vynzomedia

Business Proposal and Commercial Quotation

Date / September 30 , 2026

Company/ NOVOAIR

Prepared specifically for authorised review by **NOVOAIR**

ynzo.ca

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
NOVOAIR
Dhaka, Bangladesh

Date of Issue: September 30 , 2026
Reference: VM/NOV/IMO/300926

Dear **NOVOAIR Management,**
Following our recent discussions, review of NOVOAIR's current marketing presence and the strategic audit prepared by Vynzo Media, we are pleased to submit this proposal for an Integrated Marketing, Brand and Growth Office partnership.

Our proposed model is designed to support NOVOAIR not as an isolated external agency, but as an extension of the organisation's existing management and marketing structure.

The objective is to bring brand strategy, social media, content, production, SEO, AEO, performance marketing, communications, PR, ATL and BTL coordination, corporate outreach, vendor management and ongoing marketing operations under one coordinated system with a clear point of accountability.

Through this partnership, we aim to strengthen consistency across NOVOAIR's marketing activities, improve visibility across digital and search channels, and connect its routes, fares and passenger services with traveller, business and public communication.

NOVOAIR will retain final authority over airline service information, sensitive communication, passenger related matters, major brand decisions, budgets and public communication. Vynzo Media will manage the agreed day to day marketing planning, coordination and execution within an approved working framework.

Our role is not to remove NOVOAIR's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/NOV/IMO/300926

Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., a corporation incorporated under the Business Corporations Act of British Columbia, Canada, Corporation Number BC1550068. This proposal has been prepared and issued through the Vancouver office of Vynzo Media for an overseas commercial engagement with NOVOAIR. All services, commercial arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

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1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for NOVOAIR that brings strategy, content, production, social media, search visibility, performance marketing, communications, marketing operations, PR and outreach execution into one coordinated working model. The purpose is not to replace NOVOAIR's existing management or marketing team. The purpose is to extend its capacity, reduce operational complexity and create one clear point of accountability for the agreed marketing operation. NOVOAIR will retain final authority over airline service information, sensitive communication, major brand decisions and approved budgets. Vynzo Media will manage day to day planning, coordination and execution within the agreed framework.

What this changes

- Marketing will be guided by business priorities, route demand and travel needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for NOVOAIR and coordinate the wider specialist team.
- Content, production, search, performance, communications, PR and outreach activity will follow one connected monthly priority plan.
- Every month will include a review of what is working, what is not and where the next cycle should focus.
- Specialist resources may be added, removed or replaced by mutual agreement when NOVOAIR priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following NOVOAIR approval.

2. Our Understanding of the Requirement

NOVOAIR requires a marketing partner that can support both strategic direction and practical execution. The requirement extends beyond social media publishing into regular production, route and service communication, search visibility, paid growth, brand consistency, PR support, ATL and BTL coordination, printing, corporate outreach, onsite visits, vendor coordination and ongoing performance review.

The current opportunity is particularly important because NOVOAIR has strong airline capabilities and institutional depth, while parts of its digital and social communication require a more consistent and coordinated operating rhythm. For this reason, the proposed model is designed as a managed marketing operation rather than a fixed package of isolated services.

Operating principle

Vynzo Media brings the people, systems, production capability and execution management required to operate the agreed scope.

Primary objectives

- Build a consistent and current content system around NOVOAIR routes, fares, services and passenger needs.
- Improve the path from awareness and search to route and fare discovery, booking intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve route, fare and service discoverability through SEO, AEO and structured search content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Provide regular production capacity so NOVOAIR does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give NOVOAIR access to additional specialists without permanently increasing the fixed team where the need is temporary.

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3. Fifteen Day Mobilisation and Readiness Period

Following formal approval, Vynzo Media will require approximately fifteen calendar days before full recurring operations begin. This is a structured preparation period, not an inactive waiting period.

