



SAFARICOM PLC

**EXPRESSION OF INTEREST- PROVISION OF MARKETING AGENCY- ABOVE THE LINE
CREATIVE AGENCY SERVICES**

Document Release Date : 14th December 2022

Last Date for Receipt of Proposals : 30th December 2022 (4:00 pm, EAT)

1. INTRODUCTION

Safaricom Plc 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 Plc continuously seeks to partner with competent suppliers and service providers for supply of various goods and services.

Safaricom Plc intends to seek for the services of a Above the Line (ATL) agency that will be able to provide an optimal solution for strategic and advertising solutions and Marketing services that will ensure that Safaricom Plc is fast and flexible in rolling out campaigns, providing best in class value for money solutions. Consequently, we will be examining how well the prospective agency partners will operate within Safaricom's market structure and be able to demonstrate a combination of international and locally based expertise available from the agency partner to the benefit of Safaricom Plc.

The main scope of work to be covered includes handling above the line strategic creative campaigns i.e Above the Line promotion/ marketing/ advertising that has a wide reach targeting towards building the brand. The agency will be tasked to provide above the line communication strategy as part of the creative output process that extends beyond creative to experiences as part of a 360 campaign.

2. AIMS AND OBJECTIVES

We have currently partnered with various creative agencies servicing the Safaricom Plc account, that handle the various portfolio of services. The agency's contracts are nearing expiry and with the intention of always ensuring best of class advertising services, we are seeking to invite suitable agencies to share their expression of interest (Scope of work to be shared with the shortlisted agencies).

The Expression of Interest (EOI) document is intended to lead to the identification of agencies that has demonstrable capacity to provide the scope of work services in the best possible way and in a manner that enables Safaricom Plc meet its customer expectations and deliver on the company's strategic objectives.

The Expression of Interest should include the following documents:

- 1.** Expression of Interest letter duly dated signed and stamped.
- 2.** A proposal clearly indicating the following: -
 - When agency was set up and how many years they have been operating in delivering creative agency services with a minimum of 2 years operations in Kenya

- The experience of senior staff to handle the Safaricom Plc account with at least 8 years' experience in marketing, advertising and communications related experience and track record in the industry.
- A current list of clients where similar services have been carried out and confirm the specific brand(s) and/or portfolio(s) managed for the organization(s) in the last 2 years.
- A portfolio of different creative campaigns carried out in the past 2 years. (At least 3 campaigns)
- Attach supporting documentation of the agency's accreditation to the Association of Practitioners in Advertising (APA) or any equivalent association, locally or internationally.
- Name the international agency affiliation where applicable.
- Please confirm if the agency represents any competing telecommunication company or mobile money service provider locally or internationally.

N.B For the purpose of clarification, Safaricom Plc competitors mean a person, organization or entity selling products or services that compete with the products or services offered by Safaricom from time to time.

- Confirm if agency shall work as a single entity or as a consortium/ partnership, If working as a consortium please provide entity names of the partners.

3. NEXT STEPS

The next steps will be as below:-

- a) Evaluation of the Expression of Interest submission
- b) Shortlisting of agencies
- c) Prequalification of shortlisted agencies (where applicable)
- d) Issue Request for Proposal tender document

4. RESPONSES

Agencies are advised to submit their responses via return email by **4:00 pm (EAT) on Friday 30th December 2022** to FMangala@Safaricom.co.ke ; Sngugil@Safaricom.co.ke

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 into, other than for the purpose of informing the bidders of the outcome of the process.