



## Request for Proposal

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**Media Agency to undertake Communications, Advertising and Production  
Services for HDIF on monthly Retainership Basis  
December 2017 – November 2018**

**Closing Date and Time for the RFP submission:  
16 November 2017, 2:00 PM**

### **IMPORTANT NOTICE**

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## A. OVERVIEW

### 1. About HDIF

UK Aid has established a Human Development Innovation Fund (HDIF) that aims to identify and support innovations that have the potential to create social impact in education, health and, water, sanitation and hygiene (WASH) across Tanzania. With a focus on market driven solutions, HDIF catalyses the development, testing and scaling of innovative models of service delivery, information and communication technologies for development (ICT4D), and product solutions in health, education and WASH. The following are three main components of the programme:

- **Inspiring** quad-aligned networking and strategic awards that cultivate the innovation ecosystem in human development.
- **Catalyzing** the diffusion of innovations in human development.
- **Transforming** the focus and quantity of evidence available to key stakeholders on the practice of innovation in human development.

Further details can be obtained from [www.hdif-tz.org](http://www.hdif-tz.org)

## B. PURPOSE OF THE REQUEST FOR PROPOSAL

The purpose of the Request for Proposal (RFP) is to solicit proposals to establish a contract, through competitive negotiations, with a qualified Media Agency that can provide a result-oriented, efficient, cost-effective, and customized communications, advertising and production services to promote HDIF and its grantees.

The selected firm must be capable of providing comprehensive on-going communications, advertising and production consultancy services, ranging from strategic counsel on issues, to tactical implementation support on special events or ad-hoc communications activities. All activities shall produce quantitatively measurable results identified by HDIF.

## C. INFORMATION SECURITY

The organisation providing the proposal shall acknowledge and agree that, if the organisation is selected as the Contractor, it shall be bounded by our Non-Disclosure Agreement (NDA). Any information supplied to the organisation by HDIF shall remain the property of HDIF. The organisation shall be obliged to employ the above-mentioned data and information for the sole purpose of project and services delivery. The organisation shall protect the data of HDIF and shall never allow any person to gain access to the data except for the aforesaid purpose.

The organisation shall be provided with a NDA after the selection process. The NDA shall be signed and returned to HDIF before the commencing of the contract.

## D. BACKGROUND AND OBJECTIVES

The goal of engaging the communications, advertising and production retainer is to increase and sustain the public awareness of HDIF's brand identity. The Media Agency is expected to measure, manage, and advise on each HDIF communications program/activity in order to maximize the desired outcomes. The

purpose of this sought services are set out below. Emphasis on each objective should be addressed in the bidder's proposal.

- To position HDIF as a programme to seek **Inspiration** from. HDIF's grantees are inspiring, leading a new generation of Tanzanian innovators.
- To position HDIF as **Technical experts in Health Education, Health and WASH**. HDIF is a consortium of global experts in innovation Health, Education and WASH catalysing high quality, successful and scalable innovations.
- To increase visibility of HDIF as a programme that is **Tanzania and private sector focus**. HDIF diffuses human development innovations for Tanzania working with the private sector.
- To nurture & enhance the profile of HDIF by **Connecting Tanzania**. HDIF targets global and regional innovation, connecting Tanzanian innovators with the global eco-system to respond to Tanzanian needs.
- To associate HDIF with **Inspiring new opportunities**. HDIF invests in innovations that create jobs, and build skills and employability amongst Tanzanian youth. Innovation drives the economic growth that is essential for human development. HDIF's grantees are inspiring, leading a new generation of Tanzanian innovators.

The target audiences for the services requested are:

- Private sectors (both corporate and non-corporate).
- Government of Tanzania Ministries specifically, Ministry of Education and Vocational training, Ministry of Health and Social Welfare and Ministry of Water and Irrigation.
- Members of the general public interested in innovation in general and innovation in Health, Education and WASH including but not limited to youth in Tanzania, Academia and Research Institutions and non-profit organizations.
- Local influencers (celebrities and industry/sector leaders).

