



SIGNS MEDIA KENYA LIMITED

Ishara House, Ridgeways Lane,
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P.O. Box 29500 - 00100
Nairobi, Kenya

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REQUEST FOR PROPOSALS (RFP) FOR PROVISION OF BELOW THE LINE (ON- GROUND) MARKETING AGENCY SERVICES

RFP NO: assistALL/RFP/GSMAIF/2022



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1.0 Letter of Invitation

OUR REF.
assistALL/RFP/GSMAIF/2022

12th January 2022

REQUEST FOR PROPOSAL FOR PROVISION OF BELOW THE LINE (ON-GROUND) MARKETING AGENCY SERVICES

Signs Media Kenya Limited invites you to submit proposals for the Provision of Below the Line (on-ground) marketing agency Services to acquire users and drive usage through downloads of its newest assistive innovation named assistALL mobile app.

A detailed request for proposal is attached to this letter.

The proposal should be submitted on or before 24th January 2022 at 11.00am. If you wish to obtain further information about this invitation, please contact Mr. Peter Koigi, Project Lead (Email pkoigi@signsmediake.com: Tel 0721816730).

We look forward to receiving your proposal.

Yours sincerely,

Luke Muleka

**Founder and Managing Director,
Signs Media Kenya Limited**



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2.0 Background Information on assistALL mobile app

Signs Media Kenya Limited was formed in 2011 operating on a social enterprise model with the main objectives being to propagate social, economic, political and talent development of persons with disabilities through assistive technology.

Our products are Signs TV which we launched in 2017 broadcasting in sign language with voice overrides available on all free to air platforms. Then the challenges posed by COVID 19 to the deaf in isolation led to the innovation of assistALL app to provide sign language interpreters virtually. The application can be downloaded free of charge on the Google Play store. assistALL app seeks to provide on-demand sign language interpretation services to all subscribers who include the deaf, professionals, corporates and the informal sector as well.

Therefore, the procuring entity wishes to contract the services of a Marketing Agency to drive user acquisition and usage of assistALL Mobile app in several major towns across the country.

The following are the targeted towns;

- 1) Thika/ Karatina/ Nyeri
- 2) Mombasa/ Kwale/ Kilifi
- 3) Naivasha/ Nakuru/ Eldoret
- 4) Kakamega/ Kisii
- 5) Kisumu/ Homabay
- 6) Kerugoya/ Embu/ Meru
- 7) Nairobi and its environs
- 8) Garissa & Marsabit
- 9) Machakos/ Kitui

Minimum Resources Expected from the Agency

1 sales agent for each grouping of towns

Nairobi due to its size can have 3 sales agents

2 Sign Language interpreters to support deaf person acquisition

VISION

To be the global recognized provider for professional on-demand sign language interpretation services on a mobile app.

MISSION

To offer high quality and professional on-demand sign language interpretation services to corporates, professionals, informal sector and the deaf community.

3.0 Nature of services required:



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THE WHY

The main purpose of the marketing efforts around those towns is to drive acquisition and usage by the following users of the app;

- 1) The Deaf community e.g. students, adults, etc.
- 2) The corporates and businesses which include hospitals, schools, government departments, banks, supermarkets, educational institutions such as academies, colleges, universities, etc.
- 3) Professionals; these are people who may assist deaf persons through their professions such as Lawyers, Police officers, accountants, engineers, teachers, doctors, nurses, clinical officers, etc.
- 4) Individuals; these are players in the informal sectors such as Kiosks, vibanda, juakali sector, matatu transport industry as well as friends and family to the deaf
- 5) Sign Language interpreters.

The Key objectives of the campaign will be:

1. To educate the masses on assistALL mobile app offerings
2. To promote downloads on google playstore for assistALL mobile app
3. To onboard all businesses in Kenya and professionals onto assistALL mobile app.
4. To onboard deaf persons onto the assistALL mobile app

THE WHAT

Among the activities the marketing agency should coordinate to achieve the set downloads include:

- Ensure assistALL mobile app remains top of all users' minds by timely flooding the media channels available with relevant information.
- Development of a marketing plan with the activities that they intend to carry out in reaching out to
 - A) different business clients e.g. banks, hospitals, colleges,
 - B) professionals such as doctors, nurses, teachers, etc
 - C) deaf persons, caregivers and families of deaf customers,
- Identify opportunities and organize for radio talk shows where partners are invited to discuss about assistALL mobile app and assistive technologies.
- Educate users through available channels and social media on assistALL mobile app and how they can download and use it.
- Educate the public about assistALL mobile app and the benefits of downloading assistALL app.
- Organize for Digital Media Campaigns & Social media activation Campaign on Twitter, Facebook, You Tube & Instagram on assistALL app related messaging
- Build awareness around assistALL app to the business community – Should help place opinion pieces by various assistALL mobile app users from different sector (Banking, Health, Education etc) on its effect to the deaf community involvement in the social, economic and political development.



