

## REQUEST FOR PROPOSALS

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# CREATIVE AGENCY REQUEST FOR PROPOSALS & CREATIVE BRIEF FOR THE THIRD-PARTY ADVOCACY CAMPAIGN ON FOOD FORTIFICATION COMPLIANCE IN NIGERIA

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Issued by  
The Global Alliance for Improved Nutrition (GAIN)  
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## 1. REQUEST FOR PROPOSALS

Based on your accomplishments in our industry to date, we have identified your agency as a potential agency partner and would like to invite you to participate in our RFP process. Yours is one of selected agencies who will be asked to submit a proposal and participate in a creative pitch for comprehensive agency services to demonstrate their qualifications for this project. The budget for agency services is estimated at USD 30,000.

Important Note: The submitting agency must cover all costs associated with preparing the Creative Presentation. GAIN will not reimburse these expenses, and the winning agency cannot reclaim these costs.

## 2. DEADLINE

In electronic form, the proposals should be delivered only to Oluwatoyin Oyekenu at [ooyekenu@gainhealth.org](mailto:ooyekenu@gainhealth.org) and cc John Pilaku at [jpilaku@gainhealth.org](mailto:jpilaku@gainhealth.org) by 11th December 2020 before the creative presentations. The creative presentations will take place on three consecutive days between 16th December and 18th December 2020. A presentation time for the pitch will be allocated to your agency and shared following the briefing meeting. There is no requirement to share the creative presentation in advance of the pitch meeting. However, we do request a soft copy to be left behind for review. For more information on what should be included in the proposal and the creative presentation, please see section 7.

## 3. QUESTIONS REGARDING THE RFP

All enquiries concerning this RFP should be submitted to Oluwatoyin Oyekenu at [ooyekenu@gainhealth.org](mailto:ooyekenu@gainhealth.org) and Oliver Camp at [oliver.camp@gainhealth.org](mailto:oliver.camp@gainhealth.org) using the subject line '**Nigeria Third-Party Advocacy Campaign.**' Following GAIN's procurement standards, the questions and answers will be circulated to all agencies in receipt of the RFP.

The deadline for submitting questions about the RFP is 25th November 2020, 1300hrs GMT.

## 4. SUMMARY OF DEADLINES

TASK	DATE
RFP issuance and agency briefing	25 <sup>th</sup> November 2020
Deadline for questions and clarifications	29 <sup>th</sup> November 2020
Submission of full proposal by shortlisted agencies	11 <sup>th</sup> December 2020
Creative presentations	16 <sup>th</sup> -18 <sup>th</sup> December 2020
Announcement of winning agency	22 <sup>nd</sup> December 2020
Contracting process completed	31 <sup>st</sup> December 2020

## 5. BRIEF

### 5.1 GAIN

The Global Alliance for Improved Nutrition (GAIN) is a global, Swiss-based foundation that mobilises public-private partnerships and provides financial and technical support to deliver nutritious foods. Working with partners, GAIN aims to make healthier food choices more affordable, more available, and desirable.

### 5.2 BACKGROUND

The purpose of this RFP is to engage the services of a Service Provider to develop the campaign strategy, creative approach, and media campaign. These inputs will support the execution of a third-party advocacy strategy for strengthening governance and accountability on large-scale food fortification in Nigeria. The third-party advocates (individuals and organizations) will be engaged to provide a voice for consumers targeting relevant decision-makers, government, and business.

Large-scale Food Fortification (LSFF) has been universally recognized as a cost-effective strategy for addressing micronutrient malnutrition. Nigeria has a long-standing history of food fortification, having mandated iodization of salt since 1992 and fortification of wheat flour, maize flour, vegetable oil, and sugar since 2002.

In Nigeria, GAIN is working through its Large-Scale Food Fortification (LSFF) program to ensure that adequately fortified food products reach consumers. However, recent studies have revealed that many of the food products available in markets are not fortified to the required standard. Hence, those that are fortified must compete with their unfortified or falsely labelled counterparts in the market. This situation exposes consumers to sustained deprivation of essential nutrients and contributes to Nigeria's high malnutrition level.

Consumers are most likely to purchase what they can afford and find in the marketplace. While consumers must identify fortified food products, it remains the industry and government's duty to ensure that the mandated food vehicles available to consumers are adequately fortified. Food producers are under obligation by law to fortify all mandated food vehicles distributed for consumption and government regulatory agencies must monitor and regulate the products from these industries to ensure compliance.

Under the Strengthening African Processors of Fortified Foods (SAPFF) project, GAIN has developed a Governance & Accountability Strategy (GAS) to address low compliance with mandatory fortification requirements by food producers and the industry at large. This strategy hinges on a third-party advocacy approach, involving consumer-group rights activists and nutrition enthusiasts with the platforms to speak on behalf of individual consumers and engage a broader audience.

Our aspiration with the proposed third-party advocacy campaign is to unburden consumers of the responsibility of choosing between unfortified or falsely labelled food products and placing the burden squarely on food producers and regulatory agencies. The goal is to have more adequately fortified, safe and nutritious foods available to all consumers. This will be achieved in part by mobilizing the voices of the third-party advocates on behalf of the Nigerian public to demand improved compliance by industry and improved enforcement by government & regulatory agencies.

### 5.3 THE PROBLEM

- Low/inadequate compliance with mandatory fortification requirements by many food producers and ineffective monitoring and enforcement by regulatory agencies, thus disincentivising companies who want to comply from doing so.
- Systemic constraints that limit the ability of key actors to drive large-scale food fortification sustainably. These include challenges around access to essential fortification products and weak border control. The persistence of these issues lends credence to the notion that fortification is yet to

be taken seriously as a policy priority for Nigeria's nutrition. This, in turn, limits the level of industry/business commitment and accountability.

