



Request for Proposal

Digital Agency

For Royal Brunei Airlines (RB)

Introduction

Royal Brunei Airlines Sdn Bhd (RB) is the national flag carrier of Brunei Darussalam. As a world-class boutique airline, RB operates a fleet of 12 aircrafts serving 23 destinations across Southeast Asia, Northeast Asia, the Middle East, the United Kingdom, and Australia.

With nearly a third of total revenue now attributed to our online channels, RB is keenly aware of the growing importance of digital platforms in shaping future business success. This RFP reflects our ambition to collaborate with a forward-thinking digital agency that can help us elevate customer experiences and accelerate our digital journey.

This RFP invites proposals from experienced agencies capable of providing services in two key areas:

1. Digital Marketing: To strengthen RB's brand presence, engagement, and conversion across digital platforms.
2. Website and Systems Management: To support the continuous enhancement, optimisation, and maintenance of RB's digital platforms (www.flyrb.com and www.flyrb.cn) and customer interfaces.

The appointed agency will serve as RB's strategic partner in supporting its digital transformation journey and ensuring the airline continues to deliver a seamless and world-class experience online.

Digital Growth Objectives

Royal Brunei Airlines aims to achieve the following key objectives:

- Increase online bookings and incremental revenue through digital channels
- Enhance the customer booking experience
- Increase qualified website traffic and audience engagement
- Improve conversion rates across digital touchpoints
- Strengthening brand awareness in foreign markets
- Improve personalisation and relevance in customer communications

Current Challenges

Despite achieving significant progress in digital sales, RB continues to face several challenges that require strategic support:

- Limited brand awareness in key foreign markets
- Insufficient volume of qualified website traffic
- Gaps in converting leads and visitors into revenue
- Messaging that does not always resonate with diverse audience segments or local markets

Proposal Overview

This RFP aims to identify a strategic digital partner to collaborate with RB's Integrated Marketing as well as Analytics and Optimisation team in delivering data-driven, creative, and impactful digital initiatives over a **three (3) year contract period**.

The selected agency will play a key role in supporting the airline's digital marketing campaigns, content creation, platform enhancements, and audience engagement strategies, with the goal of elevating RB's online visibility and conversion performance.

Scope of Work

The engagement will cover two key areas, **Digital Marketing** and **Website and Systems Management**.

Agencies may submit proposal for one or both areas, depending on their expertise.

Area 1: Digital Marketing

1. Paid Media

- Plan and execute digital campaigns across Google, Meta, and other platforms for all year-round campaigns and ad hoc campaigns.
- Provide recommendations on which platforms to use for different market targets and/or campaign and audience segments.
- Leverage AI-driven tools and technologies for audience targeting, bid optimisation, and performance forecasting.
- Manage media budgets to maximise return on ad spend and campaign effectiveness.
- Deliver campaign performance reports and insights with optimisation recommendations.

2. Email Marketing

- Develop and execute email campaigns aligned with RB's marketing calendar and objectives.
- Support automation and audience segmentation for targeted communications.
- Setup and design email templates
- Schedule, deploy, and monitor campaigns including weekends (Saturday/Sunday) as needed for time-sensitive promotions or campaigns.
- Monitor campaign performance on dashboard and continuously suggest ways to improve open and conversion rates.

3. CRM (Customer Relationship Management)

- Manage and execute email campaign activations, including automation and segmentation.
- Conduct A/B testing on marketing emails to optimise subject lines, visuals, content, and delivery timing for improved engagement.
- Track and analyse key email performance metrics such as open rate, click-through rate, bounce rate, unsubscribe rate, and conversion rate.
- Monitor and measure overall campaign performance, providing reports with insights and recommendations for continuous improvement.
- Manage, maintain, and enhance the CRM tool and platform to ensure seamless contact synchronisation across systems, reliable email delivery infrastructure,

secure cloud hosting with regular backups, and full integration with RB's digital ecosystem.

- Ensure data quality and compliance with privacy regulations such as GDPR, PDPA, and other relevant frameworks.
- Conduct keyword research and regular SEO audits to identify new opportunities, monitor performance, and ensure the website stays optimised for changing search trends.
- Optimise website structure, content, and metadata to improve visibility, user experience, and compliance with SEO best practices.
- Use AI-powered tools and insights to enhance keyword targeting, content optimisation, and tracking of search trends affected by AI-driven search engines.
- Develop and maintain a content strategy that supports both traditional search and new AI-based search experiences (e.g., Google's Search Generative Experience, Bing Copilot).
- Monitor and report keyword rankings, organic traffic, and user engagement, providing actionable recommendations for continuous improvement.
- Apply structured data and schema markup to improve visibility in AI search results, featured snippets, and other rich search displays.
- Provide quarterly SEO performance reports with recommendations, including updates on how AI and new technologies may impact RB's search visibility.

