

EXPRESSION OF INTEREST FOR THE PROVISION OF AUDIO & VISUAL PRODUCTION SERVICES

We are looking to engage a panel of production companies, with demonstrable capacity to provide **audio & visual production services**.

These services include but are not limited to television commercials, television shows, skits, radio commercials, documentaries, animation, music production and event audio-visual production.

THE SCOPE OF SERVICES WILL COVER:

- Production of audio and video recordings
- Producing, Recording & Packaging commercials and content for use on various channels i.e., radio, TV and Digital, using the required production equipment, props, locations, staff etc.
- Developing story boards for focus group testing based on various concepts.
- Professional Hiring of equipment, props, locations, and staff to be involved in the productions
- Professional management of the talent to be used in the productions.
- Producing the audio-visual material through recording, video/digital shoots and editing to client/concept specifications and as agreed during the treatment presentations.
- Event audio-visual production (photography, audio, and video)
- Converting creative concepts into production treatments

EOI REQUIREMENTS

If you are interested and capable of providing this scope of audio & visual production services, please send your expression of interest with the following:

- 1. Expression of Interest letter duly dated signed and stamped.**
- 2. Proposal clearly shows the following:**
 - a. The company's detailed company profile containing (but not limited to); Number of years in operation, Service portfolio, list of company directors and key resource employees and the suite of services offered.
 - b. Within the scope mentioned - the list of clients you have worked with and work for.
 - c. List of previous clients where your organization has carried out either all or some of the scope listed above in the past 3 years (list at least five and give a brief description of the project).
 - d. Provide at least three (3) reference letters from clients where your firm has provided work in the past five years.
 - e. Provide copies of any relevant accreditation and/or affiliation or associations that your company has.
 - f. Provide details of your firm's knowledge of market and industries, specifically, knowledge of Ethiopian market.
 - g. Provide details of presence in Ethiopia.

SUBMISSION OF RESPONSES

Interested suppliers should submit their response to the following email address: brand.marketing@safaricom.et & bids@safaricom.et and no later than **Friday 4th March 2022 at 5:00 pm (GMT+3)**.

- **All submissions to email must be less than 20MB, and if larger should be shared on a google drive link.**

NEXT STEPS

Once the responses are received, the process will follow the steps below:

- Review of Expression of Interest Submissions.
- Prequalification of shortlisted suppliers.
- Issuing of tender to shortlisted prequalified suppliers.

NOTE:

1. Safaricom Ethiopia 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.
2. Safaricom Ethiopia 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.