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**EXPRESSION OF INTEREST – PROVISION OF PRODUCTION SERVICES FOR  
SAFARICOM PLC**

**Document Release Date:**

**Wednesday, 11<sup>th</sup> January 2023**

**Last Date for Receipt of Proposals:**

**Wednesday, 18<sup>th</sup> January 2023, 1700HRs**

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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.

For this purpose, Production refers to the tasks that must be completed or executed in order to produce audio visual content that may range from Print, Films, Documentaries, Reality/Live Shows, Music, TVCs, Voice overs, Skits, Radio, Print or Digital Ads, DMG & Animations, Newspaper/Magazine Ads, etc. These are designed to meet different creative concepts, budgets and time restrictions and usually distributed through varied channels geared towards a specific marketing campaign. Currently, Safaricom has a pool of Production Houses managed jointly by our marketing teams and Creative Agencies to create content for different objectives e.g. Ads for various media types (mostly TV, Radio and Digital Platforms), Live Shows, IVR Recordings, Automated Messages, Educational Videos and many more. These contracts are soon coming to an end. It is in this regard that we would like to engage a suitable Production Houses (PHs) to continue providing these services for Safaricom in the next cycle. This document constitutes the formal call to Express Interest to participate in the main bidding process scheduled to commence later this month.

## 2. SCOPE OF WORK

The bidder will be expected to be able to fulfil requirements as described in the scope of services below. Production jobs are more often than not short project-based assignments. The following details the scope of work to be carried out by the Production Houses based on specific projects assigned;

- A) End to End Management of the assignment.
  - i) The production house will ensure that for each production we have an able producer to manage the production process
  - ii) Coordinating and managing the talent, cast and production crew
  - iii) Act as the overall coordinator for the production assignment including liaison across work streams and gate keeping for the assigned project to ensure that key deliverables are met

- iv) Lead the core mandates of TV Production, including, sourcing, contracting and management of all influential personalities to be used for the duration of the production
  - v) Co-ordinate the rights management framework and, where required, provide liaison support of the licensing framework for the production assignments
  - vi) Take lead of Status Meeting to update on progress
- B) Development of Scripts and Concepts
- i) Concept creation once a brief is given to the production house.
  - ii) Developing story boards for focus group testing based on the concepts
  - iii) Reverting on scripts with clear timelines to Client Lead
  - iv) Converting the creative concepts into scripts
  - v) Presenting production treatments for the various works before the actual production begins.
  - vi) Support the development, shooting and postproduction processes and deliverables for the assigned project
  - vii) Development and management of the production plan/schedule
  - viii) Co-ordination of graphics development for on screen titling and graphics management
  - ix) Facilitating art direction including sourcing of art director, props master, development of set design, procurement of set material and studio build;
- C) Execution of the technical production
- i) Planning and executing the main shoot/recording as per the agreed project schedule
  - ii) Producing the material through recordings and shoot and editing to client specifications and as agreed during the treatment presentations.
  - iii) Most of the briefs will involve shooting simple skits for customer education campaigns.
  - iv) Professional casting and management of the talent to be used in the productions
  - v) Identifying various options for locations to film various aspects of the production,
  - vi) Outlining potential options for technical partner(s) including evaluation and presentation of options regarding key crew (camera/sound/lighting direction)
  - vii) Co-ordinating the technical development of the production with the technical partner(s), including the development of sound and vision schematics
  - viii) Managing the Postproduction logistics for final output for both video and audio
  - ix) Determining quality control standards, Overseeing production
  - x) Co-ordinating and logistics support for the production assignments
  - xi) Processes re-negotiating timescales or schedules as necessary
  - xii) Creation of content for the production assignments
  - xiii) Development and sign off on content
  - xiv) Sourcing, clearance and licensing of any back-story footage
  - xv) Providing production support to film the back story and other segments
  - xvi) Providing ongoing editing capacity to meet the needs of Safaricom's marketing strategy and the needs of broadcast media partners.
  - xvii) Packaging the material for use on various channels i.e. radio, TV and Digital.
  - xviii) Publishing of both audio and visual content
- D) Expenditure Management
- i) Creation and management of the production budgets
  - ii) Conducting a cost/quality assessment for third party elements e.g. locations, cast, etc.

- iii) Ensure that all expenditure by Safaricom is carefully and accurately monitored and controlled. Agency must compile the expenditure in a monthly report to provide to Safaricom.
  - iv) Management of any preclearance payments and commissions for any personalities engaged as per the estimates set out
  - v) Meet the production budget allocation
  - vi) Production project closeout and reconciliations
  - vii) Post Implementation reports covering all facets of the project
- E) Resource Allocation
- i) Hiring of equipment, props, locations and staff to be involved in the productions.
  - ii) Sourcing and management of the technical crew, with input from technical partner(s)
  - iii) Planning and organizing production schedule
  - iv) Negotiating and agreeing budgets and timescales with clients and managers
  - v) Estimating and assessing project and resources requirements
  - vi) Production Houses are to ensure the highest quality resources are provided to Safaricom based on the brief and production plan. This includes and is not limited to talent, cast, models, technical and support personnel, locations, etc.

### 3. AIMS AND OBJECTIVES

The main aim of this EOI is to shortlist the best-in-class Production companies 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 the right resources, specialized technologies/tools & equipment, creative capabilities, an intimate knowledge of the corporate operating environment and an excellent work ethic. The goal is to onboard PHs that guarantee that Safaricom has a production process that delivers value for money, is Flexible, Agile and Dynamic. The RFP will thereafter result into the establishment of a commercial framework with all its PHs.

If interested in participating in this process, please confirm your interest in submitting a bid towards this process. See below details on how to respond to this call for Expression of interest.

### 4. 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 Production Services for corporates similar in operations to Safaricom PLC.
  - ✓ Testimonials – At least 3 recommendation letters from previous/current corporate clients, etc. for similar services.
  - ✓ A video link to some of your best work

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

## 5. RESPONSES

Please submit your responses by End of Day, **Wednesday, 18<sup>th</sup> January 2023, 1700Hrs** by email to [pkiiru@safaricom.co.ke](mailto:pkiiru@safaricom.co.ke).

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

## 6. NEXT STEPS

Shortlisted firms will be taken through the Safaricom prequalification process and if successful, proceed to the next bidding phase that is the Request for Proposal (RFP). **New companies that have never registered for prequalification with Safaricom can immediately register their details by applying on this link; [Safaricom iSupplier Portal](#)**

Only shortlisted PHs 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.

## 7. 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”**