

Request for Proposals

Purpose: Media Independent Buying Agency for Breakthrough ACTION-Nigeria
Issuance Date: Monday 14th November 2022
Deadline for Submissions: Monday 5th December 2022

The Johns Hopkins (JHU) Centre for Communication Programs (CCP), Baltimore USA, has received USAID funding, under the Breakthrough ACTION-Nigeria (BA-N) project, to implement health promotion and social and behaviour change interventions in Nigeria from 2018-2025. This project works with the Federal and State Ministries of Health to build their capacity in social and behaviour change communication leadership and implement cutting-edge social and behavioural interventions to improve the health and well-being of Nigerians across a broad array of health issues, including Maternal, Neonatal, Child Health and Nutrition (MNCH+N), Family Planning, Malaria, Tuberculosis and Zoonotic Diseases. We work in most of the states in Nigeria including the FCT, spanning each of the major geographical zones in the country.

Description

- BA-N seeks to engage the services of 1 or more media buying agencies in Nigeria that will coordinate all marketing communications activities including strategy, planning, buying, post campaign analysis reports, and vendor payments for BA-N campaigns on all traditional media. The media independent buying agency will work closely with BA-N's in-house media team to ensure all the campaigns objectives are achieved.
- The contracted agency must demonstrate the ability to work with all media houses in all the 36 states in Nigeria with the ability to ensure full compliance to our media plans by the stations.
- The contract will be for a period of 1 year subject to renewal based on satisfactory performance and available funding.

Specific Duties

- Prepare media strategies in line with the media buying briefs to be provided by BA-N
- Prepare media plans in line with the approved strategy
- Compare and competitively negotiate rates
- Handle all media buying activities including creation of Media Purchase Orders (MPOs), weekly/monthly deployments, etc
- Handle all media procurements including vendor recruitment, contracts, invoice specifications, payments etc.
- Develop and maintain relationships with media owners
- Ensure compliance with media orders and schedules by media owners
- Submit comprehensive monthly/quarterly post campaign reports to the project with verifiable data. The monthly analysis should include booked, aired, missed and complementary spots.
- Ensure corporate social responsibility activities are conducted by stations, such as; complementary spots, live appearances on programs, free studio sessions to record health messages, free hypes, time checks, and health related programs

- Work closely with BA-N staff at Abuja HQ and state level to address all issues with deployments, correction of MPOs, compliance and payment queries from stations and others
- Provide monthly media data- Reach, Gross rating points (GRPs), Frequency and other available data to expose the quality of BA-N's campaigns' targets
- Submit monthly invoices, COTs and/or station logs for payment
- Ensure on time and consistent monthly payment to media partners
- Propose new media houses to work with and keep ahead of trends in the industry

Eligibility Criteria

Organisations **or institutions eligible to respond to this RFP should be based in and registered in Nigeria.** All bidders must show their eligibility to participate in this procurement by providing copies of the following documents.

- Legal Certificate of Incorporation in Nigeria – Submit as a single document with no other attachments.
- Tax Identification Certification – submit as a single document with no other attachments
- Company Profile of not more than 5 pages; with verifiable business address, valid email with telephone numbers and point of contact for the organisation.
- Evidence of of Agency's physical address (copy of tenancy agreement or any other bills or sites may be included)
- Affiliation with Advertising Practitioners Council of Nigeria (APCON) and Media Independent Practitioners Association of Nigeria (MIPAN)

Media Brief

The media brief below outlines details such as the objectives, target audience and location for a typical BA-N campaign. The Proposer is expected to provide a method of execution for this campaign in response to the brief in the form of the technical proposal Part A. See additional detail on the technical proposal below.

Additional components of the full proposal follow the brief information below.

BACKGROUND

Breakthrough ACTION-Nigeria would like to raise awareness concerning the Tuberculosis call centre and the USSD code in Nigeria which are 3340 and *3340# respectively. This is in line with the mandate set by the National Tuberculosis and Leprosy control programme (NTBLCP) and the United States Agency for International Development (USAID) to eradicate Tuberculosis disease in Nigeria. The call centre responds in major languages in the country and operates 12 hrs daily. It offers information on hospitals where people can access free TB treatment and answers to other common questions about the disease.

CAMPAIGN OBJECTIVES

- Raise awareness regarding the TB Hotline and USSD Code
- Increase clinic visitation and consultation on TB
- Increase treatment rate
- Raise awareness concerning TB disease- signs and symptoms, free treatment options etc.