## E. SCOPE OF WORK

HDIF intends to seek for a Media Agency to provide consultancy services on a retainer basis. An estimated average of 9 working days of the organisation is required quarterly. The scope of work may include but is not necessarily limited to:

1. Communications Materials: (Expected Deliverables: 2 types per year)
  - To produce and/or edit high quality printed communications materials that meet the public relations and outreach objectives.
2. Strategic counsel: (Deliverables: ongoing plus quarterly review reports)
  - To develop communications concepts and messages based on sound communications principles and/or knowledge.
  - To advise on strategy and approach in response to new opportunities.
3. Social media development: (Deliverables: 1 time during HDIF's Annual Innovation Week plus quarterly review report on social media monitoring)
  - To utilize social media to generate publicity, word of mouth and grow the overall social media presence.

- To utilize social media platforms as part of the integrated communication support in additional to traditional media efforts.
4. Media relations: (Expected Deliverables: 20 per year)
    - To provide monitoring services for coverage relating to HDIF and its partners during events requested by HDIF.
    - To recommend media format and target media groups that best reach the program’s specific goals.
    - To identify and line-up target media for interviews or article placement ensuring wider coverage of HDIF grantees
  5. Website: (Deliverable: Ongoing)
    - Edit, revise or update content on HDIF’s website based on HDIF’s requirements. Provide constant web monitoring to ensure that the website is live and functioning.
  6. Digital media: (Expected Deliverables: 36 within the year of the contract)
    - To produce professionally filmed interviews and images, edit short news packages and video news releases as well as other video products, sometimes with animated graphics which will be distributed by HDIF.

The bidder shall provide an evaluation methodology on the success of the program/activities, such as quarterly updates on progress of the retainer programme.

## F. FEE ARRANGEMENTS

The Media Agency should quote a flat monthly rate for the service. To ensure a mutual relationship starts off well, the method of billing, hourly rates for additional services, third-party costs, as well as payment terms should be fully detailed in the bidding proposal.

## G. SERVICE PERIOD

The service period is from December 2017 to November 2018. The contract may be extended for additional years after that without going through another bidding process. HDIF reserves the right with no penalty.

## H. PROPOSAL RESPONSE FORMAT

All proposals should be as thorough and detailed as possible so that the HDIF Selection Committee could properly evaluate the bidder’s capabilities in providing the required services. Each proposal shall include all of the following items:

1. Cover Page	<ul style="list-style-type: none"> <li>• Title: Communications, Advertising and Production Retainer Services December 2017 – November 2018</li> <li>• Organisation contact information including the organisation name, registered address, contact person, his/her title, contact telephone number, fax number, email address, company website.</li> <li>• Contact name, title, contact telephone number and email address</li> </ul>
2. Executive Summary	<ul style="list-style-type: none"> <li>• One-page executive summary is to briefly describe the bidder’s proposal. This summary should highlight the major features of the proposal. It must indicate any requirements that cannot be met by the bidder.</li> </ul>
3. General Organisation Background	<ul style="list-style-type: none"> <li>• Major activities, financial situation, organizational structure, management team and achievements in Communications,</li> </ul>

