INVITATION FOR EXPRESSION OF INTEREST FOR THE DEVELOPMENT OF RADIO, TELEVISION AND BULK SMS CAMPAIGN SERVICES

Society for Family Health (SFH) was incorporated in 1985 and is one of the foremost Non-Governmental Organisations (NGOs), that provide support to the Nigerian government in key areas of public health. HIV&AIDS prevention, family planning and maternal & child health (malnutrition, water and sanitation, and diarrhoea control). SFH works with the media to promote behavioral change and healthy lifestyles.

The Global Fund to fight AIDS, Tuberculosis and Malaria (GFATM) has approved the funding of malaria interventions in 13 States of Nigeria. These States include Adamawa, Delta, Gombe, Jigawa, Kaduna, Kano, Katsina, Kwara, Niger, Ogun, Osun, Taraba and Yobe. The interventions approved for implementation include malaria case management, vector control and Social and Behavioural Change Communication (SBCC).

SFH has been appointed Sub-Recipient to implement SBCC strategies in the 13 States and Long Lasting Insecticidal Net (LLIN) mass replacement campaigns in Jigawa, Katsina, Niger, Kaduna and Kano States. SFH intends to engage the service of one (1) media agency; this retainership will be for two (2) years with an option of one (1) year renewal.

Objectives of Service:

- To manage the development, media planning and buying of SFH mass media campaigns on radio and television (TV) across the 13 States.
- To design, deploy and manage bulk SMS communication messages to target audiences across the 13 States.

Specific Activities:

- Propose a creatively strategic media plan for each campaign. Each media plan must be accompanied by a justification for buying into each/ various stations based on research, language, and reach.
- Develop (6 radio & 4 television scenarios) and produce (4 radio and 2 television) radio and TV spots in Hausa, Yoruba and Pidgin languages.
- Negotiate volume discounts with the various stations and to break campaigns on SFH’s behalf.
- Submit detailed monthly reports which should be reconciled by the media monitoring report for each month. Each monthly report will have a summary (narrative) and an excel sheet showing what was exposed at a glance. The report should also contain information on the progress of all campaigns being aired, challenges during the airing of the campaigns, anecdotes and comments by the media stations (if any) as well as any useful or interesting information concerning the campaigns.
- Monthly report for bulk SMS should have an excel sheet showing number of messages exposed, number of SMS sent and number of SMS delivered.
- Supply media landscape reports every quarter capturing development in the media (new media vehicles, trends in popularity and reach, etc.)
- Ensure prompt payments to media houses (within one month) after reviewing media monitoring reports.
- Send in a comprehensive investment report at the end of each campaign circle showing compliance level and plans for plough back.
- Design, deploy and manage bulk SMS communication messages to target audiences across the 13 States, in Hausa, Yoruba, English and Pidgin languages.
- Design a platform that will allow SFH to upload phone numbers in each of the 13 States.

A: Eligibility Criteria

To be eligible for consideration, interested organisations must provide the following details:

1. Profile of the organization, Certificate of Incorporation, Management structure and Board membership;
2. Evidence of financial management systems (i.e. audited financial statements for 2015 and 2016);
3. Evidence of previous media buying services carried out (e.g. media buying contracts);
4. Evidence of the availability of qualified personnel for carrying out media buying services;
5. Evidence of VAT registration and proof of remittances and/or tax exemption certificate;
6. Evidence of up-to-date tax compliance (i.e. Tax Clearance Exemptions Certificates/Remittances);
7. Evidence of Compliance with the Provision of the Pension Reform Act 2004 (Certificate of PENCOM Registration and most recent remittance).

Note: Bidders employing or having in their management structure SFH staff members and family, Catholic Relief Services (CRS) staff members and family, National Malaria Elimination Programme (NMEP) staff members and family, the Global Fund Local Funding Agent and their family, are exempted from participating in this bid.

B: Evaluation and Selection of the media agency:

1. A technical panel will be constituted to review the EoI and shortlist Applicants to proceed to the next stage of Request for Proposals (RFP) based on the criteria listed above.
2. At this stage, a ‘yes’ or ‘no’ qualifier will be used to rate all the points above, and only bidders with an ALL yes qualifier, to the above listed criteria will proceed to the next stage.
3. Only companies that satisfy the Pre-qualification requirements will be contacted with Requests for Proposal (RFP) document.
4. This advertisement shall not be construed as a commitment on the part of SFH to appoint any organization nor shall it entitle any organization to claim any indemnity from SFH.
5. All costs incurred by bidders as a result of this process and any subsequent requests for information shall be borne by the bidders organizations. This would include any costs incurred during functional demonstrations and subsequent meetings and negotiations.
6. This publication can also be found on the following website: www.sfhnigeria.org (see vacancy tab on the website home page).
7. The modification or withdrawal of bids/proposals shall be allowed if the request is received prior to the bid closing time. Modification or withdrawal requests must be made in writing and signed by an authorized signatory of the bidder. Telephone requests shall not be considered (the bid withdrawal/replacement template can be found on SFH website).
8. The modification or withdrawal of a bid does not disqualify a bidder from submitting another bid on the same tender, as long as the bid is received prior to the closing date. Modification or withdrawal requests received after the closing time will not be allowed.

Interested bidders are welcome to visit the SFH website (www.sfhnigeria.org) for clarifications, enquiries or general information sourcing. This can be done by clicking on the banner link (GF Mal/Eco Media) on the home page of the website. Such information should be requested not later than 5 days (i.e. not later than 1st of June, 2018) after publication. Bidders are informed that all clarifications will not be sent to the bidders requesting but shall be published on the SFH website. All responses to request for clarifications shall be posted on SFH website for all bidders to access and the responses to your clarifications will be placed on the website within 48hrs.

Submission of Applications/Closing Date

The code MMED/GFMAL/NFM-18 should be boldly written on the top right corner of the Pre-qualification submission envelope. Name of organisation tendering should also be clearly written on the rear of the envelope. Failure to do this will lead to disqualification.

The sealed envelope containing two hard copies of the submission should be addressed to the following:

The Head, Procurement Division,
Society for Family Health (SFH)
# Port-Harcourt Crescent
Off Gimbiya Street,

NIGERIA

The MMED/GFMAL/NFM-18 can be downloaded from www.sfhnigeria.org

The SFH Head Office:

P.O. Box 1305
Umuahia
Abia State

Catholic Relief Services (CRS) Head Office:

2A Off Durbar Road
Gambaru
Bauchi State

Catholic Relief Services (CRS) Service Delivery Office:

70 Harmony Crescent
Kaura
Gombe State

Catholic Relief Services (CRS) Administrative Office:

67 Akeke Road
Port Harcourt
Rivers State

Catholic Relief Services (CRS) Technical Office:

Suite 41, 1st Floor
Barnett Towers
Abuja

Catholic Relief Services (CRS) Finance Office:

Flat 4
Curtis Aparry Towers
Abuja

Catholic Relief Services (CRS) Program Office:

Flat 3
Curtis Aparry Towers
Abuja

Catholic Relief Services (CRS) Information Technology Office:

Flat 1
Curtis Aparry Towers
Abuja

Catholic Relief Services (CRS) Internal Audit Office:

Flat 6
Curtis Aparry Towers
Abuja
Area 11, Garki, Abuja.

Note: The closing date for receiving the application is 8th of June, 2018 (i.e. 10 working days from the day of publication). Any application received after the stipulated Ten (10) working days will not be accepted.