The objective is to prepare the assigned team specifically for NOVOAIR so that recurring work begins with context, clear priorities and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Team workshops	Internal workshops for the assigned Vynzo Media team covering NOVOAIR services, brand context, communication priorities, route and service needs and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Passenger journey review	Review visible touchpoints from discovery and consideration through route or fare search, enquiry, booking, mobile check in or airport visit to identify communication gaps and opportunities.
Route and service mapping	Map priority routes, fares, services and packages, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant airline, brand, budget and management approval structure.
Production planning	Prepare the first shoot schedule, content priorities and initial asset requirements.
Measurement baseline	Establish the first reporting baseline so future results can be compared against a clear starting point.

4. Baseline Audit and Launch Production

At the start of full operations, Vynzo Media will complete a baseline marketing review and an initial production capture. This establishes the starting position of the account and provides current visual material for the first recurring content cycle.

Baseline review

- Current social media presence and content performance
- Route, fare and service visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Route, fare, booking and support touchpoints visible through available data
- Brand consistency across active channels
- Immediate communication and campaign priorities
- Operational issues that may affect marketing performance, including approval speed, asset availability and production access

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Initial production capture

The launch period will include an initial coordinated production session to capture aircraft, crew and service aircraft, airport, corporate and brand material. The exact production plan will be agreed during mobilisation and will be used to establish a stronger starting content library for NOVOAIR.

5. Monthly Marketing Audit and Priority Cycle

The monthly plan will not remain fixed simply because it was agreed at the beginning of the engagement. Vynzo Media will review what is performing, what is not, where service demand appears to be changing and where NOVOAIR should increase or reduce marketing focus.

Monthly Step	Decision Question
Review	What worked well and should receive more attention?
Diagnose	What underperformed and needs to change?
Prioritise	Which routes, offers, services, packages or audience segments should receive greater focus next?
Identify friction	Where is the service journey showing weak communication, missed opportunity or unnecessary complexity?
Reallocate	Which activity should be reduced, replaced or postponed so available capacity is used more effectively?
Approve	Which priorities require NOVOAIR management, brand or budget approval before the next cycle begins?

Monthly operating cycle

Audit first. Prioritise second. Execute against the agreed priorities. Review again before the next cycle.

6. Operating Model and Recommended Team

The recommended starting configuration contains a specialist team designed specifically for an integrated airline and passenger marketing operation. The structure is intentionally configurable. NOVOAIR may request that a specialist be added, removed or replaced, or may rebalance recurring capacity between service areas. Material changes in recurring capacity will be confirmed commercially before implementation.

Recommended Role	Primary Responsibility
Brand and Growth Strategist (Primary POC)	Main contact, brand and growth planning, monthly priorities, management coordination, approval flow, onsite integration and overall account direction.
Creative Communications and Production Director	Campaign concepts, scripting, storyboards, shoot direction, communication quality, service quality and service messaging, creative supervision and PR support.
Social Media and Content Lead	Facebook, Instagram, LinkedIn, YouTube and X management, calendar planning, publishing, content coordination and channel review.

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Creative Designer	Social creative, campaign design, service communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, route explainers, pilot and crew videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Crew shoots, service photography, aircraft and airport photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, route, fare and service discoverability, content SEO, technical coordination, AEO and AI search visibility.
Marketing Operations and Outreach Manager	Corporate outreach, printing, vendor sourcing, onsite visits, corporate travel, event logistics and approved material delivery and outreach execution management.

POC and onsite integration

The Brand and Growth Strategist will act as the primary POC. During mobilisation and the early integration period, onsite visits may be more frequent to understand NOVOAIR's management team, departments, routes, services, approvals and current operating rhythm. Once the working model is established, the POC will normally coordinate onsite visits approximately once or twice weekly where required, with additional visits where operationally necessary.

Content mix

- NOVOAIR may add an ongoing specialist where the need is recurring and strategically important.
- NOVOAIR may remove or reduce a specialist role that is not required for the agreed scope.
- A role may be replaced with another specialist where the commercial value and workload remain reasonable.
- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any material increase or reduction in recurring team capacity will be agreed before the change takes effect.