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- Engages customers, consumers and the general public through a mix of marketing and media channels available at its disposal.
- Building strategic media and influencer partnerships to trigger engagement and relationships by releasing compelling and newsworthy content that lands the key messages around assistALL mobile app.
- Help conduct training on assistALL mobile app to the general and potential users
- Identify speaking opportunities for Signs Media Kenya Limited at relevant events across the country and leverage on them.
- Design and develop digital posters & infographics on assistALL mobile app to be used in the social media campaign.
- Develop flyers for the assistALL mobile app.

THE HOW

To aid in this campaign, SIGNS MEDIA KENYA LIMITED will do the following:

- 1) Create dedicated social media platforms for assistALL mobile app for outreach besides delivering assistALL messages on their SIGNS MEDIA KENYA LIMITED accounts.
- 2) Design and print a brochure with information about the assistALL app which will be disseminated to the public during the launch and on-ground activations.
- 3) Develop assistALL mobile app banners.
- 4) Provide resource persons for training of users of the assistALL mobile app.
- 5) Engaging Deaf organizations, and other like-minded PWD organizations for strategic collaboration

What the Marketing Agency will be pushing during the 9-month campaign.

- Recruit, manage and pay on-ground sales agents and Sign Language Interpreters across the selected towns
- Design branded T-shirts with relevant campaign messages for use by the agents who may be photographed in them and photos spread on social media.
- All the messages should gel well with each other.
- Onboarding individuals e.g. doctors, lawyers, etc (6,000 individuals)
- Onboarding of Sign Language Interpreters (240 sign language interpreters)
- Onboarding of corporates and business (150 businesses)
- Onboarding of deaf persons (2250 deaf persons)

The Marketing Agency will be required to:

- Produce analytics for downloads and usage for SLI, Corporates, Deaf persons and professionals and non-professionals who have downloaded the assistALL app.
- Review messaging with an aim to improve reach following outcome of every analytics
- To produce a marketing report at the end of the 9 months' period to get the impact and give a report backed with analytics.
- Provide 2 sign language interpreters for the purpose of marketing to persons with hearing impairments



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[illegible]



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TERMS OF AGREEMENT

All responses between SIGNS MEDIA KENYA LIMITED and the Consultant will be confidential. SIGNS MEDIA KENYA LIMITED will own all the artwork, photography and the source materials produced by the Consultant.

TERMS OF ENGAGEMENT

The engagement will be for nine months, renewable on a need basis.

4.0 Technical Proposal

4.1 Clarification and Amendment of RFP Documents –

Firm's may request for clarification on any information in this Request for Proposal (RFP) document only up to three [3] days before the proposal submission date. Any request for clarification must be sent in writing by paper mail, facsimile or electronic mail to the SIGNS MEDIA KENYA LIMITED address indicated in the Letter of Invitation. SIGNS MEDIA KENYA LIMITED will respond by paper mail, facsimile or electronic mail to such requests and will send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all invited Marketing firms who intend to submit proposals.

At any time before the submission of proposals, the SIGNS MEDIA KENYA LIMITED may for any reason, whether at its own initiative or in response to a clarification requested by an invited firm, amend this RFP document. Any amendment shall be issued in writing through addenda. Addenda shall be sent by registered or electronic mail to all invited Marketing Consultants and will be binding on them. SIGNS MEDIA KENYA LIMITED may at its discretion extend the deadline for the submission of proposals.

4.2 Submission, Receipt and Opening of Proposals

The proposal documents shall be prepared in indelible ink. They shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be initialed by the persons or person authorized to sign the proposals.

Bidding firms shall submit **one (1)** copy each of the Technical and Financial proposals.

The Technical Proposal shall be placed in a sealed envelope clearly marked

“TECHNICAL PROPOSAL FOR THE PROVISION OF assistALL ON-GROUND (BTL) MARKETING



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CONSULTANCY SERVICES,” and the Financial Proposal in a separate sealed envelope clearly marked **“FINANCIAL PROPOSAL FOR THE PROVISION OF BELOW THE LINE (ON-GROUND) MARKETING AGENCY SERVICES”** with caveat: **“DO NOT**

OPEN WITH THE TECHNICAL PROPOSAL”. Both envelopes shall be placed into an outer envelope and sealed. This outer envelope shall be deposited into the Tender Box located in the reception area of SIGNS MEDIA KENYA LIMITED, **Ishara House**, Ridgeways Lane, on or before **24th January 2021 at 5.00pm** and clearly marked, **“DO NOT OPEN, and EXCEPT IN PRESENCE OF THE EVALUATION COMMITTEE.”**

Any proposal received after the closing time for submission of proposals shall not be accepted.

