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**EXPRESSION OF INTEREST- PROVISION OF PROFESSIONAL PHOTOGRAPHY,
VIDEOGRAPHY & EDITING SERVICES FOR SAFARICOM PLC**

Document Release Date: 1st March 2024

Last Date for Receipt of Proposals: As captured in the portal.

1. Introduction:

Safaricom is the leading integrated communication services provider in Kenya and has a steadily growing subscriber base. The company is continuously expanding and upgrading its systems and processes to meet the changing needs of its customers. To meet this objective Safaricom continuously seeks to partner with competent suppliers and service providers for the supply of various goods and services.

The Expression of Interest (EOI) is intended to lead to identification of a reputable and qualified firm to provide professional Photography, Videography & Editing Services for various corporate events, editorial activities, and storytelling efforts. The selected firm will be responsible for delivering visually compelling content that aligns with our brand identity and corporate communication and storytelling objectives.

2. Scope of work:

This EOI will lead to identification of a production firm that will help Safaricom achieve its corporate communications objectives through visual storytelling. The specific deliverables encompass a wide range of events and subjects, including but not limited to:

- a) Corporate events: product launches, sponsorships, conferences, award ceremonies, team-buildings, Foundation handovers etc.
- b) Storytelling: Safaricom Newsroom, internal initiatives, testimonials etc.
- c) Editorial content: capturing videos and images to support press releases and media filing.
- d) Producing visual content for various social media platforms.
- e) Photography of products, staff, workspaces etc. for internal and external use.

The selected service provider will be tasked to:

- Provide photography and videography coverage services for internal and external events as assigned by the PR team.
- Work closely with PR partner agencies to establish connections with the key individuals in newsrooms to ensure delivery of relevant event footage following engagements, including during live streaming of events.
- Create, plan and implement the production of short features or documentaries for use across external and internal media.

- Provide a digital archiving solution for all photos and videos captured and shared for and on Safaricom platforms.
- Ensure that all brand communications are part of a cohesive brand narrative that will enable us to resolve reputational issues that may be affecting the brand.

3. Do you consider your firm up to this task?

Safaricom is therefore soliciting the following documents from interested companies.

- i. Expression of Interest letter demonstrating the ability to offer videography, photography and editing services. This should be duly dated, signed, and stamped.
- ii. A proposal clearly showing the following: -
 - a) A **company profile** detailing the location, history and capacity (team size, equipment available etc) of the organization.
 - b) References/list of clients that these services have been provided for.
 - c) Your company's **license from relevant and recognized licensing bodies** to carry out film and drone services (attach supporting documents i.e. valid registration certificates/ licenses, quality control procedures that are ISO certified etc.).
 - d) Any value-added service that may enhance our storytelling experiences.

For each reference, please provide details using the format below:

Company Name:	Sector
No of Monthly videos/photos	Editing tools
No of events	Nature of the events, Type of coverage provided (Media cuts, photos, highlight videos, social media content, documentaries etc)

Contract Start Date (Month/Year):	Contract end Date (Month/Year):	Commercial Models; Is it Retainer basis or per engagement?
Narrative Description of Contract.		
Level of Service/		
Description of Actual Services Provided by Your Staff:		

4. Next steps:

- Evaluation of the Expression of Interest submission.
- Shortlisting of Vendors.
- Prequalification of shortlisted Vendors (where applicable).
- Only the firms that meet the minimum evaluation criteria will be considered for tender and further discussions beyond this.

NOTE:

- This is not a tender.
- Only the firms who provide the requested details will be considered for further discussions.
- No prices should be provided with this EOI.
- Safaricom reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged in, other than for the purpose of informing the bidders of the outcome of the process.

RESPONSES

Please submit your responses by Wednesday **13th March 2023 via the portal**

Only shortlisted agencies who are fully prequalified will be considered for further discussions beyond this EOI. They will be exposed to the full RFP complete with details of the scope, and requirements.

NOTE

Safaricom PLC reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged in, other than to inform the bidders of the outcome of the process.

Any costs associated with the preparation and submission of the response to the EOI shall be borne by the vendor. Safaricom and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the documents and information submitted in connection with this application.

Similar Requirements relating to this EOI are accessible via the below link. Kindly review all instructions on this document before proceeding to submit.

[RFI: 1454 - Negotiations - Oracle Fusion Cloud Applications \(oraclecloud.com\)](#)

Important Instructions

- a) All new and participating suppliers for this RFI will be expected to register as new suppliers via the below link
<https://egjd.fa.us6.oraclecloud.com/fscmUI/faces/PrcPosRegisterSupplier?prcBuld=30000002465003>
- b) Note that the responses to this RFI are to be submitted via the Safaricom i-sourcing portal. **e-mail responses may not be considered.**
- c) For any support on this EOI, kindly send an email to scelestine@safaricom.co.ke or ewere@safaricom.co.ke
- d) Companies in the SIG categories are encouraged to apply
- e) The responses to this EOI are to be submitted via the Safaricom i-sourcing portal and e-mail responses WILL NOT BE CONSIDERED.
- f) **All suppliers not registered** with Safaricom and would like to participate in this EOI will be expected to register as new suppliers via the below link to be able to access the EOI. <https://egjd.fa.us6.oraclecloud.com/fscmUI/faces/PrcPosRegisterSupplier?prcBuld=30000002465003>
- g) **For existing suppliers**, Once logged in, all interested suppliers can access the EOI by following below steps:
- h) Supplier Portal>>Negotiations>>View Negotiations>>*Invitation Received (pick number 1454)>> Search.
- i) The EOI response **should not** include pricing/commercial proposal
- j) All responses should be provided in standard file formats i.e., XLSs, DOC(X) and PDF.
- k) Any link submitted together with the documentation should lead to an MS OneDrive folder and not Google Drive or WeTransfer. Submissions with links to platforms other than MS OneDrive will not be accessible on our end and will not be considered.
- l) Any costs associated with the preparation and submission of the response to the EOI shall be borne by the vendor.

1.0 Next Steps

- Suppliers that express interest to participate in the provision of the above-mentioned scopes and meet our requirements, shall be prequalified in their area(s) of expertise, subject to the provision of required documentation.
- Suppliers that meet the minimum evaluation and pre-qualification criteria will be considered for further discussion on the tender process.

2.0 Note

Safaricom Limited reserves, at its sole discretion, the right to select or reject either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged into, other than for informing the bidders of the outcome of the process.

All the Best!