VYNZO MEDIA / FORMAL PROPOSAL

vynzomedia

AKIJ ECO LIFESTYLE LTD.

Primary Branding and Integrated Marketing Agency Vendor Enlistment Proposal

Date / November 7, 2026

Prepared for management and procurement evaluation; no appointment is implied.

www.vynzo.ca

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Prepared for independent agency evaluation

BUSINESS PROPOSAL FOR PRIMARY BRANDING AND INTEGRATED MARKETING

To: Management, Brand Leadership and Procurement
Akij Eco Lifestyle Ltd.
Akij House, Tejgaon, Dhaka, Bangladesh

Date of Issue: November 7, 2026
Subject: Primary branding and 360 degree integrated marketing vendor evaluation

Dear Akij Eco Lifestyle Management,

Vynzo Media respectfully submits this proposal for consideration as Akij Eco Lifestyle Ltd.'s primary branding and integrated marketing vendor, subject to your established procurement, qualification and approval procedures.

Our proposed role is bigger than delivering isolated social posts, creative assets or advertisements. We seek to help define and steward one distinctive Akij Eco Lifestyle brand system, then coordinate its approved expression across Digital, ATL, BTL, PR, product storytelling, events, trade communication, creative production and corporate communications.

The public company website presents an export and manufacturing oriented range of jute based bags, pouches, travel accessories and home products, with custom requests and an inquiry process. A consumer facing brand expansion can be explored only where product distribution and business priorities are confirmed by Akij.

We propose a research led, evidence conscious approach. Akij would retain full ownership of its brand, strategy approvals, budget decisions, environmental claims, product specifications and all vendor or commercial authorizations. Vynzo would coordinate only the agreed agency scope.

We welcome a leadership discussion and direction on Akij's formal primary vendor enlistment process, agency evaluation requirements and appropriate stakeholders.

Yours sincerely,
Vynzo Media
Business Development and Brand Strategy

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1. Executive Summary

Vynzo proposes one coordinated brand leadership system: a clear market position, approved identity application, compelling creative platform, unified campaign calendar, adaptable content and an accountable operating rhythm. The objective is a recognizable brand presence that can serve relevant consumers and international buyers without sacrificing product accuracy.

The case for a lead agency is qualitative: consistent direction, fewer conflicting briefs, clear creative ownership, coherent standards and one reporting interface. No previous relationship, appointment, exclusive agreement or performance gain is implied.

2. Our Understanding of the Requirement

Akij Eco Lifestyle identifies itself as part of the Akij Group and presents its merchandise as premium natural fiber lifestyle products. Its website lists product categories, public catalogue details and quotation based buyer entry points. The exact relationship with Akij Group’s separately announced EcoStyle identity requires confirmation.

Two growth engines under one master brand

- Brand and consumer demand: Relevant style, use cases, cultural meaning, gifting and premium lifestyle recognition, subject to confirmed retail or online distribution.
- Wholesale, corporate and export demand: Qualified supplier discovery, accurate product information, credible capability presentation, procurement trust and legitimate inquiry development.

Lead agency priorities

- Establish the brand foundation before deciding which advertising channels to scale.
- Protect brand meaning through verified product specifications and responsible environmental communication.
- Coordinate Digital, ATL, BTL, PR, events, trade and production under a consistent approved creative system.
- Connect brand perception with qualified inquiry and attributable marketing activities, where data access permits.

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3. Initial Discovery and Readiness Period

Following an approved appointment or pilot work order, Vynzo would begin with joint discovery and readiness rather than commencing unsupported campaign production. Work stages and timing would be agreed with Akij.

Mobilisation area	Proposed work
Executive and brand workshops	Agree business objectives, market priorities, decision rights, identity governance and success definitions.
Brand relationship and architecture	Confirm the use of Akij Group endorsement, Akij Eco Lifestyle and any relationship to EcoStyle.
Product information readiness	Review real SKUs, materials, dimensions, product variants, available imagery, certifications and claims with Akij.
Digital and channel assessment	Validate the October SEO audit, public catalogue paths, analytics access and authenticated social accounts.
Operating and approval model	Agree owners of approvals, production permissions, brief formats, reporting and authorized vendors.

