



Sri Lanka Insurance Corporation General Ltd

Invitation for Marketing Communication Agency to Submit Expressions of Interest

Sri Lanka Insurance Corporation General Limited, The largest and state owned General Insurer in the country wishes to conduct an agency pitch to select marketing communication agencies to execute marketing communication strategies and media operations of the company. Sri Lanka Insurance Corporation General Ltd invites marketing communications agencies to submit their expressions of interest for following marketing communication streams.

Creative Agency - Minimum Eligibility Criteria

1. Minimum 10 years of experience in ATL advertising and integrated communications.
2. Proven experience managing 5 large-scale and 5 medium-scale clients.
3. Expertise in executing TV, radio, print, OOH, cinema, and digital campaigns.
4. Strong client relationship management
5. Well-established in-house creative, media, and account management resources to handle large-scale campaigns.

Digital Agency - Minimum Eligibility Criteria

1. Minimum of 5 years of experience in developing and executing digital marketing campaigns.
2. Proven expertise in search engine marketing (SEM) and search engine optimization (SEO).
3. Strong understanding of social media marketing and advertising.
4. Experience in content marketing strategy and creation.
5. Experience in digital marketing strategy, analytics and reporting.
6. A team of qualified and experienced professionals with expertise relevant to the proposed scope of work.

PR Agency - Minimum Eligibility Criteria

1. Minimum of 5 years of experience in developing and executing PR campaigns.
2. Proven experience in PR activities, media relations, and outreach.
3. Strong writing skills and experience in developing press releases and other communication materials.
4. Experience in crisis communication planning and management.
5. A team of qualified and experienced professionals with expertise relevant to the proposed scope of work.

AOR Agency - Minimum Eligibility Criteria

1. Minimum 10 years of experience in media buying
2. Experience managing at least 5 large corporate/government clients.
3. Proven capability in integrated marketing and advertising campaigns.
4. Dedicated client serving
5. Strong portfolio with successful campaigns and client references.

BTL Agency - Minimum Eligibility Criteria

1. Minimum 10 years of experience in BTL activations, exhibitions, roadshows, and experiential marketing.
2. Proven experience in executing large-scale activation campaigns for reputed corporate clients.
3. Capability to provide end-to-end activation solutions, including concept development, fabrication, branding, logistics, manpower, installation, and event management.
4. Demonstrated ability to manage multiple projects while ensuring quality, timely delivery, and operational excellence.
5. Availability of a qualified project management team and skilled operational staff.
6. Strong portfolio of completed activation projects with client references.
7. Financially stable organization with relevant business registration and statutory compliance

Terms & Conditions

Any agency providing their services presently to any other organisation engaged in the Insurance business in Sri Lanka in that particular agency will not be eligible to submit proposals. Shortlisted agencies will be called in for a common briefing and they will be required to make a full pitch along with the financial proposals.

Sri Lanka Insurance General reserves the right to accept or reject any proposals or any part thereof or reject all the proposals without assigning any reasons.

The completed Expression of Interest with the above-specified information must be forwarded to the address mentioned in the bottom of this advertisement **on or before 11th August 2026 at 01.00pm**.

Envelope should be marked **"Expression of Interest for Selection of Marketing communication Agencies"** and please clearly indicate **"Category"** you are applying for on the top left hand corner. If any agency wishes to apply for multiple categories they should apply separately for each category.

Further information can be obtained from the **Chairman - Procurement Committee, Sri Lanka Insurance Corporation General Ltd, Colombo 02.**

Canvassing in any form will be a disqualification.

Structure & Details Need to be included in the Expression of Interest Documents (Applicable for above 1 - 5 sections)

1. Name and address of the agency
2. Names of the Board of Directors
3. Copy of the business registration
4. Names, Designations and Profile of the management team & the creative teams
5. Name, contact numbers, designations and email addresses of the contact personal whom should be contacted for further communications
6. Company profile and experience overview
7. Names of the top 5 clients currently being handled by the agency
8. Proposed team structure and qualifications
9. References of latest work carried out (Physical or digital formats (Can add the relevant work via a QR code which either directs to downloadable link or respective portfolios.)
10. Audited financial statements of the company for last 3 years.

Chairman - Procurement Committee
Sri Lanka Insurance Corporation General Ltd.
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Colombo 02.
Company Registration Number: PB-5208
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