After the deadline for submission of proposals, the Technical Proposal shall be opened immediately by the evaluation committee. The Financial Proposal shall remain sealed and deposited with the project lead until all submitted proposals are opened publicly.

4.3 Proposal Evaluation- While preparing Technical Proposals, bidding firms must give attention to the following evaluation criteria:

Criteria	Point Range
1. Firm's experience in the provision of on-ground (BTL) marketing consultancy services to mobile apps across various sectors of the economy.	0-30
2. Qualifications and experience of staff to be assigned to this assignment.	0-30
3. Demonstrate entity's experience in working with persons with disabilities	0-25
4. Firm's marketing methodology and its proposed approach to this assignment.	0-10
5. Firm's commitment to provide Value Added Services.	0-5
Total	100



The Technical Proposal shall not include any financial information.

Evaluators of Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded.

5.0 Financial Proposal

Public Opening and Evaluation of Financial Proposals

After Technical Proposal evaluation, SIGNS MEDIA KENYA LIMITED shall notify those bidding firms whose proposals did not meet the minimum qualifying mark or were considered non-responsive to this Request for Proposals, indicating that their Financial Proposals will not be considered after completion of the selection process.

SIGNS MEDIA KENYA LIMITED shall simultaneously notify the bidding firms who have secured the minimum qualifying mark, indicating the date and time set for opening the Financial Proposals and stating that the opening ceremony is open to those bidding firms who choose to attend. The opening date shall be on **26th January 2022**.

The Financial Proposals shall be opened publicly in the presence of the bidding firms' representatives who choose to attend. The name of the firm, the technical score and the quotations shall be read aloud and recorded when the Financial Proposals are opened.

SIGNS MEDIA KENYA LIMITED shall prepare minutes of the public opening.

The Evaluation Committee will determine whether the financial proposals are complete. In all cases, the total price of the Financial Proposal as submitted shall prevail.

The formulae for determining the Financial Score (S_f) shall be as follows: $S_f = 100 * FM/F$ where S_f is the financial score; FM is the lowest priced financial proposal and F is the price of the proposal under consideration. Proposals will be ranked according to their combined technical (S_t) and financial (S_f) scores using the weights (T =the weight given to the Technical Proposal = 70%; P = the weight given to the Financial Proposal = 30%). The combined technical and financial score, S , is calculated as follows: - $S = S_t * 70\% + S_f * 30\%$

%. The firm achieving the highest combined technical and financial score will be considered for award of the contract.



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6.0 APPENDICES

APPENDIX A: FORMAT FOR SUBMITTING CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

Proposed Position: _____

Name of Firm: _____

Name of Staff: _____

Profession: _____

Date of Birth: _____

Years with Firm/Entity: _____ Nationality: _____

Membership in Professional Societies: _____

Detailed Tasks Assigned: _____

Key Qualifications:

[Give an outline of staff member's experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations. Use about half a page.]

Attach all the relevant documents to support information you have given.



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Education:

[Summarize college/university and other specialized education of staff member, giving names of schools, dates attended, and qualifications obtained. Use about one quarter of a page.] **Attach all the relevant documents to support information you have given.**

Employment Record:

[Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments. For experience in last ten years, also give types of activities performed and Mobile app references, where appropriate. Use about two pages.] **Attach all the relevant documents to support information you have given.**

Languages:

[For each language indicate proficiency: excellent, good, fair, or poor in speaking, reading, and writing.]

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

Date: _____

[Signature of staff member and authorized representative of the firm]

Day/Month/Year

Full name of staff member:

Full name of authorized representative:



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APPENDIX B: FORMAT FOR SUBMITTING FINANCIAL PROPOSAL

Item	Cost (Kshs)
11 (Eleven) sales agents salaries for 9 months	
2 (two) Sign Language interpreters salaries for 9 months	
Taxes (If any)	
Total	



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APPENDIX TO INSTRUCTIONS TO TENDERERS

The following information for procurement of services shall complement or amend the provisions of the instructions to tenderers.

INSTRUCTIONS TO TENDERERS	PARTICULARS OF APPENDIX TO INSTRUCTIONS TO TENDERERS
2.1.1	This Invitation to tender is open to all tenderers eligible as described in the instructions to tenderers. Successful tenderers shall provide the services for the stipulated duration from March 2022 to December 2022 (hereinafter referred to as the term) specified in the tender documents
2.1.2	The Signs Media Kenya Limited employees, committee members, board members and their relatives (spouse and children) are not eligible to participate in the tender.
2.3.1	The price to be charged for the tender document shall be free.
2.4.1	A prospective candidate making inquiries of the tender... SIGNS MEDIA KENYA LIMITED will respond in writing to any request for clarification of the tender documents, which it receives no later than three (3) days prior to the deadline for the submission of tenders,
2.8.1	The tenderers shall complete the Form of Tender and the appropriate Price Schedule furnished in the tender documents, indicating the services to be performed.
2.20.2	The tender sum as submitted and read out during the opening of Tender shall be absolute and final and shall not be the subject of correction, adjustment or amendment in any way by any person or entity.
2.25	Notification of intention to enter into contract
2.25.1	Prior to the expiration of the period of tender validity, Signs Media Kenya Limited will notify the successful tenderer in writing that its tender has been accepted.
2.25.2	The notification of intention to enter into contract will signify the intent subject to the signing of the contract between the tenderer and Signs Media Kenya Limited pursuant to clause 2.29.



