



**EXPRESSION OF INTEREST- PROVISION OF PROFESSIONAL PHOTOGRAPHY,
VIDEOGRAPHY & EDITING SERVICES FOR SAFARICOM PLC**

Document Release Date: 12th July 2023

Last Date for Receipt of Proposals: 19th July 2023 at 4:00 pm EAT.

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1. INTRODUCTION

Safaricom is the leading integrated communication services provider in Kenya and has a steadily growing subscriber base. The company is continuously expanding and upgrading its systems and processes to meet the changing needs of its customers. To meet this objective Safaricom continuously seeks to partner with competent suppliers and service providers for the supply of various goods and services.

The Expression of Interest (EOI) is intended to lead to identification of a reputable and qualified firm to provide professional Photography, Videography & Editing Services in the best possible way and in a manner that enables Safaricom to meet and surpass its corporate communications and storytelling objectives.

High- Level Scope Areas

This EOI will lead to identification of a production firm to provide Strategic planning and sourcing to help Safaricom achieve its corporate communications objectives through visual storytelling. The specific deliverables are as listed below:

- Produce daily/ weekly/ monthly copies of photography and videography, well labelled for archiving.
- Work closely with PR partner agencies to establish connections with the key individuals in newsrooms to ensure delivery of relevant event footage following engagements, including during live streaming of events.
- Provide a digital archiving solution for all photos and videos captured and shared for and on Safaricom platforms.
- Create, plan and implement the production of short features or documentaries for use across external and internal media.
- Ensure that all brand communications are part of a cohesive brand narrative that will enable us to resolve reputational issues that may be affecting the brand.

Do you consider your firm up to this task?

Safaricom is therefore soliciting the following documents from interested companies.

- Expression of Interest letter duly dated, signed and stamped.
- A proposal clearly showing the following: -
 - a) A **company Profile** detailing brief history of the organization, Capacity-Daily run-rate
 - b) Vendor should indicate all **office locations countrywide**
 - c) References/List of clients' companies that these services have been provided for.
 - d) Your company's **license from relevant and recognized licensing bodies** to carry out film and drone services (attach supporting documents i.e. valid registration certificates/ valid licenses, quality control procedures that are ISO certified etc.).
 - e) Any value adding service that may enhance our overall storytelling experiences.
 - f) Financial statements for the last 3 years audited by a licensed auditor.

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For each reference, please provide details using the format below.

Company Name:		Sector
No of Monthly videos/photos		Editing tools
No of events		Nature of the events, Type of coverage provided (Media cuts, photos, highlight videos etc)
Contract Start Date (Month/Year):	Contract end Date (Month/Year):	Commercial Models; Is it Retainer basis engagement /% transaction engagement?
Narrative Description of Contract.		
Level of Service		
Description of Actual Services Provided by Your Staff:		

2. NEXT STEPS

- Evaluation of the Expression of Interest submission
- Shortlisting of Vendors
- Prequalification of shortlisted Vendors (where applicable)
- Only the firms that meet the minimum evaluation criteria will be considered for tender and further discussions beyond this.

RESPONSES

Please submit your responses by **4.00 pm (EAT) on Wednesday 19th July 2023**

Sowuor@Safaricom.co.ke;

NOTE:

- This is not a tender.
- Only the firms who provide the requested details will be considered for further discussions,
- No prices should be provided with this EOI,
- Safaricom 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 in, other than for the purpose of informing the bidders of the outcome of the process.

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