



SAFARICOM PLC

**EXPRESSION OF INTEREST- PROVISION OF MARKETING AGENCY- ABOVE THE LINE
CREATIVE AGENCY SERVICES (Business to Business)**

Document Release Date : 5th April 2022

Last Date for Receipt of Proposals : 14th April 2022 (2:00 pm, EAT)

1. INTRODUCTION

As Safaricom transitions from being a telecommunication company into a technology company a lot more effort will be put in to validate our Tech co credentials. This effort will be greatest within the enterprise division where a variety of technology products and services will be positioned to SMEs, large enterprises and public organizations that solve complex problems for our clients.

As a result, the Safaricom Business division seeks above the line creative agencies that will size up the opportunities within different product and service verticals, generate sales pipelines and run active campaigns that enable smooth transitions from lead to cash.

The agencies sought should be able to handle through the line marketing activities from strategy, creative, digital, online, and offline engagements mainly targeted at enterprise customers as listed below: -

- SME
- Large enterprise
- Public institutions

The agencies must demonstrate an ability to have done campaigns that helped other business-oriented organizations manage the sales cycle in the following categories: -

- Cloud computing
- ICT services e.g., Domain and hosting services
- Managed services e.g., managed security
- Developer operations
- IOT
- Fixed internet services
- Business call, data and BPO services

The agency must be able to manage campaigns that involve long sales cycles as well as support agile sales teams. Consequently, we will be examining how well the prospective agency partners will operate within Safaricom's market structure and be able to demonstrate a combination of international and locally based expertise available to the benefit of Safaricom Plc.

Our ambition is to develop our technology company credentials by exposing more of the products and services we offer while breaking the myth that our services are limited to fixed, mobile data as well as payment services.

The agency should also be able in their own capacity or through partnerships execute experiential concepts for engagement of customers on-ground.

2. AIMS AND OBJECTIVES

We have currently partnered with various creative agencies servicing the Safaricom Plc account, that handle the various portfolio of services. The agency's contracts are nearing expiry and with the intention of always ensuring best of class ATL and BTL, we are seeking to invite suitable agencies to share their expression of interest (Scope of work to be shared with the shortlisted agencies).

The Expression of Interest (EOI) document is intended to lead to the identification of agencies that has demonstrable capacity to provide the scope of work services in the best possible way and in a manner that enables Safaricom Plc meet its customer expectations and deliver on the company's strategic objectives.

The Expression of Interest should include the following documents:

1. Expression of Interest letter duly dated signed and stamped.
2. A proposal clearly indicating the following: -
 - When agency was set up and how many years, they have been operating in delivering creative agency services with a minimum of 2 years operations in Kenya
 - The experience of senior staff to handle the Safaricom Plc account with at least 8 years' experience in marketing, advertising and communications related experience and track record in the industry.
 - A current list of clients where enterprise marketing 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 enterprise marketing creative campaigns carried out in the past 2 years. (At least 3 campaigns)
 - Show capacity either by self or through partnerships to execute exciting enterprise experiential concepts on-ground.
 - 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.

3. NEXT STEPS

The next steps will be as below: -

- a) Evaluation of the Expression of Interest submission
- b) Shortlisting of agencies
- c) Prequalification of shortlisted agencies (where applicable)
- d) Issue Request for Proposal tender document

4. RESPONSES

Agencies are advised to submit their responses via return email by **4:00 pm (EAT) on Thursday 13th April 2022** to FMangala@safaricom.co.ke ; Sngugil@Safaricom.co.ke

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 the purpose of informing the bidders of the outcome of the process.