TARGET AUDIENCE

- Primary Target Audience- Male 18-50yrs, Socio Economic class (SEC)- C,D,E
- Secondary Target Audience- Female 18-50yrs, Socio Economic Class (SEC)-C,D,E
- Illiterate, semi-literate and literate (in order of focus)
- Rural, semi-urban and urban (in order of focus)

MEDIUMS

- Radio
- TV
- Propose additional channels for consideration

TARGET LOCATIONS

- Radio- Plateau, Nasarawa, Benue, Akwa Ibom, Cross River, Oyo, Bauchi, Kano, Lagos, Rivers, Imo, Kaduna, Taraba, Anambra, Delta, Katsina, Ogun, Osun
- TV- National campaign with focus in Plateau, Akwa Ibom and Oyo

CAMPAIGN DURATION

Full Year Campaign with 1 month break after every 3 months run (approx 9 active months in a year)
Starting from January 2023

CONTENT

Content available in 60 secs and 5 (Pidgin, English, Yoruba, Hausa and Igbo) languages. Multiple concepts available and would be alternated during the campaign implementation phase

MEASURE OF SUCCESS

- Reach
- Compliance
- Productivity (e.g., complementary spots, other contributions)
- Increased awareness of TB disease, signs and treatment
- Increase call to the hotline and dial of the USSD
- Others: Gross Rating Points (GRPs), Frequency, Reach

BUDGET

70M-100M Naira

PAYMENT

Upon submission of Certificate of Transmission (COTs) and Confirmation of compliance by an external monitoring party

SUBMISSION

This should be submitted together with the other stated deliverables on the RFP. Deadline for submission is 5th December, 2022



THE TASK BRIEF

Develop a media campaign strategy and plan with focus in high rated programs and stations on both channels and propose additional channels. Also capture the buying and monitoring process that would be adopted for this campaign.

Evaluation Criteria

Proposals will be evaluated according to the quality of the technical and financial proposal, essential requirements, described in more detail below:

Technical Proposal

The technical proposal must be submitted in the following format and include the following categories of information below.

- **Cover letter:**
 - A one-page cover letter signed by a responsible official of the bidding agency. The letter should contain the name, mailing address, telephone number, email address and other relevant contact information of the proposer.
- **Detailed technical proposal:**
 - Part A: A detailed response providing the method of execution for this campaign in response to the media brief above.
 - Part B: A detailed proposal responding to the following questions
- **Part A should include:**
 - The overall media strategy that details how the campaign described in the media brief above will be executed including the monitoring and compliance plan. This must be submitted as a powerpoint form in no more than 20 slides.
 - A media plan (on excel) which includes: the states, the stations, the program or time belt, the rate and discount, calender of the campaign, final cost of the campaign including productivity
 - Tab A: Summary- final cost
 - Tab B: Monthly breakdown of spots
 - Tab C: Radio Plan
 - Tab D: TV plan
 - TAB E: Planned KPIs
 - Include other Tabs as needed (not more than 2 additional tabs)
- **Part B should provide details on the following and should not be more than 15 pages:**
 - How marketing communication activities will be coordinated with BA-Nigeria to effectively deliver on media briefs objectives
 - The Buying process that will be applied such as deployments, tracking, media optimization for the BA-N Project
 - How the proposer agency will establish and maintain relationships with media houses
 - How the proposer will engage stations in hard to reach locations such as stations in the North east or community radio stations
 - The Monitoring and Compliance approaches that will be applied for BA-N campaigns

- How the proposer will ensure timely post campaign analysis reports and the format of the reports to BA-N
 - How the proposer will ensure consistent and timely payment of vendors
 - How the proposer will ensure corporate social responsibility activities are conducted and documented/reported by stations, such as; complementary spots, live appearances on programs, free studio sessions to record health messages, free hypes, timechecks, and health related programs by stations etc.
 - A timetable for completion of major activities required to achieve the objectives of a typical media brief month-on-month, including post campaign reports and management plan (including BA-N focal persons responsible for each activity, completion dates for main activities and a schedule of delivery)
- **Agency capacity:**
 - Organization Profile - Provide a description of the agency/company profile, the number of years the business has been in existence as well as the general purpose and mission statement.
 - Agency ownership and leadership - Provide a description of the human resources, administrative, and fiscal credentials and resources that support the agency's ability to conduct the work successfully. In addition, the applicant should also submit its most recent audited financial report, an organisation chart and list of board of directors.
 - Agency/Company Experience - Provide a description of past projects the Applicant has successfully conducted of a similar nature in the last five years. Include 2-3 Top brands, campaign name and brief detail about the work. Include three supporting references from these past contracts in the appendices. Samples are to be provided as Annexes (see below)
 - The Agency must also indicate the individual staff members to be assigned to the project and their CV (1-2 pages total per person), a short description of their job role for BA-N, as well as their work status (i.e. full-time, part-time or consultant) with the agency.

