



Comedy Content Brief – Baze

Safaricom PLC, believes in the power of storytelling to inspire, educate, and entertain. Through our Baze brand—encompassing Baze Video, Baze Radio, and Baze Music—we are committed to supporting Kenya’s creative economy by empowering artists and content creators with platforms that elevate their craft.

As we relaunch Baze, we are focused on delivering fresh, high-quality, and youth-driven local content that reflects the vibrant spirit of our audiences. Baze prides itself on being the home of local content—a space where authentic Kenyan stories come to life.

This call seeks to identify creative partners who can help us shape this next chapter. We are looking for compelling dance, comedy, and drama content that not only entertains but also resonates deeply with our audiences and performs strongly across digital platforms.

Objective:

We are looking to collaborate with established and rising comedic talents who produce high-quality, youth-oriented content that drives digital engagement.

What we're looking for:

- Creators with a track record of producing comedy that resonates with Kenyan youth
- Strong social media presence with clear engagement metrics
- Ability to deliver short-form and series-style comedy content

Creative Direction:

- Tone: Relatable, witty, and culturally relevant
- Format: Sketches, short-form series, or character-led mini-dramas
- Target Audience: Kenyan youth aged 18–35





Comedy Series Format:

Option 1: (Standard half hour format): Format: 13 x 22 min

Option 2 (Shor-format) Format: 28 x10 min

Marketing Requirement:

Share how your team plans to push content digitally, drive virality, and attract consistent Baze viewership through your platforms and collaborations.

Submission Requirements:

1. Creative Proposal

- A short concept note (1–2 pages max) outlining:
 - The format of the content you propose
 - The themes and tone
 - Target audience and why the content will resonate with them
 - Platform rollout strategy: how it will be optimized for Baze and supported on social media

2. Digital Marketing Plan

- Summary of your current social media following (Instagram, TikTok, YouTube, Facebook)
- Provide insights into audience engagement (e.g., average views, comments, shares)
- Describe your strategy for driving viewership to Baze and building an audience

3. Visual Sample (Required)

- Submit a 1-minute video sample from existing work.





- The clip should demonstrate your ability to deliver humor effectively in a short-form format—timing, punchlines, relatable characters, or sketches.
- We are also looking at production quality—clean visuals, clear sound, and editing that enhances comedic impact.
- This could be from a skit, web series, short film, or social media content.

4. Proposed Timeline

- Breakdown of production stages (pre-production, shoot, post-production, delivery)
- Indicate expected start and completion dates

5. Budget & Costing

- Provide a total cost estimate for the show
- Include a high-level budget breakdown (pre-production, production, post-production, marketing)

6. Company or Creator Details

- Company or Creator Profile

A brief overview of your background and experience

Highlight your expertise in creating youth-centric content

- Certified Company Certificate of Incorporation (Applicable for Company)
- Valid CR12 (Register of Directors, certified within last 3 months) (Applicable for Company)
- Certified copies of directors' IDs (If not company, a certified copy of the creator's ID)
- Certified KRA PIN
- Certified Tax Compliance Certificate





Send your submission to: videocontent@safaricom.co.ke. All submissions should include the following:

- Contact Person Name
- Contact Person phone number

Deadline: Submissions are open until 13th June 2025

SELECTION PROCESS

ACTIVITY	TIMELINE
Industry Call out	23 rd May
Submission of proposals	13 th June
Review and Shortlisting	16 th June to 4 th July
Pitching & Presentations:	7 th July to 25 th July
Final selection and Award	30 th July