7. Monthly Deliverables and Production Capacity

Area	Included Monthly Capacity
Social content	30 to 36 planned core social content assets per month
Additional design	Up to 8 reasonable additional design requests within available creative capacity
Video production	8 planned video shoot sessions per month
Photography	1 dedicated photography shoot per month

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Reactive production	Up to 2 to 3 additional reactive shoot requirements subject to capacity and feasibility
Platforms	Facebook, Instagram, LinkedIn, YouTube and X
Search	Ongoing SEO and AEO support
Audit	Monthly marketing audit and priority review
Reporting	Monthly performance and activity review

Content mix
Monthly content may include travel education, route and package communication, crew content, campaigns, mobile check in, travel guidance, corporate travel, event communication and trust building content and other approved marketing priorities. The exact mix will follow the monthly priority plan. A single core creative adapted for different platforms will not be counted as several completely new core assets.

Additional design requests
Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, flight schedules, package promotions, recruitment creative and corporate materials.
These requests use the same available creative capacity.

Production capacity
The eight planned video shoot sessions may cover route explainers, pilot and crew content, service videos, travel preparation, aircraft content, mobile check in, campaign content and brand communication. One production session may generate several edited assets where appropriate. The dedicated photography shoot may cover pilots, crew, aircraft, services, teams, corporate imagery, campaigns and visual library development.

The dedicated photography shoot may cover pilot and crew portraits, aircraft, service photography, team photography, corporate imagery, campaign imagery and visual library development.
Up to **two to three r**eactive shoot requirements may be accommodated where team availability and operational feasibility allow. If reactive work materially affects the agreed monthly plan, equivalent work may be reprioritised or additional capacity may be proposed.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Route, package and service visibility
- Crew service visibility
- On page recommendations
- Content SEO
- Technical issue identification and coordination
- AEO content direction
- AI search visibility review
- Search performance review

SEO is a progressive activity and sustainable ranking improvement may require time depending on competition, website condition, search authority and content availability. No fixed ranking position will be guaranteed.

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PR and communications support

- Press release drafting
- Corporate announcement support
- Route, service and crew communication angles
- Expert commentary concepts
- Thought leadership planning
- Campaign communication
- PR campaign concepts
- Media communication materials
- Reputation communication support
- PR event communication

Dedicated media relations, senior PR consultancy, crisis communication or specialist press engagement may be added when required.

ATL, BTL and outreach execution

- Printing coordination and production support
- Flyers, brochures, standees, banners and signage
- Outdoor campaign coordination
- Vendor sourcing and coordination
- Airport visits and material movement
- Corporate health and community outreach coordination
- Route, travel and event logistics
- Temporary manpower and approved vendor coordination
- Shoot logistics
- Airport and corporate visit reporting
- External quotation collection and approved supplier coordination

Where an activity requires an external cost, Vynzo Media will communicate the estimated requirement for NOVOAIR approval before material expenditure is committed. Following approval, Vynzo Media may manage the supplier and execution on behalf of NOVOAIR.

9. Production Equipment and Vendor Management

For regular agreed production, Vynzo Media will arrange the standard camera, lens, lighting, audio, stabilisation and routine production equipment reasonably required for planned work. NOVOAIR will normally provide reasonable access to the relevant airport, aircraft, staff member or location under its control. Specialist equipment, studio rental, professional talent, large production crews, advanced sets, special permits and other exceptional production requirements may require a separate approved budget.

Vendor management process

Stage	Approach
Requirement	The required resource, supplier or specialist is identified.
Sourcing	Vynzo Media identifies a suitable supplier, specialist or authorised vendor.
Commercial review	Relevant quotation or cost information is obtained.
Approval	NOVOAIR approves the external budget where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

Quality review	Vynzo Media reviews delivery within the agreed marketing scope.
Reporting	Relevant execution information is communicated to NOVOAIR.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. NOVOAIR may rebalance available monthly capacity or activate additional specialist support without rebuilding the entire engagement.

