

## REQUEST FOR EXPRESSION OF INTEREST

### PROVISION OF BELOW THE LINE (BTL) MARKETING SERVICES

The Expression of interest (EOI) is intended to lead to identification and shortlisting of a reputable firm/s to provide Safaricom Ethiopia, with Below the Line marketing Services.

The agency(ies) will be aware of current market trends and be willing to demonstrate innovation (including digital components) with the aim of achieving the set goals for each campaign and putting the Safaricom Ethiopia distribution and sales team ahead of competition.

Safaricom is therefore soliciting the following documents from interested companies;

1. Expression of Interest letter duly dated signed and stamped,
2. Proposal clearly showing the following: -
  - **Current list of clients'** companies where you are offering the BTL marketing services.
  - **Reporting;** Show kinds of reports that are shared with clients. Digital tracking platforms will be an added advantage
  - **Quality control** procedures that are ISO certified
  - Indicate the **Key regions you have presence** with operation offices
  - Indicate Regions / Towns within Ethiopia where you carry out the BTL services and the major cultural events for each region that you leverage on to drive acquisition/ Sales
  - Provide sample cost estimates of various kinds of Activations you carry out showing the management fee.
  - Provide some samples of Tax or fees paid during various activations to the government
  - Any value adding service that may enhance the overall customer's experience.

### NEXT STEPS

- Firms that show an interest to participate shall be taken through the Safaricom prequalification and only those who provide full documentation and meet our minimum criteria shall proceed to the next phase- RFP process.
- The shortlisted firms will be exposed to the full RFP- Provision of Below the Line Marketing services complete with details on, scope of work.
- Only the firms that meet our minimum requirements and meet our prequalification requirements will be considered for RFP

### RESPONSES

Please submit your responses by 5.00 pm EAT on **Friday 12th November, 2021** to **Trade.Marketing@safaricom.et**

\*All submissions to email should be less than 20MB, and if larger, submission should be shared on a google drive, and a link sent to the email address provided.