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ELIGIBILITY AND CONFLICT OF INTEREST DECLARATION

A) ELIGIBILITY CRITERIA	REQUIREMENT	BIDDERS RESPONSE , MET/ NOT MET	REMARKS
(a) Do you have the legal capacity to enter into a contract for procurement or asset disposal;	Attach certificate of Incorporation or company registration documents		
(b) Are you insolvent, in receivership, bankrupt or in the process of being wound up;	Indicate in Confidential Business Questionnaire		
Is any of your Directors a member of a committee or Board of the Signs Media Kenya Limited	Indicate YES or NO		
(f) Have you fulfilled your tax obligations?	Please attach current valid tax compliance certificate		
(g) Has any of your Directors been convicted of corrupt or fraudulent practices;	Please confirm YES or No		
(h) Has your firm ever been found guilty of any serious violation of fair employment laws and practices.	Please indicate YES or No		

Declaration of no conflict of interest

By signing this Form, I declare that I have read and accept the Statements above, and that there are no conflicts of interest of any nature which would prevent our organization from participating in the aforementioned procurement.

If any actual, potential or perceived conflicts of interest arise in the future, I will inform Signs Media Kenya Limited management immediately.

Name:

Job Title:

Signature:

Organization / Department:

Date:



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S/NO	B) MANDATORY REQUIREMENTS	MET	NO T ME T	REMARK S
MR 1	A valid Copy of Certificate of Incorporation/ Registration			
MR 2	A valid Copy of KRA Tax Compliance Certificate			
MR 3	Audited Accounts for the last two years OR Auditor's Certificate indicating tenderer is not insolvent (for small private companies), OR Bank Statement for the last 6 months.			
MR 4	A valid Copy of Single Business Permit			
MR 5	Submission of original & copies of tender document properly TAPE BOUND AND PAGENATED IN THE CORRECT SEQUENCE AND DOCUMENT MUST BE INITIALED/SIGNED & STAMPED. NB: SPIRAL BINDING AND USE OF SPRING OR BOX FILES WILL NOT BE ALLOWED AND WILL RESULT IN AUTOMATIC DISQUALIFICATION			
MR 6	Fill and stamp the Confidential Business Questionnaire			
MR 7	Compliance to Clause 2.5.3 of the Tender Bid Document, sealing of separate technical and financial proposal			
	NB: Changing the format of the tender document will result in automatic disqualification			



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CONFIDENTIAL BUSINESS QUESTIONNAIRE

You are requested to give the particulars indicated in Part 1 and either Part 2 (a), 2(b) or 2(c) whichever applied to your type of business.

You are advised that it is a serious offence to give false information on this form.

CONFIDENTIAL BUSINESS QUESTIONNAIRE

You are requested to give the particulars indicated in Part 1 and either Part 2 (a), 2(b) or 2(c) whichever applied to your type of business.

You are advised that it is a serious offence to give false information on this form.

Part 1 General

BusinessName

Location of Business Premises.....

Plot No.....Street/Road.....

Postal address.....Tel No.Fax.....

Email.....

Nature of Business

Registration Certificate No.

Maximum value of business which you can handle at any one time – Ksh.....

Name of your bankers

.....

Branch

Part 2 (a) – Sole Proprietor

Your name in full.....Age.....

Nationality.....Country of Origin.....

Citizenship details



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Part 2 (b) – Partnership

Given details of partners as follows

Name	Nationality	Citizenship details	Shares
1.			
2.			
3.			
4.			

Part 2 (c) – Registered Company Private or Public

State the nominal and issued capital of company Nominal Kshs.

Issued Kshs.

Given details of all directors as follows

Name	Nationality	Citizenship details	Shares
1.....			
2.....			
3.....			
4.			

Part 3 (a) Litigation history.

The applicant should provide accurate information on any litigation or arbitration resulting from contracts completed or under its execution over the last five years.

A consistent history of awards against the applicant or any partner of a joint venture may result in failure of the application.

Year	Award FOR or AGAINST Applicant	Name of client, cause of litigation, and matter in dispute	Disputed amount (current value Kshs.)