

REQUEST FOR PROPOSALS

MEDIA AGENCY RFP

Issued by

The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Tanzania, Benin, and Uganda. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

In Uganda, majority of adults do not meet the WHO recommendations of 200 grams of daily vegetable consumption. The vegetable consumption is at 110 g/per person/day. Furthermore, Uganda faces multiple nutritional burdens, namely obesity, overweight, undernutrition, micronutrient deficiency and diet-related non-communicable diseases. Many people eat unbalanced diets with large amounts of staple foods high in carbohydrates but lacking sufficient proteins and micronutrients such as vitamins and minerals which are obtained from fruits, vegetables, pulses, or animal source foods (ASF), contributing to the high prevalence of micronutrient deficiency. Fruits and vegetables are an important source of vitamins, vital minerals and dietary fibre which has been associated with lower incidence of obesity. Despite the importance of consuming fruits and vegetables to human health, there is scanty information regarding the levels and adequacy of consumption of fruits and vegetables in Uganda.

GAIN has been developing a new market-based approach to scale programmes. We are implementing the ‘Vegetables for All’ project in Uganda that aims at improving dietary diversity through increasing the consumption of vegetables for low-income consumers in urban and peri-urban areas. GAIN plans to implement the project using the demand generation approach which aims to create and sustain desire for nutritious diets and foods from sustainable sources, and influence consumers’ food choices at the point of purchase and via relevant communication channels. The demand side will be delivered under new brand, FitFood which represents nutritious foods. Vegetables are the first food to be promoted under the FitFood portfolio.

Our target audience are parents from low-income households with monthly incomes ranging between 250,000 Uganda shillings and 900,000 Uganda shillings. We seek to influence mothers/caregivers who are the key decision makers in what is purchased and cooked.

The project will be implemented in the eight districts: Mbale, Mukono, Jinja, Wakiso, Mpigi, Kampala, Kayunga and Mityana.

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) to engage a service provider for media buying and media planning services.

3.SCOPE OF WORK AND DELIVERABLES

3.1 PURPOSE

The purpose of this RFP is to engage services of a service provider for advertising our campaign using different media channels – TV, Radio, and potentially mobile phones. Our research shows that over 90% of our target audience has access to mobile phones but only 25% of these mobile phones are smart phones. The rest are feature phones. This brief focuses on the media strategy, planning and buying components for the media campaigns under the brand FitFood for a duration of around 2 years (August 2024 – April 2026). The successful applicant shall be responsible for implementing the existing media strategy.

3.2 SCOPE OF AGENCY SERVICES

1. Media planning and buying services

Media planning will entail planning and scheduling advertising messages across media channels to achieve project objectives within budget with the use of planning tools and software such as Telmar and Geopoll. The Agency will be required to recommend the tools that will enable strategic audience targeting across media channels including placement, timing, location, and media execution success. Media buying will include media vendor identification, management, and implementation across media channels on behalf of GAIN. This should also demonstrate value across media channels such as interviews which GAIN can leverage to achieve campaign amplification.

2. Negotiating for the best media rates and placements across the execution channels on behalf of GAIN

The agency will be expected to demonstrate how GAIN will leverage their existing media relationships to get discounts and value not limited to rate protection, interviews, and prime placement across media channels.

3. Providing a monitoring strategy for each channel of execution

The agency will be required to develop a monitoring strategy that clearly shows the details of the monitoring process and submit a monthly monitoring report that quantifies and analyses the reach being achieved across each media channel, as well as cumulatively. This will be an addition to compliancy which will be tracked and reported on a weekly basis. The agency will also be expected to conduct continuous research to determine the audience reach and engagement of the selected media channels, and recommend suitable changes based on the research results.

4. Recommending the relevant third-party monitoring partners

The agency will be required to outline how they will work with third party monitoring partners to ensure real-time tracking, and the media effectiveness of utilized channels to guide current and future media campaign executions.

3.3 OBJECTIVES

The objectives of the media agency will be to utilize media channels to:

- i. Motivate and inspire individuals to make healthier food choices.
- ii. Increase purchase intent for vegetables and consideration to improve vegetable uptake.
- iii. Promote vegetable consumption amongst our target audience by increasing awareness and encouraging the uptake of safe vegetables anchored on the Fit food brand.
- iv. Ensure that the Project desired reach and frequency is achieved.

It is expected that the agency will work in close collaboration with GAIN for at least 24 months, from design to implementation of the media campaign. GAIN's demand creation team will develop the promotional strategy, and the Service Provider is expected to provide input to that strategy. Furthermore, the contracted creative agency will develop the creative assets to be used on the media campaign. A two-year renewable contract will be offered based on availability of funds and performance.

3.4 DELIVERABLES

- Credentials including all legal documents.
- Team composition (their qualifications and experience).
- Previous experiences with media buying.
- Experience working with big media campaigns to avail links for references.

II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

1. MINIMUM ELIGIBILITY CRITERIA

- Must operate as an Independent and non-politically affiliated organisation.
- Must be a registered legal entity in Uganda, as applicable, at least 2 years prior to the submission.
- Experience of at least 3 years implementing similar activity in Uganda will be an added advantage.

2. CONTACT

Staff will be available to respond to clarifications on this solicitation. Please direct all inquiries and other communications to hegesa@gainhealth.org copying bbalungi@gainhealth.org. Queries should be sent by **27th May 2024** 5:00pm EAT and will be responded by **30th May 2024** with subject line: '**Media Agency RFP**'. Responses will not be confidential except in cases where proprietary information is involved.