Samples of Past Work

2-3 examples of relevant work similar to the media brief. The samples should, at a minimum, include a media plan, a media strategy, a media purchase order, a compliance report, a post campaign report for a similar work in the past.

Financial Proposal

- Captures proposed amount to be charged separately for each option below:
 - A - Fees through retainerhip(if this engagement is to be by retainerhip) and
 - B - Percentage fee per campaign (if the engagement will be based on a percentage per campaign).
- Ability to match or beat BA-N on rates, discounts and productivity, demonstrated by the cost component of the sample media plan
- Vendor should provide rate cards showing negotiated rates and discounts and complementary spots for all media partners that the agency has relationships with for the following durations:
 - 60 secs TV spots (including satellite, terrestrial TV stations/channels)
 - 60 secs radio spots
 - Any other property types available may be included.

Proposals will be evaluated based on the following essential requirements:

- Provision of all required documents and at least 3-5 years running as a media buying agency in Nigeria
- Proposal must demonstrate capacity to accomplish BA-N scope of work above shown from the quality of the technical proposal Part A & B
- Agency capacity
 - Demonstrates requisite experience with top local and international brands (including references)
 - Staff Resume showing at least 1 media manager, 1 media planner, 1 media buyer, 1 media compliance officer and the finance lead.
 - The financial strength of the agency garnered from the annual report
- Samples of past work with all 2-3 examples listed in the technical proposal section
- Demonstrate good relationship with stations from
 - Quality of rates and discounts and complementary spots for all media houses that the agency works with as stated on the financial proposal.
 - 3 references from 1 station each in the North, South-West and East regions of the country
- Price reasonableness of the agency fee
- Due diligence visit by BA-N team to assess physical office location, available equipment and resources owned by the proposer.

Criteria	Points
Inclusion of all required documents- legal documents, affiliations with APCON and MIPAN, Physical address, 3-5 years running as an agency	10 points
Sample of past work for 2-3 campaign examples	10 points
Demonstration of Agency's capacity e.g quality of the staff proposed for BA-N, financial strength and affiliation with top 2-3 brands with 3 references	10 points
Requirements of technical proposal responses (part A and B) are met. The response is creative, effective, demonstrates ability to RFP (e.g. The media strategy shows how to achieve the objectives, media plan, buying process, media houses engagement method, compliance analysis, post campaign report and target/actual KPIs)	25 Points
Demonstrate good relationship with media houses; quality of discount and complementary spots from the negotiated rate cards submitted in the financial proposal. And provide 3 references from one station each in the North, South-West and East.	20 points
Agency fee reasonableness (retainer and/or % fee)	15 points
Due diligence visit by BA-N team to assess physical office location, available equipment and resources owned by the proposer	10 points
Total	100 Points

Submission of Quotes

All bids must be on the company's official letterhead, duly signed and dated and emailed to batenders@ba-nigeria.org. Please ensure that proposals capture all the requirements for selection. Any questions should be emailed to the procurement team at batenders@ba-nigeria.org, response to questions will be shared with all bidders. Any bids received without following the submission instructions will be disqualified.

Only shortlisted vendors will be contacted for further discussions.

Proposals should be addressed to.

Project Director

Media independent Buying Agency Contract for Breakthrough ACTION-Nigeria
Abuja.

Payment Terms

Please state your payment terms while quoting. However, BA-N's preferred term is full payment after confirmation of airing and it's based on actual spots aired, verified by BA-N and upon receipt of media partner monthly invoices, their COTs or logs, MPO, and a copy of the monitoring report or analysis. BA-N is VAT exempt, so please do not include VAT fees when quoting. **Also note that BA-N will deduct withholding tax at the applicable rate (5%) from the total value, to be remitted to FIRS.**

Note

BA-N reserves the right to consider any quotations received before and after the end of the deadline. Any deviation from the specifications contained in the RFQ will lead to the vendor's **DISQUALIFICATION**.

Award will be made to the responsible applicant(s) whose application(s) best meets the requirements of this RFP and the selection criteria contained herein. Issuance of this RFP does not constitute an award commitment on the part of CCP or its funding agency. Applications are submitted at the risk of the applicant and all preparation and submission costs are at the applicant's expense. Applicants must provide all required information in their application or may be deemed non-responsive.

JHU reserves the right (but is not under obligation to do so) to enter discussions with one or more applicants in order to obtain clarifications, additional detail, or refinements in the application. Oral discussions may be conducted. JHU reserves the right to award either the entire scope of work to one applicant or a partial scope of work to more than one applicant.