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**EXPRESSION OF INTEREST – PROVISION OF BELOW THE LINE MARKETING SERVICES
FOR SAFARICOM PLC**

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1. INTRODUCTION

Safaricom PLC (the company) is the leading technology company & integrated communication services provider in Kenya and has a steadily growing subscriber base. Safaricom is continuously expanding and upgrading its systems and processes to meet the changing needs of its customers. In line with this objective, Safaricom partners with various suppliers (local and international) for supply of goods and provision of services. Our efforts are geared towards positively impacting and transforming the lives of those in the communities around us and thus we strive to change the present to improve the future. Safaricom remains focused on offering the best customer experience with products and services that differentiate us from competition and this has led to the expansion of our services to the regions is aimed at engaging our customers from the grassroots. In 2019 we made a commitment to our customers and partners to being **Simple** in how we reach out to you, **Transparent** in how we deliver to you and **Honest** in what we say to you, every day, everywhere, doing what we do **FOR YOU**. And it is this commitment that we deliberately and continuously seek to partner with competent suppliers and providers to partner with in the supply of various goods and services across the company.

The Sales & Distribution Channel is dedicated to providing excellent omnichannel experience to the customer. This means that the Safaricom customer can expect to interact with the full bouquet of offerings – Consumer Business, Financial Services and Enterprise Products at all face-to-face touchpoints. The regional business teams are charged with achieving targets on revenue and business growth in these three areas.

Safaricom often launches several products, events & promotions within the year and to help meet its commercial objectives, it undertakes national campaigns, product campaigns, internal activations, product launches, sporting activations, sales activations, and youth geared activations amongst others below-the-line activities. BTL activities enable direct communication between brands and customers reach their target audience easily. With a solid BTL strategy, an organization is able to achieve its commercial objectives while reaching its target audience to drive it's objectives like in our case.

The company has a vision of transforming into a technology company by 2025 through provision of a wide range of services and solutions including mobile voice, messaging, data, financial and converged services, and digital services that enable commercial and personal platforms as well as ecosystem partnerships that are centered around 4 pillars outlined below:

- 1) Strengthening our core
 - Defending voice through use of Customer Value Management (CVM) platforms
 - Democratizing data through devices, network coverage and use cases
 - Expanding our enterprise portfolio: Internet of things (IoT); Information and communication technology (ICT); Fibre to the home (FTTH); Fibre to the building (FTTB)
 - Winning in FTTH/FTTB as a converged business

- Creating a FinTech anchored platform of choice for empowerment of SMEs/MSMEs
 - Expanding the core financial services into new geographies
- 2) To be a financial services provider
 - Next financial services: Wealth management, savings, insurance, credit
 - Smart lifestyle channel: M-PESA super app
 - Integrated business solution: Business App and payment aggregation platform
 - 3) Accelerate new growth areas
 - Leverage technology to embed purpose through sustainable initiatives, strategic CSR and partnerships
 - Deliver digital first customer experiences
 - Create a turbo-charged financial services ecosystem
 - Grow our customer base with effective connectivity and experience
 - Aim to be the trusted partner of choice for technology and financial solutions for SME, large enterprises, and the public sector
 - 4) Achieve cost leadership
 - Drive cost optimization to fuel growth in new areas

The objectives of the contracted BTL agency(ies) must align with objectives that include:

- 1) **Quantitative**
 - ✓ Drive sales performance for voice offers /FTTH/M-PESA offers/devices etc.
 - ✓ Increase usage and awareness for our products/promotion
 - ✓ Lead to trials & uptake of the product/promotion
- 2) **Qualitative**
 - ✓ Increase awareness, trial and usage of Safaricom offerings
 - ✓ Grow acceptance of Safaricom products and services
 - ✓ Grow brand affinity and consideration through direct customer engagement
 - ✓ Drive consumer education on product/services and promotional campaigns
 - ✓ Develop highly creative BTL strategies and execute deep experiential engagements for our experiential campaigns

Aside from attainment of Key Performance Indicators (KPI's) and robust monitoring of the same, assist the organization in:-

1. Tracking and reporting on competitor activities and tactics on -ground
2. Conceptualizing and ideation of compelling campaign mechanics that help engage the customers and drive business objectives

3. Scoping the experiential landscape and advise on innovative ways we can engage and convert customers
4. Proactively driving and tracking Return on Investment or resource deployed
5. Ensuring we deliver an optimal level of cost per contact (customer engaged/cost outlay) as we always have competing priorities.
6. Ensure Safaricom shows up in differentiated way in the market compared to other telcos and we can form compelling activations that stay long in customers minds

To undertake and execute these activities, Safaricom in the past has contracted local marketing to deliver its BTL strategy through various campaigns and projects across its business units and sales regions. These campaigns are usually both strategic at times and at other times tactical. Currently, we have a pool of 7 contracted agencies serving this scope whose contracts are soon coming to expiry. It is in this regard that we would like to engage a suitable agency(ies) to provide BTL Marketing services in our markets for the next cycle.

2. AIMS AND OBJECTIVES

The main aim of this EOI is to shortlist the best-in-class BTL marketing agencies with the willingness to undergo the RFP/Tender/Bidding process and demonstrates to have sufficient skill and capacity to undertake these services in line with the scope requirements. We envision that the right firm will be supported by specialized technologies/tools, creative capabilities tailored to BTL Marketing, regional presence, sales & marketing expertise and an intimate knowledge of the operating environment. The agency will offer services that will help Safaricom PLC grow its sales and revenue. The RFP will thereafter result into the establishment of a commercial framework to engage the successful company(ies).

If interested in participating in this process, please see below details on how to respond to this call for Expression of interest.

3. EOI CONTENT

Your firms EOI response should not exceed 10 pages. The document should contain the following information:-

- a) Page One – Expression of Interest Letter duly dated signed and stamped indicating your company's Specific Point of Contact (SPOC) for this process and their contact details
- b) Page Two – Your company's registration certificate
- c) Page Three – Your company's most updated CR12 form
- d) Page Four & Five – A summary page of your company's audited accounts for the last two years.
- e) Page Six to Ten – Your company's profile that brings out your best self. The shortlisting will be based on our initial judgement relating to our key focus areas below.
 - ✓ General Experience – Period in the industry, qualifications, certification, affiliations, industry awards, etc.

- ✓ Relevant Experience – Proof of solid experience in offering BTL Marketing Services for corporates similar in operations to Safaricom PLC. Of key interest is the demonstration of; -
 - Having specialized technologies/tools to run the scope
 - Creative capabilities tailored to BTL Marketing
 - Sales & Marketing Expertise
 - Regional Presence (in the five regions that Safaricom mainly operates in)
 - Intimate knowledge of the operating environment
- ✓ Testimonials – At least 3 recommendation letters from previous/current corporate clients, etc. for similar services

The scope and RFP requirements shall be expounded further in the RFP for the shortlisted firms.

4. RESPONSES

Please submit your responses by End of Day, **Friday, 16th December 2022** by email to pkiiuru@safaricom.co.ke.

Maintain the subject on the email as; **EXPRESSION OF INTEREST – PROVISION OF BTL MARKETING SERVICES FOR SAFARICOM PLC**

5. NEXT STEPS

Shortlisted firms will be taken through the Safaricom prequalification process and if successful, proceed to the next bidding phase i.e., the RFP (Request for Proposals).

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

6. 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 informing the bidders of the outcome of the process.

“THE END”