



EXPRESSION OF INTEREST

PROVISION OF INTEGRATED COMMUNICATIONS AND ADVERTISING AGENCY SERVICES

The Communications Authority of Kenya (CA) is the regulator for the ICT industry with responsibilities in telecommunications, e-commerce, broadcasting and postal/courier services. CA is also responsible for managing the country's numbering and frequency spectrum resources. As a public body, the Authority is expected to create public awareness on its regulatory functions, its regulatory initiatives in the ICT sector as well as educate consumers on their rights and responsibilities with regard to information and communications services.

In light of this, the Authority wishes to engage an integrated communications and advertising agency to develop and implement public awareness campaigns, consumer education activities, carry out market research, produce corporate publications, media buying, advise on public relations and reputation management. The agency will also be expected to manage the Authority's brand, manage the Authority's digital and social media assets, and coordinate corporate events as well as other communications activities.

The Authority invites Expression of Interest (EOI) from interested firms for provision of integrated communications and advertising services. The EOI documents must be accompanied by copies and/or information of the following:

1. Company profile (company history, contacts, services, affiliations)
2. Certificate of business incorporation/registration of the firm
3. A Valid KRA tax compliance certificate
4. Two copies of the expression of interest (EOI) documents(Original and a copy);
5. Details of at least three(3) similar consultancy services the firm has undertaken in the past three (3) years but not limited to corporate and promotional campaigns, consumer campaigns, event execution and samples of publications designed
6. Reference letters from the three (3) organizations mentioned in 5 above with contact persons indicated.
7. Demonstration of financial capability in carrying out the provision of the services by attaching certified copies of the firm's audited accounts for the last three (3) years (i.e. 2011,2012 and 2013); and
8. A summary of the table of contents of the framework and methodology to be used once awarded the tender. The framework will include proposed strategies for the Authority's communications agenda.

Expression of Interest (EOI) documents should be submitted in plain sealed envelopes, clearly marked;

CA/PROC/EOI/02/2014-2015 - "Expression of Interest (EOI) for provision of Integrated Communications and Advertising services"

The EOI documents should be deposited in the CA Tender Box situated on the ground floor of CA Centre along Waiyaki Way and addressed as below so as to reach on or before **1st October, 2014 at 2.30 p.m.**

**The Secretary,
Tender Committee,
Communications Authority of Kenya (CA),
P.O. Box 14448, Nairobi 00800,
Tel: +254 (020) 4242000,
Mobile: +254 703-042000, +254 730-172000,
Email: tenders@ca.go.ke, Website: www.ca.go.ke**

EOI documents shall be opened immediately thereafter at the 1st floor Meeting Room 2, CA Centre, at 2:30pm in the presence of Bidders representatives who choose to attend.