4. Baseline Audit and Brand Foundation

The supplied October audit recorded a Semrush Site Health snapshot of 77%, with 251 error instances and 486 warning instances within a 100 URL capped crawl. These are third party historical observations, not current Google analytics or unique broken pages. Follow up verification is required.

Direct public checks identified a category routing mismatch and material descriptions requiring correction. The practical first output should be a jointly approved issue register, product truth library, core positioning brief, prioritized brand roadmap and authorized master brand source of truth.

5. Ongoing Brand Review and Priority Cycle

We propose a recurring brand and marketing review that keeps strategic direction connected to actual market response and product operations. The intention is quality and continuity, not a mechanical quantity of marketing assets.

Review stage	Decision question and proposed output
Observe	Which brand stories, products, audiences and buyer routes attracted relevant attention?
Validate	Which observations are measured, which are third party estimates and which remain unverified?
Diagnose	Where did the brand become inconsistent or buyer journeys face uncertainty?
Prioritize	What approved campaign, content, website or trade work would best address the next need?
Activate	Which owner signs off the creative, claims, production and distribution plan?
Learn	What should be retained, refined or paused based on reliable evidence?

6. Operating Model and Proposed Agency Structure

Akij would designate management, brand, product, procurement, export and compliance contacts as appropriate. Vynzo proposes an accountable account lead coordinating brand strategy, creative direction, production, digital and search, ATL and BTL, PR and trade communication within an agreed operating structure.

- A central source of truth for brand assets, legal claims and approved product details.
- An agreed creative quality review gate before publication or production.
- Clear briefing, revision, escalation and reporting practices.
- Approved specialist and third party coordination only where explicitly authorized.

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7. Monthly Deliverables and Production Capacity

The service model is intentionally adaptable. No fixed monthly volume of posts, photographs, films, advertising assets, event executions, personnel or production days is promised by this proposal. Output and production capacity would be determined through mutually approved briefs, priorities, access, timing and commercial scope.

Flexible service area	Illustrative categories of work
Brand strategy and creative direction	Positioning research, campaign platform development, messaging standards, art direction and brand usage guidance.
Content and design	Product editorial, approved social creative, brand stories, visual adaptations, brochures and relevant campaign collateral.
Photography and motion	Product images, real use situations, short form film, brand film concepts and production assets subject to access and permissions.
Digital and search	Website content, SEO corrections, buyer journey improvements, paid campaign planning and analytics foundations.
ATL, BTL and activation	Outdoor and print adaptations, relevant pop ups, business sampling, trade experiences and physical brand communication.
PR and corporate communications	Approved product announcements, trade stories, leadership communication, media material and reputation support.
Trade and buyer enablement	Export lookbooks, procurement oriented product information, B2B content and credible request for quotation routes.
Reporting and stewardship	Brand consistency reviews, campaign evidence, recurring strategy reviews and improvement priorities.

Capacity principle: Every assignment is scoped individually, taking into account product accuracy, stakeholder sign offs, production feasibility, third party resources and the agreed work order. No unlimited access or guaranteed production output is implied.

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8. Search, Communications and Digital Operations

Search, social, product discovery, website content and buyer communication are supporting expressions of a single brand direction. They should not operate as separate identities or disconnected marketing agendas.

Search and product trust

- Reassess technical foundations including sitemap, robots, indexing, canonical paths and category routing using a fresh verified crawl.
- Repair catalog copy and material information with Akij product reviewers before seeking additional buyer traffic.
- Create relevant pages for jute product categories, custom order discovery, corporate gifting and exporter information where verified.

Digital brand and public communication

- Authenticate official social identities before auditing engagement or assuming channel performance.
- Build a social and editorial system combining actual merchandise, design relevance, material education and approved brand stories.
- Use ethical advertising and transparent conversion attribution, with buyer data managed only under authorized privacy and consent policies.

AI and answer engine readiness

Readable product facts, company identity, trustworthy structured content and verifiable authority help users find accurate answers. The historical Semrush AI visibility sample does not establish universal invisibility in AI systems.

Illustrative workflow

Verify the product fact → approve the category story → prepare a search and content destination → adapt the creative → secure approval → measure qualified engagement.

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9. Creative Production and Vendor Coordination

Vynzo seeks to coordinate a master visual language that maintains its identity whether expressed through a product photograph, a corporate launch, a retail display, an outdoor execution or an international buyer lookbook.

