



**SAFARICOM PLC  
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**EXPRESSION OF INTEREST FOR THE PROVISION OF BRAND CAMPAIGN  
DEVELOPMENT SERVICE FOR SAFARICOM PLC**

**Document Release Date: 18<sup>th</sup> May 2023**

**Last Date for Receipt of Proposals: 26<sup>th</sup> May 2023 at 5:00 pm EAT**

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## 1. INTRODUCTION

Safaricom PLC (the company) is a leading integrated communication and technology services provider in Kenya, and has a steadily growing subscriber base. In 2020, the company committed to transform into a purpose-led technology company by 2025 and towards that, is continuously innovating to meet the changing needs of its customers. Safaricom will exemplify 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. 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 the country with the aim of engaging our customers from the grassroots.

In line with our strategic intent, Safaricom partners with various suppliers (local and international) for supply of goods and provision of services.

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 develop :-

- Brand campaign that will begin to position Safaricom PLC as a purpose-led Techco (coming from a purpose-led Telco).
- Brand campaign that will position us as the business transformation experts for enterprises looking to grow through technology. Consider this a grand re-introduction of our business brand to Safaricom customers.

## 2. AIMS AND OBJECTIVES

The main aim of this EOI is to shortlist the best-in-class Brand Campaign Development 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 Safaricom PLC, 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 / Ownership and Percentage
- 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 (if any).
  - ✓ The experience of senior staff to handle the Safaricom Plc account with at least 8 years of relevant experience in marketing, advertising and communications with a 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. Consider normal consumer and B2B relevant clients you have worked with based on the brief(s) you want to express interest for.
  - ✓ A portfolio of different similar business size, brand campaign work, done in the past 2 years. (At least 3 different clients). Consider normal consumer and B2B relevant campaigns based on the brief(s) you want to express interest for.
  - ✓ 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.
  - ✓ Name local agency partners 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 , **Wednesday 24<sup>th</sup> May 2023 at 5:00 pm EAT** by email to [Eatuya@safaricom.co.ke](mailto:Eatuya@safaricom.co.ke) ; [Pgathura@safaricom.co.ke](mailto:Pgathura@safaricom.co.ke)

Maintain the subject on the email as; **EXPRESSION OF INTEREST FOR THE PROVISION OF BRAND CAMPAIGN DEVELOPMENT 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”**