- Capacity constraints faced by regulators and industry that hamper their fortification efforts. These include technical, financial, and operational issues – especially among small- to mid-sized food value chain actors.

#### **5.4 TARGET AUDIENCE**

- Social, health, and nutrition advocates
- Food producers
- Premix Blenders and Suppliers
- Laboratories conducting micronutrient analysis
- Government Regulatory Agencies

#### **5.5 CORE MESSAGE**

- Food producers are fortifying but not to the levels mandated by Government fortification standards.

#### **5.6 SECONDARY MESSAGES**

- There is no difference in fortification compliance between imported and locally produced brands of mandated food vehicles in Nigeria. Most food vehicles, irrespective of country of origin, are not adequately fortified.

#### **5.7 KEY PERFORMANCE INDICATORS**

- % Increase level of compliance by food producers
- An increase in the # of food vehicles adequately fortified
- # and Frequency of market and producer level monitoring activities conducted by regulatory agencies
- Regularity of feedback on compliance provided to the fortification industry by the regulators

## **6. SCOPE OF WORK**

### **6.1 SCOPE OF WORK AND DELIVERABLES**

#### **PHASE 1**

- Campaign strategy: media & content planning, development of messaging guides
  - o Creation of a series of taglines for the advocacy campaign
- Creative development: development of copy & visuals
  - o Developing a comprehensive creative brief for the third-party advocacy campaign
  - o Development of fact sheets, infographics, advocacy-focused presentation decks, and other advocacy materials/tools for use by third-party actors on fortification and compliance levels in Nigeria.
- Engagement: coaching and mentoring of third-party advocates
  - o Development of talking points for third-party advocates around selected food vehicles and more broadly about micronutrient deficiency

**\*\*\* Please that this is subject to further development and refinement by the creative agents and campaign organization chosen.**

**\*\*\* RFP for Phase 2 will be issued at the completion of Phase 1**

## 6.2 DELIVERABLES

Key Deliverables: the selected consultant must provide concept notes/event plans/ creative briefs outlining the goals, objectives, strategies, audience, budget, and metrics for the developed campaign strategy and appropriate tools. GAIN's requested services will include but not be limited to the following deliverables:

- A unique and implementable campaign strategy:
  - o Leverages the insights included in the Agency Brief
  - o Is rooted in the behaviors of our target audience and the context
  - o Is fertile for powerful creative work and has longevity and flexibility
- A powerful and engaging campaign idea that
  - o Is built on and helps deliver the strategy
  - o is inclusive and has broad appeal across our target group
- A communications strategy that
  - o Leverages the campaign idea to maximize its impact in each media vehicle
  - o Recognises the full range of potential consumers touchpoints
  - o Recommends a campaign Visual Identity, which includes tone of voice and visual rules.
  - o Highlights comprehensive Advocacy campaign targets, timelines, and activities which leverages insights
  - o Creates advocacy for the campaign guidelines and schedules
  - o Delivers on campaign messaging taglines and public-facing materials
- A series of engagement concepts that deliver against the communications strategy shows how the idea can come to life in each media vehicle. This could include but is not limited to the below.
  - o Retail Partnerships
  - o TVC
  - o Radio
  - o Social Media
  - o PR
  - o Experiential

\*\*\*This should be driven by the Communications Strategy.

## 7. RFP REQUIREMENTS

### 7.1 THE PROPOSAL

The proposal that supports the agencies creative pitch should include the following:

- Introduction to the agency/proposer (2-page resume, credentials, case studies, etc.) and a brief portfolio of the proposing consultant, including background information and relevant experience
- Staffing Plan & Fee Proposal for the duration of the assignment. Please include a description of each individual's role on the project and during which phase they would be working
- A response to the brief, illustrating a full understanding of the project objectives and the role of creative & media support
- A timeline of the development process from briefing to approval of final concepts, providing clarity as to how the agency would collaborate with the GAIN team at each stage

- A research strategy to concept test the campaign ideas. Which companies would you propose to work with? What methodology do you suggest?
- Examples of production budgets for a live action: 60 seconds TV spot, a series of 3 x radio ads, and a social media campaign. These examples can be from previous clients; please outline what is included in the costs' justification.
- Three samples of advocacy focused media campaign materials.
- A statement of conflicts (if any) the Proposer may have with providing services as listed in this RFP. If there are no identified conflicts of interest, kindly state so.

## 7.2 THE CREATIVE PITCH

Each of the 3 agencies that get to the final stage of the procurement process will be provided with a 90-min pitch slot. The agencies should allow no more than 60-min for the strategy and creative presentation and 30-min for questions, which will be taken together at the end of the pitch. 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 agency team (account, strategy, creative) with only brief introductions from senior staff.

All agencies will be informed on the same day, 22nd December 2020. Please ensure that the proposal and Pitch submission includes contact details for communicating the outcome of the process. The successful agency is expected to attend a kick-off meeting on 5th January 2021 at the latest, to make immediate progress on developing the campaign plan. The intended agency team (account, strategy, creative) should make themselves available for this meeting.

## 7.3 7.3 PITCH DELIVERABLES

It is not expected that the agency will present all the ultimate deliverables in the pitch. What we would like you to focus on is;

- The campaign strategy clearly outlining the insights on which it is built
- The campaign idea. It must.
  - o Be Scalable across a media plan
  - o Resonate with the target audience
  - o A communications strategy for how the campaign idea would be delivered to engage 3rd party advocates (individuals and organizations) to put pressure on relevant decision-makers – government and business.
- A series of engagement concepts that reflect the communications strategy, e.g., a TV spot, radio, and a social media idea. These are at the agency's discretion.

## 8. ASSESSMENT

Agencies will all be assessed against a series of criteria aligned with this brief.