

REQUEST FOR PROPOSAL

**ELICITING CONSUMER INSIGHTS FOR
COMMUNICATION STRATEGIES**

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, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP.

The Demand Creation team at the Global Alliance for Improved Nutrition (GAIN) have started the process to develop a new communications campaign, to be implemented in Nairobi, Kenya and have reached a stage in the process where they would like to expose consumers to three creative strategies that have been developed from consumer insights.

The new communications campaign, yet to be developed, will aim to increase desirability of “nutritious food choices”, such as vegetables and beans, **amongst lower income parents (18-40) in urban Nairobi**. Despite the growth in convenience and fast foods, most dinner meals are still eaten at home as a family. Given this, the communications target is the family unit, focusing on parents with children aged 3 or older.

In September 2020, Quantum Consumer Solutions carried out eighteen one-on-one interviews with parents in Nairobi; talking with both mothers and fathers to identify insights for campaign strategy development. From this work, three creative campaign strategies have been developed by the GAIN team. These strategies consist of 4 parts: consumer tension, a consumer problem (as it relates to food), an insight, and possible solution expressed as a simple campaign idea. Before moving forward with a campaign strategy and developing/designing it into a creative idea, the GAIN team would like to once again speak with consumers.

This RFP seeks a Service Provider to elicit consumer insights so that GAIN can refine three creative strategies before proceeding to creative development. The service provider will help GAIN: (a) confirm if the tensions and problems (as identified in the strategies) are relevant; (b) to elicit the language and ideas and the ways consumers interpret the three strategies (c) to verify that the strategies and campaign ideas **solve** the consumer problem.

3. SCOPE OF WORK AND DELIVERABLES

GAIN seeks a service provider with demonstrated experience in consumer insights. We need a service provider to work in an iterative fashion, alongside us, to refine the strategies and stimulus presented to the consumer.

The GAIN creative team are based in Geneva, London and New York and given the Covid-19 pandemic, will not be able to travel to Nairobi in order to support this work. The team also do not speak Swahili but do not wish to limit participants to communicating in English. The service provider should therefore recommend a timeline and format of engagement that maximizes involvement, so that GAIN can participate in the analysis and refinement of the strategies.

The service provider should make a recommendation for the best methodology to fulfil the objectives of this assessment, and how the recommendation can be applied safely in line with all Covid-19 safety protocols.

The service provider may also be expected to collaborate with a local research partner, who supports GAIN with application for ethical approval from a Kenyan research institute or University. In this case, the service provider will provide all the information, noted in the inception report, to this local research partner.

Stimuli development must be included in the methodology. The stimuli may include stock images, artistic sketches, and written statements (such as benefit statements) in English and Swahili. The service provider will work with GAIN to develop these. It is expected that stimuli would be revised after each round of engagement with consumers. GAIN will provide the service provider with the strategies and initial copy for the stimulus development (see below).

Example of initial copy for stimulus development:

STRATEGY ONE: YOU ARE NOT ALONE

Parenting can feel lonely sometimes. I know how I want to raise my kids, but it is hard to make them do things they do not want to do. It can quickly turn into a fight.

Food is one of the things we often disagree on.

Dad likes to treat the kids with take-out and fried foods, and I would much prefer they eat healthy, home cooked meals. But I don't want to fight with them about what they eat. We have so little time together as a family; work, school and activities keep us all really busy, so mealtimes are important family time and I want everyone to feel happy and relaxed.

This campaign will give you support so you can talk to your kids about healthy foods without it becoming a battle, without turning precious dinner time into a fight.

You are not alone.

3.1. OBJECTIVES

The objectives are

- To **confirm** if the tensions and problems (as identified in the strategies) are relevant and that the campaign idea solves the consumer problem
- **Understand how** the strategies resonate with consumers and identify any blind spots (i.e., what works about these concepts)
- **Capture** consumers' language (metaphors, stories) and symbols used to express, reinterpret or re-frame the strategy (i.e., what can be improved)

The service provider is expected to work collaboratively with GAIN, to discuss stimuli development and refine data collection methodology. In addition, the service provider will check in with GAIN after each round of data collection and before proceeding to the next round.

3.2. DELIVERABLES

Deliverable	Due Date
1. Inception report that captures <ol style="list-style-type: none"> a. understanding of the objectives of this assessment and its outcomes b. methodology, including proposal for stimuli format c. (if any) local partner or moderator to complete the methodology taking into consideration the creative nature of the stimulus and the objectives of the assessment d. recruitment plan (participant characteristics, locations for sampling, locations for work with participants, safety protocols) e. Draft data collection instruments f. GANTT chart 	January 30, 2020
2. Summary notes from each round of data collection and check-in calls with GAIN	March 15-April 2, 2021
3. Final report that succinctly summarizes <ol style="list-style-type: none"> a. implementation process used in each round of the methodology, as appropriate b. summary of key findings as captured in the summary notes, including GAIN-service provider discussions that resulted in any strategic shifts 	April 15, 2021

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. CONTACT

Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where proprietary information is involved.

rfp@gainhealth.org with subject line: Consumer insights Kenya - query

2. BUDGET

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organisation prior to starting the project.

3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

- Objectives as understood by the consultant
- Description of methodology, including proposal for stimuli development, to achieve the objectives
- (if any) local partner to implement the methodology taking into consideration the creative nature of the stimulus and the objectives of the assessment
- Description of recruitment plan (participant characteristics, where will participants be sampled from (i.e., database) and how, locations for meeting with participants, COVID safety protocols)
- Roles and responsibilities and bios for the team assigned to this account. The team must include highly experienced Swahili copy writer, highly experienced moderator, 1-2 field staff to accompany the moderator. The moderator must have experience helping participants improve upon an idea and concepts, not simply asking participants which one is best. Please note that GAIN reserves a right to request an interview with the moderator and copy writer before making a final decision. Moderator must be fluent in English and Swahili.
- Examples of previous work, including stimulus development, that is of similar nature to this RFP
- Budget, including breakdown by major categories (i.e., staff, travel, incentives, stimulus development, fees, taxes)

4. SUBMISSION

Interest candidates should submit the following:

- Brief technical and financial proposal (maximum 6 pages) including all the information requested in section 3
- Offer of services
- All of these should be included in the application email and sent to rfp@gainhealth.org with subject line: Consumer insights Kenya - proposal

5. DEADLINE

Completed proposals should be submitted to GAIN **before 23:00 h Central European Time on 18 December 2020.**

6. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

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

7. 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.

8. 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 (see 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.

9. 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.

10. 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.

11. 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 any and 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 information technology platform.
- 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:
 - 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

4. Offer submitted by:

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. (Print or type business, corporate name and address)

12. 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:

- a. Click or tap here to enter text.
- b. Click or tap here to enter text.
- c. Click or tap here to enter text.
- d. Click or tap here to enter text.

13. 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.

14. I (We) herewith submit the following:

- (a) A Proposal to undertake the work, in accordance with GAIN's requirements specified.
- (b) 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)