



Nairobi, 9th May 2023

Subject: Request for Proposal F4F (RFP003) -JustdiggIt

Dear Sir/Madam,

Stichting JustdiggIt Foundation ('JustdiggIt') is requesting proposals from media buying agencies that have extensive experience in media buying services in Kenya. Interested firms to submit proposal to us by 5PM **22nd May 2023**. For any clarifications on the bid process, please, contact us by sending an email to eastafricafinance@justdiggIt.org.

As we safeguard a fair tendering process, no other direct contact with JustdiggIt concerning this request for proposal is permitted. A description of our organization, the services needed, and other pertinent information follows.

Background of JustdiggIt

JustdiggIt is an INGO with the goal to restore degraded ecosystems by developing, initiating and co-funding restoration programs in sub-Saharan Africa. We restore the water balance in the ground and bring back vegetation. Additionally, we contribute to a positive local climate effect by reducing extreme weather events like floods and droughts, capturing large quantities of carbon and cooling down regional temperature. Local communities directly benefit from our programs as we restore the ecosystem, bring back water into the ground, create a better living environment and drive economic development.

As a part of a consortium working on the goal of sustained improvement in ecosystem restoration, livelihoods, and resilience to climate change for 250,000 small-scale farmers and pastoralists covering 250,000 hectares of land in 5 target counties namely Kilifi, Migori, Kwale, Elgeyo Marakwet and Narok in Kenya by 2052. Therefore, JustdiggIt is requesting proposals from media, creative and production agencies that have extensive experience in providing media buying services. The media agency is expected to document and disseminate lessons learned and facilitate stakeholder learnings in local, national and international forums, networks. Create engaging content (e.g., documentary, short clips, etc) of the program and its lessons learned and share created content (briefs, guides, videos etc) with stakeholders at all levels to inform decision making for implementation and scale up/out.

The media firm will be expected to work closely with JustdiggIt to develop research based informed strategies and campaigns on climate-responsive planning/development and carbon trading practices. The firm will also develop overall concept of media strategy, campaign plan, produce (TV and Radio) and deliver county level campaigns, on climate-responsive planning/development and carbon trading that influence agricultural productivity, climate change adaptation and mitigation strategies. This will be done through Flighting and production of billboards/fliers, buy in of media space, conduct video tours throughout all program areas and distribute awareness campaigns through media/SMS/Radio/other throughout all program areas/counties and conduct village activation in all program areas/counties.

Contract period for the service to be rendered: May 2023- May 2027.

Media Buying Agency

The role of media buying agency is to work with, and on behalf of, the client in planning and executing a valuable media plan for the 5 counties.

The scope of work of the media buying agency is listed below:

- Developing strategy on climate responsive planning and carbon trading
- Developing media strategy and campaign plan
- Media buying strategy:(TV and Radio)

- Media placement planning.
- Media buying negotiation.
- National TV ad placement in 3 national stations.
- National Radio placement in 5 national radio stations.
- Rural Radio program placement in 5 County radio stations.
- Photography
- OOH media buying, flighting and production.
- Data collection and impact report.

Proposal content

Please, ensure that your proposal provides the following:

- Must be a registered company/Institution (Attach Certificate of Incorporation).
- KRA VAT, PIN registered and valid Tax Compliance Certificates (Attach valid documentations).
- Quotation price should be in Kenya shillings, Indicate Prices Inclusive of W/TAX where Applicable and all applicable government taxes.
- Executive summary - **Describe your understanding of the work to be performed, the estimates fees, and your firm's ability to perform the work within the time frame provided.**
- Professional experience - Describe specifics about what uniquely qualifies your firm to serve your organization, what skills you bring, what services you can offer, and what relevant experience you have.
- Team qualifications- Identify the specific partners and managers who will be assigned to this engagement if you are successful in your bid.
- Price estimation- Please, provide a firm estimated fixed price for the requested services in Kenya Shillings. Note: in this fixed price, all unforeseen costs and additional fees should be included. Operation costs should be included here.
- Additional information-Please, provide any additional information, not specifically requested, but which you believe would be useful in evaluating your proposal.

Agencies will be scored on the following evaluation criteria:

- 1) Budget Media-Buying and Creative Services combined.
- 2) Completeness of provided budget.
- 3) Land-specific knowledge & contextual understanding
- 4) Proven country-specific networks of media partners at national and regional levels
- 5) Strong track record of professionalism of media-buying services, and the ability to arrange/place optimal media platforms and time.
- 6) Quality of proposal. Agency shows to have and understanding of the RFP and responds to project objectives.

Contact information

Requests for additional information and questions sent to: eastafin@justdigg.it.

Please submit your proposal no later than 22nd May 2023. We would also appreciate a response if you declined to submit a proposal.