talentcorp.com.my

Cc: procurement.committee@talentcorp.com.my

3.3 Submission of Proposal

To submit your proposal/ quotation by **20th November (Friday) before 4:00PM** via email addressed below:

Brand Marketing: brandmarketing@talentcorp.com.my

Cc: procurement.committee@talentcorp.com.my

Any proposal received after the date and time stated in the Section 3.1 Key Activities Date, shall not be included for further consideration.

In accordance with TalentCorp's procurement process, shortlisted vendors will be invited to present their proposals at a session of the TalentCorp Procurement Committee.

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3.4 Evaluation Process

The proposals will be evaluated based on the following criteria :

a) Company Assessment based on the agency credentials, financial viability, market presence and portfolio of past and present campaigns related to the project.
b) Services Assessment based on the proposed digital marketing strategy, creative concept, content plan, and SEO, AEO and GEO approach.
c) Project Team Assessment based on the resumes proposed by the Vendor and the feedback from the TalentCorp Evaluation Panel on the level of synergy between the proposed team and the panel members.
d) Pricing Assessment based on the quotation for end-to-end digital marketing services and the proposed payment arrangement.

3.5 Post-Evaluation Process

The successful Vendor shall enter into a formal contract with TalentCorp, incorporating all agreed terms and conditions and obligations undertaken by the Vendor, as contained in the response to this RFP. Therefore contents of this RFP and the corresponding responses are an integral part of the formal contract that shall be entered into between TalentCorp and the successful Vendor. The award of the contract shall be subject to such additional terms and conditions as may be agreed upon between TalentCorp and the successful Vendor/s in addition to the terms and conditions specified in this RFP.

Upon being informed of award of the contract through a service agreement, TalentCorp shall submit a draft contract incorporating all the agreed terms and conditions and other documents including plans and specifications, as necessary. TalentCorp reserves the right to withdraw the award and award the contract to another Vendor.

At this stage, TalentCorp may exercise its right to engage the Vendor in further negotiations to reach mutually acceptable financial terms.

The draft contract will also be subjected to a legal due diligence by TalentCorp legal counsel or designate.

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4. TECHNICAL REQUIREMENTS

The Technical Requirements encompasses the functional, non-functional, implementation and operational requirements of the RFP.

4.1 Proposed Schedule

Vendor is required to provide a proposed schedule and content calendar for the ten (10) month campaign period from January 2027 to October 2027, based on the milestones in Section 1.6.

4.2 Proposed Organisation Chart

Vendor is required to propose the Organisation chart of the team responsible for executing the project.

4.3 Resume of Key Personnel

The Vendor is required to provide detailed resume of key personnel who will be involved in the project. The resumes must include the details of the personnel's experience, roles and responsibilities in projects of similar type.

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5. COMMERCIAL REQUIREMENTS

Vendors are requested to understand the following Commercial Requirements of the RFP. Vendors are advised to provide detailed pricing information to allow TalentCorp to conduct comprehensive evaluation.

5.1 Pricing Proposal

The pricing proposal shall include but not be limited to:

- Agency/professional fees for end-to-end digital marketing services
- Content production costs (social media posts, REP long-form articles and festive video production)
- Creative consultancy costs (visual design and copywriting)
- SEO implementation and AEO/GEO audit costs
- Advertising (media) spend for Google Ads and Meta, stated separately from agency fees (if applicable)
- Pricing Structure/Schedule of Charges
- Payment Arrangement Proposal
- Taxation (if any)
- Inclusions and exclusions
- Summary of Costs and Offerings
- Terms and Conditions

Each cost element must be accompanied with sufficient details so as to facilitate full and fair analysis.

The Vendor is required to clearly separate one-time and recurring costs or charges. All recurring costs or charges must be accompanied with attached condition e.g. monthly, per post, per article, per video, etc.

5.2 Validity Period of Pricing

All pricing submitted with this RFP shall be binding and shall be valid for a period of not less than 120 days from date of submission. Vendors may not amend any pricing once submitted. Vendors are advised to submit their best price.

TalentCorp reserves the right to exercise the option to engage the Vendor in negotiations to reach mutually acceptable financial terms.

5.3 Man-day Rates Schedule

During the implementation of the Contract, TalentCorp may require from the Vendor additional services that is deemed beyond the scope of this Contract. For the additional services, agreed man-day rates shall be used. The Vendor is required to provide the man-day rates for services applicable for the RFP.

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