



SAFARICOM PLC

**EXPRESSION OF INTEREST- PROVISION OF MARKETING AGENCY SERVICES-TACTICAL
SCOPE**

Document Release Date : **14th December 2022**
Last Date for Receipt of Proposals : **30th December 2022 at 1600 hrs**

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 an agency that will be able to provide Tactical advertising solutions, and Marketing services that will ensure that Safaricom Plc is fast and flexible in rolling out campaigns.

The main scope of work to be covered includes handling Medium, Small creative and tactical creative campaigns as per the definitions below: -

1. **Medium Creative Jobs**– Creative concept development for identified projects that fall within overall brand or commercial strategy. These projects will be targeted at selective or tactical channels of communication and will involve end to end management of the creative outcome as per the required channels.
2. **Small Creative Jobs** – Creative Design and development of BTL material to support marketing operations projects by brand and business units (BTL). These jobs can include small productions for photography or radio material.
3. **Small Tactical Creative Jobs**- These are layout specific jobs that don't require strategic input in the development of BTL, experiential, in-store and staff centric material for awareness or promotional campaigns.

2. AIMS AND OBJECTIVES

We are looking at partnering with creative agencies in servicing the Safaricom Plc account, to handle the various business units. The agency will handle the tactical scope with dedicated resources located at the Safaricom Plc offices, Full scope of work to be shared with the shortlisted agencies.

The Expression of Interest (EOI) document is intended to lead to the identification of an agency 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.
- Provide client reference where the agency has worked in an in-house model.

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** 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.