Proposed creative and production disciplines

- Original product photography: texture, construction, scale, purpose, form and verified SKU identification.
- Editorial imagery and brand film: authentic settings and approved use cases, clearly distinguishable from concept visualizations.
- Campaign design: one master platform adapted across digital placements, outdoor, print, packaging concepts and event surfaces.
- Trade and sales enablement: product catalogues, buyer specification sheets, sourcing stories and approved factory capability narratives.
- PR and event communication: media materials, launch formats, exhibition narratives and photography under client approval.

Production quality and permission controls

Preproduction should check the exact product, available sample, visual accuracy, material composition, usage permissions, geographic requirements, speaker or participant consents, regulatory claims and client-approved logistics. Akij retains full final approval.

Coordination stage	Primary responsibility
Master brief and strategy	Vynzo proposes; Akij confirms objectives and scope.
Creative development	Vynzo produces concepts; Akij approves product and brand accuracy.
Specialist vendors	Vynzo coordinates only where Akij authorizes supplier engagement.
Publication or production	Akij provides necessary sign off; execution follows approved work order.
Evidence and reporting	Vynzo consolidates outputs, decisions and relevant measurements.

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10. Flexible Integrated Execution

We propose an integrated portfolio that can respond to genuine business priorities. Priority can shift between brand foundation, lifestyle storytelling, search and web experience, corporate gifting, BTL activation, trade communication, public relations and production without fragmenting the master brand platform.

Integrated workstream	Illustrative company specific application
Brand and campaign development	Modern Golden Fiber storytelling, official identity application, brand quality controls and creative launch systems.
Social and lifestyle content	Real jute products in work, home, travel and gifting contexts, linked to a truthful customer next step.
ATL and brand visibility	Proposed outdoor or print creative in appropriate markets after geography and distribution are confirmed.
BTL and physical experience	Proposed product touch and feel experiences, approved retail collaborations and material demonstrations.
PR and brand trust	Evidence based company stories, verified media facts, product collection news and thought leadership.
Corporate and export buyers	Buyer packs, SEO landing pages, supplier credibility and a qualified request for quotation workflow.
Brand management	One calendar, shared approval library, campaign learning and identity quality review.

Any expansion into additional media, physical staffing, trade events or external production must be separately authorized. This proposal does not assume established retail distribution or verified manufacturing certifications.

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11. Audience, Buyer Demand and Paid Media Principles

A single Akij Eco Lifestyle brand can serve distinct audiences without confusing their decisions. Proposed lifestyle communication would highlight design and daily use. Corporate and wholesale communication must emphasize relevant specifications, sourcing confidence, actual product capabilities and transparent inquiry processes.

Audience journey	Relevant content and next action
Lifestyle and design	Discovery → product exploration → trust in materials and use → verified purchase or inquiry route.
Corporate gifting	Need identification → suitable merchandise → customization discussion → technical confirmation → RFQ.
International wholesale	Supplier discovery → catalogue review → material specifications → verification → approved sample or RFQ discussion.

Paid media and measurement

Paid discovery should be considered only once the proposed audience, product destination, tracking system, applicable privacy practices and approved budget are clear. Meta, Google, LinkedIn, trade publishers or suitable mass media can serve different roles; no spend, results or guaranteed performance are represented here.

12. Governance and Client Decision Rights

- Akij: Owns brands, products, legal positions, budgets, approvals, procurement, customer data and final commercial decisions.
- Vynzo: Proposes agency side strategy, creative development, quality review, approved campaign coordination and transparent reporting.
- Shared: Brand briefing, product validation, content approval, priority decisions, issue escalation and performance interpretation.

13. Privacy, Confidentiality and Responsible Claims

The proposed relationship requires responsible handling of intellectual property, product information, buyer inquiries, internal discussions, approvals and company materials. Confidentiality terms and data processing obligations would be defined by the parties' actual agreement and applicable law.

Information and brand controls

- Use only approved logos, original product imagery, authorized identity guidance and properly licensed materials.
- Protect unreleased product plans, buyer records, internal strategy, design files and private commercial information.
- Set access controls, owner approval gates, reasonable document retention and appropriate deletion practices in an executed agreement.
- Never disclose internal specifications, prices or unapproved market arrangements through draft content.

