

## **Society for Family Health (SFH), Nigeria**

### **Invitation for Expression of Interest to Plan and Buy Mass Media Services**

Society for Family Health (SFH) was incorporated in 1985 and is one of the foremost Non-Governmental Organisations (NGOs), that provide support to the Nigerian government in key areas of public health: HIV&A1DS prevention, family planning and maternal & child health (malaria, water and sanitation, and diarrhoea control). SFH works with the media to promote behaviour change and healthy lifestyles.

Due to increased number of projects and the attendant rise in mass media campaigns SFH runs annually, SFH now retains the services of a media agency that plans and buys media on their behalf. To get the best services, SFH does periodic review of the process by requesting for EOIs from interested media agencies.

SFH intends to engage the services of one (1) media agency; this Retainership will be for two years with an option of one (1) year renewal.

**Objective of service:** To plan and buy media for a number of projects and mass media campaigns SFH runs annually.

#### **Specific Activities:**

- Propose a creatively strategic media plan for each campaign. Each media plan must be accompanied by a justification for buying into each/various stations based on research, language, and reach.
- Negotiate volume discounts with the various stations and to break campaign on SFH's behalf.
- Submit detailed monthly reports which should be reconciled by the media monitoring report for each month. Each monthly report will have a summary (narrative) and an excel sheet showing what was exposed at a glance. The report should also contain information on the progress of all campaigns being aired, challenges during the airing of the campaigns, anecdotes and comments by the media stations (if any) as well as any useful or interesting information concerning the campaigns.
- Supply media landscape reports every quarter capturing developments in the media (new-media vehicles, trends in popularity and reach, etc)

- Ensure prompt payments to media houses (within 1 month) after reviewing media monitoring reports.
- Send in a comprehensive investment report at the end of each campaign circleshowning compliance level.'

**(A) Eligibility Criteria**

To be eligible for consideration, interested organisations must provide the following details:

- (a) Profile of the organisation, including organisation's certificate of incorporation, physical address, organogram of management structure, ownership (including board membership), and contacts (telephone, facsimile and email);
- (b) Profile of management team and members of the Board
- (c) Copy of current strategic plan, and details of operating budget for 2012, 2013 and 2014;
- (d) Evidence of financial management systems (accounting, internal control, and audited financial statements for the most recent 3 years- 2011, 2012, 2013);
- (e) Evidence of previous media buying services carried out (e.g. media buying contracts)
- (f) Evidence of the availability of qualified personnel for carrying out media buying services.
- (g) Evidence of tax payment for the past 3 consecutive years;
- (h) Evidence of VAT registration and proof of remittances and/or tax exemption certificate;
- (i) Evidence of Compliance with the Provision of the Pension Reform Act 2004

**(B) Evaluation and Selection of the media agency:**

- (a) A technical panel will be constituted to review the EOI and shortlist applicants to proceed to the next stage of Request for Proposals based on the criteria listed above.

- (b) At this stage, a 'yes' or 'no' qualifier will be used to rate all the points above, and organizations with a 'yes' response against all the points above will be considered. Only bidders who score more than 80% will proceed to the next stage
- (c) All costs incurred by bidders as a result of this process and any subsequent requests for information shall be borne by the bidding organizations.
- (d) Only companies that satisfy the Pre-qualification requirements will be contacted with Requests for Proposal (RFP) and Request for Quotes (RFQ) document.
- (e) This advertisement shall not be construed as a commitment on the part of SFH to appoint any organisation nor shall it entitle any organisation to claim any indemnity from SFH
- (f) Interested bidders may obtain further information from the contact given below between 9:00am and 4:00pm or via the following e-mail address: – [mmed\\_serv@sfhnigeria.org](mailto:mmed_serv@sfhnigeria.org). Such information should be requested no **later**

**than 14<sup>th</sup> April, 2015**

**Submission of Applications/Closing Date**

The code MMED/SERV/SFH-14 should be boldly written on the top right corner of the Pre-qualification submission envelope. Name of organisation tendering should also be clearly written on rear of the envelope, failure to do this will lead to disqualification.

This sealed envelope containing two hard copies of the submission should be addressed to the following:

**The Head, Procurement Division,  
Society for Family Health (SFH)  
8 Port-Harcourt Crescent  
Off Gimbiya Street,  
Area 11, Garki, Abuja.**

**Note:** The closing date for receiving the application is 10 working days from the day of publication (**i.e. 23<sup>rd</sup> of April, 2015**). Any application received after the stipulated Ten (10) working days will not be accepted.