How customisation works

Option	How It Works
Reallocate	Use available monthly capacity differently. Example: fewer static assets and greater video or campaign focus.
Add specialist	Add a recurring or temporary specialist without changing unrelated service areas.
Remove specialist	Reduce a recurring specialist role where it is no longer required and agree the revised commercial structure.
Add capacity	Preserve the existing monthly plan while adding extra design, production, onsite or specialist capacity.
Separate project	Commission a large campaign, service launch, film or technical project through a separate quotation.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, route content pack, premium campaign film, brand film, studio production, event coverage, advanced motion graphics, specialist crew or equipment.
People and Specialist Capacity	Additional designer, editor, content resource, onsite resource, senior strategist, senior PR specialist, technical specialist, activation coordinator or temporary campaign team.
PR and Communications	Dedicated media relations campaign, press launch, press conference, executive positioning, specialist media positioning, reputation response support or crisis communication specialist.
Corporate Outreach and Activation	Corporate travel programmes, fare campaigns, community outreach, route awareness, event management, approved booth production, passenger support or large campaign logistics.

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Digital and Technology	Paid media campaign support, advanced tracking, landing page, campaign microsite, technical SEO project, advanced analytics, CRM support or marketing automation.
Special Projects	New route, aircraft, service or station launch, holiday package campaign, corporate travel, research project, corporate campaign or major brand initiative.

Add On work may be delivered through a fixed quotation, resource fee, project quotation or approved external budget depending on the requirement.

11. Performance Marketing and Paid Media

A Performance Marketing and Paid Media Specialist is included in the recommended team configuration for planning, readiness, tracking review and performance oversight. Because active campaign workload can vary materially between months, operational paid media management is charged only when paid campaigns are active.

Monthly Approved Advertising Spend	Vynzo Media Management Fee
Up to BDT 100,000	BDT 7,000
BDT 100,001 to BDT 300,000	BDT 12,000
BDT 300,001 to BDT 500,000	BDT 18,000
BDT 500,001 to BDT 1,000,000	BDT 28,000
Above BDT 1,000,000	3 percent to 5 percent of approved spend depending on complexity

Where required, an initial campaign setup and tracking fee of approximately BDT 7,000 to BDT 10,000 may apply. Where the relevant setup is already correctly configured, this fee may be reduced or waived.

Paid media principle

No active paid campaign means no recurring paid media management charge. Actual advertising spend remains separate and is always subject to NOVOAIR budget approval.

12. Governance, Approval and Performance Principles

NOVOAIR approval retained

- Flight and service information
- Sensitive passenger communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Passenger content and permissions
- Additional external budgets
- Significant public communication

Once an approved strategy, campaign direction and working framework are established, Vynzo Media should

have reasonable operational freedom to execute routine work efficiently, including publishing, routine adaptations, routine production planning, routine SEO activity and approved vendor coordination.

NOVOAIR responsibilities

- Timely approvals
- Accurate service information
- Service accuracy validation
- Relevant crew and team availability
- Airport and aircraft access
- Required platform access
- Internal coordination
- Passenger consent if applicable
- Approved external budgets

Where a required NOVOAIR dependency is delayed, affected timelines may reasonably move accordingly.

Performance principle

Vynzo Media will seek to achieve the strongest reasonable outcome within the approved budget, available resources and agreed scope. Marketing results are affected by factors outside the direct control of any marketing partner, including market demand, competition, advertising costs, platform changes, service availability, pricing, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of bookings, ticket sales, leads, rankings, impressions, revenue or other commercial outcomes. Vynzo Media is responsible for disciplined execution, active optimisation, transparent communication and clear reporting.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media will treat non public NOVOAIR information received through the engagement as confidential client information and will apply reasonable access controls appropriate to the work being performed.

Protected information may include

- Business information
- Internal strategy
- Campaign information
- Performance information
- Service information
- Internal research
- Service journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- NOVOAIR specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes NOVOAIR confidential competitive strategy.
- NOVOAIR data and custom audiences will not be reused for another client.
- NOVOAIR confidential campaign information or non public results will not be published as a case study without appropriate approval.
- Authorised vendors and specialists will receive only the information reasonably required for their assigned work and should remain subject to appropriate confidentiality obligations.

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Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Service accuracy and communication discipline

NOVOAIR retains authority over flight, fare and service information. Vynzo Media may prepare scripts, communication, campaigns and content using information provided or approved by NOVOAIR. Operational claims and sensitive passenger communication should be reviewed by the appropriate NOVOAIR representative before publication where required.