Sustainability and product accuracy

Public catalogue examples currently mix natural jute with materials such as cotton and leather. Consequently, a blanket statement that all finished products are fully biodegradable or 100% jute should not be used without item level supporting evidence.

Review requirement	Evidence expected from Akij
Product truth	Approved material composition, accessories, dimensions, variants, names and care information.
Environmental statements	Relevant test or supplier proof, appropriate qualifications and destination market compliance review.
Manufacturing and sourcing	Authorized factory images, documented standards, verified employee or artisan narratives.
Corporate and brand identity	Approval of Akij endorsement, company title, logo application and relationship to EcoStyle.

14. Brand Technology and Buyer Experience

Digital experience can support the lead brand mandate by making Akij's identity coherent and its product information useful. Technical work would be scoped only as needed, with Akij ownership of accounts, data, platform access and approved requirements.

Potential technical capability	Akij relevant application
Website and catalogue experience	Fix category paths, product navigation and consistent details while preserving verified real merchandise.
Qualified buyer inquiry flow	Organize product interest, quantities, destination, requirements, routing and lead status without inventing order availability.
Analytics and attribution	Define relevant content views, form events, traffic source tracking and sales accepted inquiry metrics.
Automation and communication	Approved CRM follow up, response coordination and appropriately consented email content.
Search information systems	Structured content, index health checks, internal linking and accurate product descriptions.
Digital brand asset governance	Approved master templates, product photography library, copy controls and documented revision history.

Proposed working architecture

Brand foundation → product and claim library → approved creative platform → channel plans and user journeys → verified customer or buyer actions → reliable reporting. This is a proposed operating architecture, not an existing Akij technical deployment.

A clear boundary

A contact form for buyers to request product quotations is not the procurement registration path for appointing a marketing agency. Formal Vynzo enlistment must follow Akij's management and supplier qualification procedure.

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15. Primary Vendor Enlistment and Engagement Principles

Vynzo Media requests evaluation for inclusion as Akij Eco Lifestyle's primary branding and integrated marketing vendor, with the longer term ambition of serving as a continuing lead creative and marketing agency where Akij's procurement framework permits.

Scope of the proposed leadership role

- Brand positioning, master narrative, creative direction and visual and verbal consistency.
- An approved integrated marketing roadmap across Digital, ATL, BTL, PR, trade communications, content, production and brand experiences.
- Coordination of authorized specialists and production vendors, supported by brand quality control.
- Structured review, measurement and ongoing creative stewardship.

The appointment route we respectfully request

Evaluation step	Client controlled next action
Strategic discussion	Review this brand leadership proposal with relevant management and brand stakeholders.
Agency credentials	Request and review the relevant Vynzo credentials and supporting capability evidence.
Formal vendor enlistment	Provide the approved supplier registration, prequalification or agency evaluation process.
Defined initial engagement	If appropriate, agree an initial discovery or strategy assignment as an evaluation step.
Lead agency consideration	Assess future primary agency scope based on suitability, approvals and contractual terms.

All appointment terms, service scopes, budgets and purchasing decisions would be determined separately through Akij's approved procedures. No exclusivity or existing appointment is claimed.

16. Commencement and Partnership Roadmap

Subject to Akij's review and a mutually authorized engagement, Vynzo would propose an initial discovery and planning stage to confirm product facts, brand strategy, decision rights, channel opportunities and the implementation sequence.

The indicative first 90 days would be organized around three steps: discovery and validation; development of the approved brand foundation and master creative direction; and selective pilot execution with measurement and review. All dates, capacity and deliverables depend on client access, approvals and agreed work orders.

17. Acknowledgement and Evaluation Request

We respectfully invite Akij Eco Lifestyle Ltd. to consider Vynzo Media for the role of primary branding and 360 degree integrated marketing partner and to identify its responsible procurement, marketing and management contacts for a formal discussion.

Our goal is to help build one recognizable brand direction that spans materials, product design, authentic storytelling, buyer trust, public communications, integrated campaigns and ongoing brand stewardship, with Akij retaining complete authority over every final decision.

Requested next discussion

A meeting to review brand priorities, confirm the supplier enlistment procedure, understand existing brand governance and determine whether a structured agency evaluation would be appropriate.

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Document status: Strategic proposal for evaluation only. This document is not an agreement, procurement award, authorization to act on Akij's behalf or confirmation of any exclusive relationship.