



**SAFARICOM PLC  
P.O. BOX 66827 - 00800  
WESTLANDS, NAIROBI, KENYA  
TEL +254 722 000000  
FAX +254 722 004202**

**EXPRESSION OF INTEREST – PROVISION OF CONSULTANCY SERVICES ON  
SAFARICOM WAY OF BRAND BUILDING**

**Document Release Date:**

**Thursday, 16<sup>th</sup> May 2024**

**Last Date for Receipt of Proposals:**

**Friday, 24<sup>th</sup> May 2024, 1700Hrs**

**CONTENT**

**EXPRESSION OF INTEREST – PROVISION OF BELOW THE LINE MARKETING SERVICES**

**FOR SAFARICOM PLC**..... 1

1. INTRODUCTION..... 3

2. AIMS AND OBJECTIVES..... 4

3. EOI CONTENT.....**Error! Bookmark not defined.**

4. RESPONSES .....**Error! Bookmark not defined.**

5. NEXT STEPS..... 6

6. NOTE ..... 6

## 1.0 INTRODUCTION

Safaricom PLC (the company) is a leading integrated communication and technology services provider in Kenya with a subsidiary in Ethiopia. The company is committed to transform into a purpose-led technology company by 2025 and towards that, is continuously innovating to both anticipate and meet the changing needs of its customers. Safaricom exemplifies being a purpose-led technology company by applying technology to simplify life, making life more convenient, linking people to people, people to knowledge and people to opportunities. 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.

This transformation from a telco to a techno will involve investment in multiple technologies (broadband, data, fiber) to evolve our Fintech (world's largest mobile payment system) beyond payments to credit, wealth, and insurance solutions. Our Enterprise business is set to become a significant part of our solution provision to key stakeholders such as business and the government. We are committed to new ventures in education, Health, and Agriculture to establish ourselves as a tech shaper of the future, anticipating the needs of our consumers, enterprise and public.

As part of our ongoing commitment to the Sustainable Development Goals (SDGs), we continue to work towards improving energy and resource efficiency in our network and facilities to reduce carbon emissions and fuel consumption. We remain committed to becoming a Net Zero carbon-emitting company by 2050.

### 1.1 The Brand

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. We are committed to delivering a digital first experience to our customer embedding AI, Data Analytics, Big data in our mission to becoming a digital shaper of the future.

### 1.2 People

In order to be fit for purpose our people need to be closely cued into the tech space. We want to move from traditional marketing roles into the technology space. Our points of differentiation: -

- i. Purpose led
- ii. Being Tech/AI led
- iii. Brand Experience that is seamless, engaging, and compelling
- iv. Innovation- always staying ahead of the tech curve.

It is therefore key that we build our capabilities on how we tell our stories to support our Tech shaper position.

## 2.0 AIMS AND OBJECTIVES

The primary objective of this Expression of Interest (EOI) is to invite and shortlist reputable firms with the requisite expertise and capacity to develop a comprehensive framework for a state-of-the-art brand-building curriculum tailored for marketers in a technology company. Shortlisted firms will subsequently undergo a Request for Proposal (RFP) process to identify the most qualified consultant for providing these services.

We envision that the right firm will be supported by specialized technologies/tools, rightfully skilled resources, creative delivery capabilities tailored to TechCos and an intimate knowledge of the operating environment. The RFP will culminate into the establishment of a commercial framework to engage the successful company.

## 3.0 BACKGROUND & CONTEXT

Safaricom (the Company) currently has a large subscriber base with demanding appetite for our products and services availed across the country. To this end the company has invested heavily in marketing of our portfolio of products and services across the country with the key mandate of ensuring maximum visibility of our products and services. This creates an opportunity of optimizing marketing resources for effective & efficient execution. The need for coordinated marketing initiatives across the business that ensure consistent execution to build the brand becomes a key requirement.

Safaricom is transitioning from a traditional product management to an agile Segment led organization. Our culture is hinged on four pillars Purpose, Collaboration, Customer & Innovation (The Spirit of Safaricom). Given this shift from a traditional telco to a Techco firm, it will be key that we hone and grow our skills in both traditional and new marketing disciplines such as UI/UX, Strategy & Brand Management, Data Analytics/ Insights, Omnichannel strategies, Tech storytelling, creative and problem solving, B2B and Brand PR.