3. BUDGET

Applicants are required to provide a detailed budget in Uganda Shillings. The final budget amount will have to be approved by the organisation prior to starting the project. The budget submitted with this proposal should include (i) justification of overall value for money, (ii) a comprehensive budget justification including a detailed breakdown for media strategy development, media buying and planning for TV, radio, mobile phone channels among others targeting reach for the indicated target audience and geographic locations. All prices/rates quoted must be inclusive of all taxes/VAT as required. The budget range is between USD 280,000 to USD 300,000 for two years.

4. FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

Technical proposal:

- i. Description of previous relevant work (maximum 1 page), demonstrating evidence of similar successful work in Uganda with on media buying and planning. Examples of TV, Radio, mobile phones, and Out of Home media plans to be included.
- ii. Composition of team with names of all key staff. Please include a description of the team roles on the project and during which phase they would be working on including their qualifications and experience.
- iii. Description of the tools used to inform media selection and to undertake media monitoring.
- iv. Detailed proposal explaining how the areas of work mentioned in Scope of Work will be addressed (maximum 15 pages) with the proposed methodology and process for conducting this service.

- v. A detailed work plan for completing the main activities, including planning, implementation, and reporting, should be provided where a Gantt diagram is preferred.
- vi. A timeline of the development process from briefing to approval of final proposal, providing clarity as to how the agency would collaborate with the GAIN team at each stage.
- vii. Three references (ideally, they would be from the relevant work examples provided in part I.)

Financial proposal must include:

- i. Fees for the duration of the assignment.
- ii. Detailed budget justification.
- iii. Offer of services.

Proposals are accepted in PowerPoint format or word format (google docs)

4.1 THE PITCH

Shortlisted applicants will be provided with a 40-min pitch slot of which the applicant should allow for 25-min for the strategy and media presentation and 15-min for questions, which will be taken together at the end of the pitch. The media pitch brief will be provided only to shortlisted agencies. Overall timings will be strictly adhered to and there will be no opportunity for over-runs. Pitches should be designed accordingly. Pitches should be made by the intended applicant team, with only brief introductions from senior staff.

All applicants will be informed of the outcome and relevant contact details should be included in the leave-behind. The successful agency is expected to attend a kick-off inception meeting to make immediate progress on refining the media strategy.

4.2 PITCH DELIVERABLES

In the pitch, we would like to see you present some of the core elements of your work and see more of your recommendations for the following.

- Agency’s approach to media strategy, buying and planning.
- Proposed media execution strategy for television and radio channels as well as other related media channels for the proposed duration and across target areas with relevant justification.
- Budget justification for the selected media
- Proposed approach to measure the media campaign reach.
- Previous works done with links to access the details as well as the budget used.

5. SUBMISSION AND DEADLINE

Interested parties are invited to submit the completed proposals in electronic format to ugandainfo@gainhealth.org copying hegesa@gainhealth.org and bbalungi@gainhealth.org by email by **10th June 2024** with subject line ‘**Media Agency RFP**’. Shortlisted agencies will be invited to make a pitch presentation within the month of June 2024, for which an invitation will be sent to successful agencies.

6. DEADLINE

TASK	DATE
RFP Publication	20 th May 2024
Deadline for Inquiries	27 th May 2024
Responses to Inquires	30 th May 2024
Proposal Submission Deadline	10 th June 2024
Communication to the Pre-selected Agencies	17 th June 2024
Pitch Presentations	25 th and 26 th June 2024
Announcement of winning agency	28 th June 2024
Issuing LPO	2 nd July 2024
Contracting process completed	15 th July 2024

7. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline at the specified receiving office.
- Incomplete proposals.
- Proposals that are not signed.

8. REVISIONS

Proposals may be revised by electronic mail and confirmed by hard copy provided such revision(s) are received before the deadline.

9. ACCEPTANCE

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

10. COMPLETION

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorising signatory of the lead firm or organisation.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

11. RIGHTS OF REJECTION

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

12. REFERENCES

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

13. RELEASE OF INFORMATION

After awarding the Proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- The applicant's own individual ranking.

III. TERMS AND CONDITIONS OF THIS SOLICITATION

1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

2. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

4. EVALUATION CRITERIA

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work:
 - Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP:
 - Providing detailed technical documentation of the proposed strategy.
 - Evidence of experience delivering solutions using the proposed strategy.
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
 - Proposal shall include a feasible work plan to ensure successful completion of deliverables.
 - The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
 - Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
 - Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
 - The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
 - Roles and responsibilities of each team member shall be clearly defined. GAIN shall have one main contact person clearly identified in the proposal.
- A duly completed offer of services.

GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.

5. REVIEW PROCESS

The review process will involve a Review Panel with participants selected by GAIN.

6. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

7. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

8. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

9. VALIDITY PERIOD

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

10. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

11. SCOPE OF CHANGE

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

IV. OFFER OF SERVICES

1. Offer submitted by:

(Print or type business, corporate name and address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:
- Click or tap here to enter text.
 - Click or tap here to enter text.
 - Click or tap here to enter text.
 - Click or tap here to enter text.
3. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.
4. I (We) herewith submit the following:
- A Proposal to undertake the work, in accordance with GAIN's requirements specified.
 - A duly completed offer of services, subject to the terms herein.

OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.

Date this day of Click or tap here to enter text. in Click or tap here to enter text.

_____ Click or tap here to enter text.

Signature (applicant)

_____ Click or tap here to enter text.

Signature (applicant)