REQUEST FOR PROPOSALS – CONSULTANCY SERVICES

MEDIA PLANNING, BUYING AND PLACEMENT FOR THE ENHANCING ACCESS TO SAFE AND NUTRITIOUS DIET (ENSAND) PROJECT DEMAND CREATION WORK

Issued by
The Global Alliance for Improved Nutrition (GAIN)

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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

This Request for Proposal (RFP) is issued and will be administered by the Global Alliance for Improved Nutrition (GAIN) in respect of the Enhancing Access to Safe and Nutritious Diets (ENSAND) project. The Enhancing Access to Safe and Nutritious Diets (ENSAND) project is a 5-year project that seeks to improve the dietary quality of Bottom of the Pyramid (BOP) households by increasing egg consumption amongst children. The focus is mainly on young children aged six months to nine years in the FCT, Kaduna, and Kebbi states.

The project's strategic approach targets out-of-school and in-school children. For in-school children, the project aims to leverage the Nigerian Social Investment Program (NSIP), specifically the Home-Grown School Feeding Program (HGSFP), targeting children from Bottom of the Pyramid (BOP) households attending government primary schools (classes 1-3). While for out-of-school children, the focus is on children aged 6-59 months, who are younger siblings of the in-school children. The project's intervention strategy cuts across three dominant and mutually reinforcing intervention pathways: Enabling Environment, Access, and Demand Creation, and each pathway is designed to achieve a set intermediate outcome geared towards the project impact as outlined below:

**The Access Pathway** aims to ultimately increase and sustain egg availability and consumption by school children/BoP households in FCT, Kaduna, and Kebbi states by at least 30% through interventions targeted at PAN and state-lead egg aggregators for the HGSFP. The anticipated key immediate/intermediate outcome includes improved procurement/distribution and coordination capacity, access to finance/business services, and overall efficiency of egg aggregators.

**The Enabling Environment pathway** will focus on the broader institutional, governance, and political factors to support accessibility, availability, and increased consumer demand for the project's success. The core of this pathway will be to work with the government of Nigeria at various levels and other relevant actors to ensure buy-in, ownership, credibility, and sustenance of the key intervention mix.

**The Demand Creation pathway** will utilize commercial marketing techniques to increase access and consumption of eggs, including motivating parents/caregivers in BoP households to
support and sustain egg consumption by children aged 6 months to 9 years old in Bottom of the Pyramid (BoP) households.

3. Purpose and work scope

The primary purpose of this RFP is to engage the services of a media consultant to implement an Above the Line (ATL) multimedia campaign, aimed at increasing the demand and consumption of egg by children aged 6 months to 9 years old in designated Bottom of the Pyramid (BoP) households in Kaduna state. Specifically, the media consultant will provide the following services;

- Develop a media strategy and resulting media plan for rollout through appropriate radio channels in Kaduna.
- Buying and placement of advertising in line with the agreed media plan
- Ongoing monitoring of the media plan to ensure compliance and provide insights into the program implementation and evaluation.

Description of the work scope.

a. Strategic context.
Most nutrition programmes focus on educating people by sharing knowledge and information on diet. This is based on the assumption that nutritional knowledge will encourage people to make improved dietary decisions.

The limitation of this approach is the fact that people’s point-of-purchase (PoP) food choices are influenced by many other factors, such as desirability, taste, price, family history, cultural practices, and social status. These come together as an emotionally motivated purchase desire and not a rational purchase logic. Moreover, these decisions do not operate in isolation but are made in the context of different products within the food sector competing for people's attention, time, and available money.

It is this broader context that has prompted the need to explore different approach by using through-the-line (TTL) marketing techniques to focus on building the desire amongst parents to feed their children on eggs, thereby creating higher demand for eggs.

b. Campaign Outcomes
The campaign has a number of projected outcomes. These includes;

- Increased the number of children aged 6 months to 9 years old consuming egg at least once per week by designated Bottom of the Pyramid households in Kaduna state.
- Improved the desire of parents to provide eggs once a week in the households (HH) for their children’s consumption.