	Advertising and Production services of the organisation should be elaborated.
4. Detailed Responses	<p>A. Staff qualifications and experience:</p> <ul style="list-style-type: none"> <li>• Describe the qualifications and experience of all proposed staff and subcontractors (if any) in providing Communications, Advertising and Production services</li> </ul> <p>B. Media Relations:</p> <ul style="list-style-type: none"> <li>• Provide information on your firm’s skills and capabilities in applying public relations, media outreach and communications principles and techniques to create a strong awareness of services in relation to increasing the popularity and usage of a particular service. Describe at least two outreach and/or PR initiatives that your firm has undertaken.</li> </ul> <p>C. Strategic communications:</p> <ul style="list-style-type: none"> <li>• Describe your firm’s experience in producing strategic counseling/ communications materials that successfully communicated messages to various groups including media, government ministries, business, organizations, individuals with diverse educational, technical background, and/or in low socioeconomic background.</li> <li>• Also include materials that would demonstrate the firm’s ability to manage adhoc situations, as well as meeting client’s objectives and addressing the challenges of outreaching to the target audiences.</li> </ul> <p>D. Social Media</p> <ul style="list-style-type: none"> <li>• Describe your firm’s experience in helping customers use social media effectively to enhance corporate image, promote products and/or services, and achieve corporate PR objectives. Provide successful cases of strategic counseling/ communications materials that demonstrate the use of social media in achieving corporate PR objectives.</li> </ul> <p>E. Website:</p> <ul style="list-style-type: none"> <li>• Describe your firm’s experience in managing websites and ways of increasing traffic to the website.</li> </ul> <p>F. Digital media</p> <ul style="list-style-type: none"> <li>• Describe your firm’s experience in producing professionally filmed videos to promote products and/ or services. Provide links to successful videos produced for public distribution highlighting the audience it was designed for.</li> </ul> <p>G. Innovative ideas for HDIF:</p> <ul style="list-style-type: none"> <li>• Demonstrate ideas for better and/or additional ways to address the media/public relations needs which are not otherwise described in this RFP. It would be appropriate to indicate the advantages and disadvantages of the approaches you recommend, and specify the cost implied.</li> </ul>

## I. SELECTION CRITERIA

HDIF will evaluate all proposals with the following weighted criteria.

Weight	Evaluation Criteria
25%	Ability to meet the scope of work <ul style="list-style-type: none"><li>Proposed work plan.</li><li>Strong connection with local, education, business and IT media news, and demonstrate strategies at reaching target audiences, both printed and electronic media.</li></ul>
15%	Qualifications and Staff Experience <ul style="list-style-type: none"><li>Qualifications and expertise of staff involved in this program.</li><li>Direct experience in specified communications, advertising and production retainer program especially in development related fields.</li><li>Demonstrate the understanding and/or familiarity with the human development industry trends and researches.</li></ul>
35%	Demonstrated capability <ul style="list-style-type: none"><li>Work samples from relevant past projects in human development related organization.</li><li>Work samples showing quality and innovative ideas to develop and execute strategic PR and communications programs.</li><li>References.</li><li>Value added. Give examples of how you can add value.</li></ul>
25%	Cost (proposed monthly rate and costs for additional services).
100%	

## J. DISCUSSION WITH BIDDERS / ORAL PRESENTATIONS

Each initial proposal should be provided with the most favorable price and service standpoint. An oral presentation by a bidder to supplement a proposal will be required. The oral presentations will be made at the Bidder's expenses.

## K. INQUIRIES AND SUBMISSIONS

Three (3) copies of each proposal must be received by 2:00 PM on November 16, 2017. Late proposals cannot be accepted. Faxed or electronically transmitted proposals will not be accepted. **The offers must be submitted in covers duly sealed, failing which the documents will not be accepted.** Proposals shall be delivered clearly labeled as "RFP FOR COMMUNICATIONS, ADVERTISING AND PRODUCTION SERVICES FOR HDIF ON MONTHLY RETAINERSHIP BASIS" to:

Director of Finance and Administration  
The Human Development Innovation Fund (HDF)  
TCRS Building, 2<sup>nd</sup> Floor  
Mwai Kibaki Road/ Kiko Avenue, Mikocheni Area  
Dar es Salaam, Tanzania  
Tel/ Fax: +255 22 270 1542

Submission of Questions: All questions must be emailed to Hannah Mwandoloma at [Hannah.mwandoloma@hdif0tz.org](mailto:Hannah.mwandoloma@hdif0tz.org) with "Submission of Questions" in the subject line by 5:00pm on November 9, 2017.

Responses to all questions of a substantive nature will be provided in writing, via email to all known potential bidders on BCC (Blind copy). A list of questions about the program that are received from potential applicants, and answers to those questions, as well as any changes, additions or deletions to the RFP, will also be Communicated via email. Applicants should note that all clarifications are to be resolved prior to the submission of a proposal.