Passenger content should only be used where appropriate permission and approval are available. Vynzo Media will seek to minimise unnecessary access to passenger data where that information is not required for marketing execution.

Confidentiality principle

NOVOAIR specific intelligence stays NOVOAIR specific.

14. Separate Technology Support

Where NOVOAIR requires technology, software, application, web platform or digital infrastructure support, these services will not be delivered as part of Vynzo Media's marketing scope. They may instead be delivered through LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, under a separate technical scope and quotation.

Potential areas of support

Capability	Airline Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Traveller, corporate or staff mobile application development where required.
UI/UX & Product Design	User research, journey mapping, interface systems, prototyping and usability improvement.
Custom Platforms & Portals	Travel portals, booking tools, operational dashboards and workflow driven systems.
Integrations & Automation	API development, system integrations, workflow automation and data syncing.
AI & Machine Learning	Practical AI use cases, intelligent automation, recommendations and analytics where appropriate.
Managed Ops & Support	Ongoing maintenance, monitoring, incident response, security best practices and operational continuity.

The benefit to NOVOAIR is coordinated communication between marketing and technology while maintaining clear commercial, operational and approval separation.

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15. Commercial Proposal and Key Terms

Monthly Integrated Marketing, Brand & Growth Office Retainer
BDT 540,000 per month

The monthly retainer is based on the recommended scope and recommended team configuration described in this proposal. Because the team and service mix are adjustable, the commercial value may be revised by mutual agreement if NOVOAIR materially adds, removes or replaces recurring specialist capacity or deliverables.

Included in the monthly retainer

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- 30 to 36 planned core social content assets
- Up to 8 reasonable additional design requirements within available capacity
- 8 planned video shoot sessions
- 1 dedicated photography shoot
- Reasonable support for up to 2 to 3 reactive shoot requirements subject to capacity and feasibility
- Creative direction, video, motion, photography and standard recurring production equipment
- SEO and AEO support
- Performance marketing planning and readiness
- Core PR and communications support
- Marketing operations, corporate outreach and vendor management
- Monthly audit, reporting and ongoing account planning

Costs outside the monthly retainer

- Actual advertising spend
- Operational paid media management where separately activated
- Major ATL media placement
- Large printing costs
- Influencer fees
- Professional talent fees
- Venue costs
- Temporary outreach manpower costs
- Large event manpower
- Outdoor media costs
- Specialist PR consultant fees where separately activated
- Specialist crisis communication fees
- Studio rental and special production equipment
- Large production crews and large set construction
- Major travel expenses
- Large outreach programme production costs
- Technology or software development by Leznit Software Corp.
- Other approved specialist external expenses

Final service agreement
The final service agreement should confirm monthly billing, payment timing, applicable taxes, external budget approval, confidentiality, privacy and data access, intellectual property, third party costs, approval responsibility, client dependencies, additional work, scope changes, platform dependencies, reasonable liability provisions, termination and handover.

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16. Commencement

Formal recurring operations are expected to begin following completion of the fifteen day mobilisation and readiness period, subject to the required platform access, availability of relevant NOVOAIR representatives, confirmation of priority routes and the initial approval structure.

During this mobilisation period, Vynzo Media will prepare the assigned team, review the current marketing environment, align on communication priorities, establish the working approval flow and prepare the initial content, production and reporting framework.

The first recurring month will begin with the agreed priority plan, launch production schedule and baseline reporting structure. From that point onward, the monthly audit and performance review will guide the next cycle of priorities, resource allocation and areas requiring increased or reduced attention.

The working model is intended to remain flexible. If NOVOAIR's priorities, campaigns, route focus or operational requirements change, the agreed monthly plan may be adjusted through mutual discussion while maintaining continuity across the wider marketing operation.

17. Acknowledgement

This proposal records Vynzo Media's recommended commercial, operational and service structure for NOVOAIR based on the scope currently discussed and reviewed.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, commercial terms or implementation responsibilities may be incorporated into the final mutually agreed service agreement.

For and on behalf of Vynzo Media
Business Development Department
Issued through the Vancouver Office

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