The quantification of these outcomes, (Potential reach and frequency of exposure) that will be achieved through the media plan will be determined by the baseline taking place in Kaduna.

c. Campaign Strategy
The strategy has 4 elements. These are;

- Establish a positive desire in parents/caregivers to feed their children aged 6 months to 9 years old eat one egg at least once a week.
- To build frequency of exposure to this emotional trigger.
- To prompt association with anticipated BTL campaign at the Point of Purchase (POP)
- To provide supporting evidence to less confident parents.

d. Geography
This campaign will run from October 2023 to 2026 in Kaduna state.
e. Audience
The primary audience for the campaign will be the parents/caregivers of children aged 6 months to 9 years old from the Bottom of the Pyramid (BOP) households.

f. Creative concept and campaign fluency
The media materials have already been developed through an existing GAIN project, named Better Diet for Children (BDC). Therefore, this campaign will adopt and build on this existing campaign trajectory.

4. Submission requirements

- The overall submission should come in two attachments classified as technical approach and detailed budget. The budget should be in naira, detailed and in excel format.
- The technical approach should include an outline, proposed media strategy that adequately summarises the work scope, with supporting relevant examples from the agency’s own previous work.
- Media plan with detailed budget breakdown (The budget breakdown will come in a separate excel attachment).
- Details, including expertise and relevant experience of the agency’s team who will work on the campaign including their proposed level of involvement (Full time/percentage level of effort).

5. Scoring
Elements of the proposal will be weighted equally based on:
- Clear articulation and understanding of the task.
- Creative media approaches
- Competency and track record in similar campaigns
- Technical competence and demonstrated ability of team.
- Cost effectiveness/competitive status.

6. Timelines

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<tr>
<th>S/N</th>
<th>Activities</th>
<th>Timelines</th>
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<tbody>
<tr>
<td>1.</td>
<td>Deadline to submit questions if any</td>
<td>8th September 2023</td>
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<td>2.</td>
<td>Proposal Submission</td>
<td>13th September 2023</td>
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<td>4.</td>
<td>Pitch Presentation- Agencies will be allocated 90-mins pitch slot times. 30 mins of this time allocated time will be devoted for Q/A</td>
<td>21st September 2023</td>
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<td>5.</td>
<td>Agency planning workshop</td>
<td>25th September 2023</td>
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<td>6.</td>
<td>Contracting concluded</td>
<td>26th-30th September 2023</td>
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Qualifications
The Service Provider shall be a demonstrably experienced mass media agency and well vast in contemporary media strategy particularly the Above the Line (ATL) approach. It must also have verifiable evidence of previous work with international development agencies in Nigeria focusing on the food system like GAIN. In addition, the Service Provider should have a minimum of (10) years of working experience with professionally competent staff knowledgeable in the various phases of mass media and campaign initiatives. These include concept development, pretesting, media plan development, monitoring, technical progress report presentation, and media placement. Moreover, the preferred service provider must be legally registered to operate in Nigeria.
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

Staff will be available to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the GAIN email address: nquotation@gainhealth.org, copying datamewalen@gainhealth.org, digelle@gmail.com and ierhabor@gainhealth.org. Queries sent by September 5th, 2023, at 5:00pm EST will be responded to on September 8th 2023. Responses will not be confidential except in cases where the applicant clearly indicates that proprietary information is involved.

2. SUBMISSION

The original proposals should be submitted in electronic copy on or before 13th September 2023 to email address; nquotation@gainhealth.org. Please indicate ATL Demand Creation Work as the subject matter for your submission.

3. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

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

4. 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 the process.

5. COMPLETION

- In case of errors in calculating overall costs, the unit costs will govern the process.
- It is the applicant’s responsibility to understand the requirements and instructions specified by GAIN. If clarification is necessary, applicants are advised to contact the responsible persons 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.

5. 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.

7. 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.

8. 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.

HHH. 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.
Relevant certification by recognized institutions.

- 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:
  - The 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) 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 authorize 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 authorized or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.