## 4.0 SUMMARY OF SCOPE

The 'Project' is seeking a well-established consultancy firm to help build and cascade Marketing craft competencies in both traditional and new marketing disciplines. This will include: -

- ✓ Helping define what is the brand and its competitive edge?
- ✓ Show how to drive brand love and relevance.
- ✓ Demonstrate the value that Brand, Marketing & insights brings to the organisation.
- ✓ Ability to correlate brand building to revenue performance.
- ✓ Define how the Brand wins for the future.
- ✓ Need to clearly articulate the value that 'brand' brings to the business.
- ✓ Identify the core marketing skills for the future (i.e. technology environment)
- ✓ Demonstrate how insights are applied to unlock growth and give a competitive edge.
- ✓ How to balance insights and business goals
- ✓ How Marketing drives shareholder value
- ✓ Balance between performance marketing and brand building (mutually exclusive/ dependent)
- ✓ Enterprise (B2B) marketing

- ✓ Future technology trends that Marketers need to build capability (metaverse, AI etc)

The consultant will define the Brand Building curricula (dubbed Safaricom Way of Brand Building) and direct effort in realising required benefits upon execution of the same.

The detailed scope will be provided to the shortlisted companies in the RFP.

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

## 5.0 EOI REQUIREMENTS FOR THE BIDDERS

All submissions for this Expression of Interest will be done via the Safaricom I-Sourcing portal. Requirements relating to this Expression of Interest are accessible on the portal. Kindly review all instructions on this document before proceeding to the I-Sourcing portal. Please log in to submit your response as follows: -

### Existing Suppliers:

If your company is already prequalified to be a supplier within our Safaricom PLC systems, please log in to the I-Sourcing portal to respond to the EOI by clicking on the link below: -

[https://egjd.fa.us6.oraclecloud.com/supplierPortal/faces/FndOverview?fndGlobalItemNo=deld=itemNode\\_supplier\\_portal\\_supplier\\_portal](https://egjd.fa.us6.oraclecloud.com/supplierPortal/faces/FndOverview?fndGlobalItemNo=deld=itemNode_supplier_portal_supplier_portal)

### New Suppliers:

If you are a new potential supplier without any previous interactions with Safaricom, please follow this link to first register your company for prequalification [Supplier Registration \(oraclecloud.com\)](#) then use link above (existing supplier) to respond to the EOI. All new and participating suppliers for this EOI will be expected to register as new suppliers to gain access to the I-Sourcing portal.

For any inquiries regarding this Expression of Interest, please contact: -

Phylis Kiiru  
Category Sourcing Specialist  
[pkiiu@safaricom.co.ke](mailto:pkiiu@safaricom.co.ke)

## 6.0 EOI RESPONSES

Please submit your EOI responses by the deadline, which is **Friday, 24th May 2024, 1700Hrs.**

Please note: -

- All submissions for this Expression of Interest must be done via the Safaricom I-Sourcing portal.
- All attachments in your responses should be shared in standard formats (i.e. word, excel, PDF, Jpeg, PPT).

- iii. If you need to utilize any file sharing websites, please use OneDrive and grant access to [pkiiru@safaricom.co.ke](mailto:pkiiru@safaricom.co.ke) and [fmangala@safaricom.co.ke](mailto:fmangala@safaricom.co.ke). Our organizational security protocols do not allow the use of Google Drive, WeTransfer, Dropbox or other file sharing formats (except OneDrive) therefore submissions will not be considered.
- iv. All attachments should be clearly labelled to match the requirement being responded to and should be attached in the attachment section corresponding to the requirements being sought in the portal.
- v. E-mail submissions will not be considered.
- vi. All communication should be done via the messaging tool/tab on our I-sourcing portal.

## 7.0 NEXT STEPS

Only firms that meet the minimum evaluation and pre-qualification criteria will be considered for the next stage of the bidding process.

The formal next process will be as below:

- i. Review and evaluations of submitted Expressions of Interest (EOI).
- ii. Shortlisting of the vendors
- iii. Prequalification of shortlisted suppliers
- iv. Issuing of the Tender (RFP) to selected shortlisted & prequalified suppliers.

## 8.0 NOTES

- This is not tender.
- Only the suppliers who provide the requested details will be considered for further discussions,
- The EOI response must not include any pricing/commercial proposal.
- Any costs associated with the preparation and submission of the response to the EOI shall be borne by the vendor.
- Safaricom and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the documents and information submitted in connection with this application.
- 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”**