4. ASO (App Store Optimisation)

- Conduct keyword research and competitive analysis to identify the best keywords and trends for RB's app listings on Apple App Store and Google Play Store.
- Optimise app titles, descriptions, screenshots, and visuals to improve visibility and conversion rates in app stores.
- Use AI tools and insights to analyse user reviews, predict trending keywords, and refine creative assets for better app discoverability.
- Monitor and report app ranking performance, downloads, and user feedback, providing regular recommendations to improve visibility and engagement.
- Test and update app store assets (e.g., icons, visuals, messaging) to enhance click-through and install rates.
- Collaborate with SEO and Paid Media teams to ensure consistent messaging and maximise organic and paid performance across digital touchpoints.
- Provide quarterly ASO performance reports highlighting results, key insights, and actions to adapt to new app store algorithms and AI-driven discovery features.

Area 2: Website and Systems Management

1. Technical (Website)

- Host RB's web server
- Develop and implement RB's website from the ground up, ensuring a secure and scalable digital platform
- Third-parties integration; UI/UX design and development, API setup, data flow design and mapping, testing and validation and ongoing support; That includes integrating the website seamlessly with RB's booking system (HITIT Crane Internet Booking Engine) and other RB digital services to ensure a cohesive user experience
- Manage website updates, maintenance, and enhancements to ensure stability, speed, and accessibility

- Provide and manage a Content Management System (CMS) that allows RB's internal team to efficiently update and manage website content
- Support UX/UI improvements to enhance user experience and booking flow
- Develop and manage campaign landing pages or microsites
- Ensure compliance with data security, privacy, and accessibility standards. Access control to enforce strong password and 2FA for admin accounts.
- Support different languages such as Korean, Japanese, Traditional Chinese, Simplified Chinese etc.
- Develop a dark site to be activated during airline crisis, emergency or exercise.
- Monitor website uptime and downtime. Automated alert/notification enabled.
- Provide 24/7 technical support and to address issues promptly
- Documentation requirements; Server/hosting/database specs and setup, CMS technical documentation and user guide, API documentation used
- Monthly server and web application security/malware scan and report

2. Analytics

- Implement and manage analytics tools for digital platforms (e.g., Google Analytics 4, Google Tag Manager)
- Monitor digital platforms performance, conversion funnels, and customer behavior
- Leverage data from analytics tool to improve conversion. (e.g. predictive audience)
- Design and provide dashboard for daily monitoring and campaign performance.
- Provide monthly reports and actionable insights for continuous optimisation.

Deliverables

- Paid media plan, campaign reports, platform recommendations, budget & ROI reports. Agencies may simulate around a budget of BND/SGD 500,000 (inclusive of commissions)
- Email templates, campaign calendar, automation workflows, deployed campaigns (including weekends), performance dashboards
- Segmented customer lists in CRM, automated workflows, engagement insights, compliance reports
- Keyword insights, website optimisations, and performance reports to improve and maintain RB's search visibility
- Optimised app store listings, keyword updates, and performance reports to enhance app visibility and downloads in app stores
- Website hosting, updates, maintenance logs, landing pages/microsites, UX/UI improvements, third-party integrations, 24/7 support, dark site activation, multilingual support, website performance reports
- Analytics implementation, monthly reports, dashboards, actionable insight

Project Timeline

Milestone	Date
Request for Proposal Issuance	21 November 2025
Deadline for Questions	10 December 2025
Proposal Submission Deadline	12 December 2025
Online Agency Presentation	Week of 05 January 2026
Appointment Announcement	1 June 2026
Contract Commencement	1 August 2026

Proposal Requirements

Agencies are requested to include the following in their submission:

1. Administration Proposal
 - Company profile, organisation structure, company business license, Financial Statement (Audited) for 2 years latest, office information, employees, experience, list of clients and list of awards (if any), and other document related to the company administration
 - Overview of experience in airline, travel, or tourism sectors
 - Portfolio of similar digital campaigns or technical projects
2. Solution Proposal
 - Proposed approach and methodology for each service area
3. Commercial Proposal
 - Cost proposal including proposed agency commission for paid media and agency fees. This should be submitted in excel format

Please append the following:

- a. Draft Agency Agreement
- b. Draft Service Level Agreement (SLA): This should include the following: detailed service level target including penalties, mutual responsibilities, procedure for handling issues, 24 hours per day helpdesk and point of escalation.

Submission Details

All proposals must be submitted by **12 December 2025, at 15:00 hours local Brunei Time** to:

Email: Tender@rba.com.bn

Subject: RB/PM/89/25 RFP - Digital Agency

All queries should be made in writing via email to:

Email: Procurement@rba.com.bn

Subject: RB/PM/89/25 RFP Enquiry - Digital Agency

Confidentiality

This RFP contains information that is proprietary and strictly confidential to RB and must be treated as such.

No part of this RFP may be reproduced, in whole or in part, unless specifically required for internal use in responding to this RFP. Any other disclosure or distribution without the consent of RB is strictly prohibited.

This RFP is not an offer to contract but represents a definition of our minimum requirements. Your preparation and submission of a response do not commit RB to award the business to you even if all our requirements are met.

RB reserves the right to modify its requirements as necessary to seek additional information. RB reserves the right to accept or reject any responses to this RFP and to enter into discussions/negotiations with more than one vendor at the same time should such actions be in the best interest of RB.