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EXPRESSION OF INTEREST FOR THE PROVISION OF BRAND STRATEGY, BRAND COMMUNICATIONS DEVELOPMENT & BRAND GUARDIANSHIP SERVICES FOR SAFARICOM PLC

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Last Date for Receipt of Proposals: Thursday, 26th 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.

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

We believe that investment in long-term brand-building enables businesses to thrive over time and survive market volatility. We believe that a strong brand is a powerful business asset that delivers a sustainable competitive advantage, enabling us to outperform the competition and accelerate growth and deliver great customer experiences, now and into the future. It is for this reason that Safaricom intends to seek the services of a reputable agency that will provide Brand Strategy and Brand Communications Development services as well as provide overall Brand Guardianship in order to: -

- a) Create more focus:
- Develop best in class campaigns that build greater clarity, cohesion and distinction across the business
 - Support growth
 - Align the growing business(es)
- b) Support sustainable brand development
- Establish Safaricom as a tech brand
 - Establish a robust but flexible strategic platform and identity system to support the business
 - Provide checks and balances that ensure consistent deployment of the brand at all touchpoints
- c) Create a shared sense of purpose across the company
- Establish an inspiring and motivating steer for all staff, to build greater brand belief and meaning

The Brand Strategy, Brand Communications and Brand Guardianship scope will cover ALL the Safaricom, the business units, foundations and subsidiaries.

2. AIMS AND OBJECTIVES

The main aim of this EOI is to shortlist the best-in-class Brand Strategy, Brand Communications and Brand Guardianship agency with the willingness to undergo the RFP/Tender/Bidding process and demonstrates to have the right levels of 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 and capabilities necessary for servicing the Safaricom account, to handle the whole portfolio of services, coupled with an intimate knowledge of the operating environment.

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 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 Eight – Testimonials /Recommendations from at least 3 of your previous/current corporate clients, etc. for similar services
- f) Pages 9 to End – A proposal clearly indicating the following: -
 - ✓ Years of operations including locally.
 - ✓ The experience of senior staff to handle the Safaricom Plc account with at least 8 years of 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 brand strategy and brand communications development work done in the past 2 years. (At least 3 different clients).
 - ✓ 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.

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

4. RESPONSES

Please submit your responses by End of Day, **Thursday, 26th January 2023, 1700Hrs** by email to pkiiru@safaricom.co.ke.

Maintain the subject on the email as; **EXPRESSION OF INTEREST FOR THE PROVISION OF BRAND STRATEGY, BRAND COMMUNICATIONS DEVELOPMENT & BRAND GUARDIANSHIP 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 Proposal).

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”