

EXPRESSION OF INTEREST IN THE PROVISION OF SERVICES FOR MEDIA BUYING AGENCY

We are looking to engage the services of a suitable media planning and buying agency, with a demonstrable capacity to provide Integrated Media Communications Services. The agency will be expected to provide the services below to support Safaricom Ethiopia Plc to meet and surpass its corporate and commercial objectives.

Required Services

- Strategy, Planning, buying, Campaign management & reporting for TV & Radio media
- Planning, management & reporting for OOH (out of Home) sites Safaricom Plc will hold directly

EOI REQUIREMENTS

If you are interested and capable of providing this scope of Integrated Media agency services, please send your expression of interest with the following:

1. Expression of Interest letter duly dated signed and stamped.
2. Proposal clearly showing the following: -
 - Firm's detailed company profile containing (but not limited to);
 - Number of years in operation
 - Client portfolio
 - list of company directors
 - Profiles of Key resources with Media planning and buying expertise
 - Suite of services offered.
3. List and description of media research, planning & buying tools used by your firm.
4. Within the scope mentioned above, a list of clients you have worked with and work for
5. List of previous clients where your organization has carried out Integrated Media communications in the past five years (list at least five and give a brief description of the project)
6. Provide at least three (3) reference letters from clients where your firm has provided similar work in the past five years.
7. Provide copies of any relevant accreditation and/or affiliation or associations that your company holds
8. Provide details of your firm's professional codes of practice, as well as the application procedures that you undertake to guarantee integrity, confidentiality, and security.
9. Provide details of your firm's knowledge of market and industries, specifically, knowledge of Ethiopia's media landscape
10. Provide details of company operation in Ethiopia

SUBMISSION OF RESPONSES

Interested suppliers should submit their response to the following email address: brand.marketing@Safaricom.et no later than **Friday, June 10, 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**

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

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 in, other than for informing the bidders of the outcome of the process. 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