FITFOOD MEDIA AGENCY RFP

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.

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 purpose of this RFP is to engage services of a Service Provider for media buying and planning services.

GAIN has been developing a new market-based approach to scale programmes aimed at improving diets. GAIN recognises that as the economies of low and middle income countries develop our relationship with food changes. A typical context would be:

“I have more money in my pocket. I can buy different foods and there is more to choose from in the market. My family has experienced not having enough food in the past so exploring new foods and treating ourselves feels good; little, inexpensive reminders of how things are better. Moving to the city, traveling far to work, both of us working and doing multiple jobs has changed how we eat; we eat at different times and some meals away from home. Things being quick, easy and cheap has become important. When I’m juggling life, foods that help me feel good (new, aspirational, comforting, enjoyable, fun, treats) are on my mind. Feeding the family involves compromises, some of which I’m not happy with when I think about it. I know good nutrition is important, but in the face of these other pressures it is something that I tell myself can wait till tomorrow, but tomorrow never comes.”

In this context, the benefits of better diets need to be expressed in ways that resonate today, as promising rational future health benefits can’t compete with today’s demand on food choices. GAIN aims to create and sustain desire for nutritious diets and foods from sustainable sources; and influence consumers’ food choices at the point of purchase and via relevant communication channels. The demand side will be delivered under a new brand, FitFood which stands for nutritious foods. This brief focuses on the media planning and buying components for the FitFood brand launch and the first campaign in Yr 1-5 of the project. The first campaign is ‘Together We Step Up to the Plate’. Vegetables are the first food to be promoted under the FitFood portfolio.
Target Defined:

In Kenya, 94% of adults do not meet the WHO recommendations of 400 grams of daily fruit and vegetable consumption. Over the last 15 years, vegetable consumption has remained stagnant at 100-130 g/person/day, despite a 46% increase in GDP.

Broad Audience: Parents in Kenya. Priority counties based on levels of malnutrition and vegetable production capabilities of the county: Nairobi, Kiambu, Machakos, Makueni, Kitui, Nakuru, Nyandarua, Mombasa, Taita Taveta, Kilifi, Kwale. Rollout will be phased.

Bulls-eye: Parents (inclusive of 2-parent households and single parents) with children aged 3-12. Low income group, LSM3-7, earning 15,000 - 45,000 KSH per month.

Detailed media brief available in the annex.

3. SCOPE OF WORK AND DELIVERABLES

The successful applicant shall be responsible for:

3.1 AGENCY SERVICES

❖ Media Planning and Buying Services
 ❖ Campaign media strategy that:
    o Launches the FitFood brand in Kenya with the campaign in Y1 November 2022- December 2023, and supports the brand through Yr 2 - Yr 5 (first quarter) with vegetable production seasons in all 11 counties
    o Launches the brand in Nairobi Central and Lower Eastern (Nairobi, Kiambu, Machakos, Nakuru and Mombasa)
    o Balances the need to increase brand awareness and drive consideration messages simultaneously (in different creatives but during the same campaign period)
  ❖ Media negotiating and purchasing on behalf of GAIN
  ❖ Demonstrate media effectiveness
  ❖ Includes media innovation relevant to the target audience
  ❖ Monitoring and reporting strategy and identification of potential monitoring partners
  ❖ Management of monitoring partners

3.2 OBJECTIVES

The objective of the media services are to:

❖ 1. Establish awareness of the Fit Food as the brand that understands the challenges of feeding your kids, and gives you the resilience to persist
❖ 2. Drive perceptions of green leafy vegetables as the first "Fit Food" and
❖ 3. Increase purchase intent for green leafy vegetables.

3.3 KEY PERFORMANCE INDICATORS

❖ Increase aided awareness of FitFood from 0% to 20% in Yr 1, 25%Yr 2, 35%in Yr 3, 40% Yr 4, 45% Yr 5
❖ Increase purchase intent of vegetables from baseline of X (Baseline survey to be done)
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

All enquiries concerning this RFP should be submitted to lwekesa@gainhealth.org using the subject line Fit Food Media Agency RFP. In accordance with GAIN's procurement standards, the questions and answers will be circulated to all agencies in receipt of the RFP.

The deadline for submitting questions pertaining to the RFP is [5th August 2022, 5:00pm EAT].

2. BUDGET

The total working media budget for the brand for Yrs 2-5 is approx. $800k - 1.6M. There are incremental funds for monitoring fees, applicants are required to provide GAIN with a detailed proposal. The final budget amount will have to be approved by the organisation prior to implementation and will be reviewed periodically as the strategy evolves while applying learnings in the project.

3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

- Technical proposal:
  i. Description of previous relevant work (maximum 1 page);
  ii. Composition of team with names of all key staff. Please include a description of each individual's role on the project and during which phase they would be working;
  iii. Detailed proposal explaining how the areas of work mentioned in Scope of Work will be addressed (maximum 10 pages);
  iv. A timeline of the development process from briefing to approval of final proposal, providing clarity as to how the agency would collaborate with the GAIN team at each stage.
  v. References.

- Fee proposal:
  i. Proposed fee
  ii. Detailed budget justification.
  iii. Offer of services.

4. SUBMISSION

Interested parties will be expected to share an electronic version of their submission to lwekesa@gainhealth.org by 16th August 2022, 5:00pm EAT. Thereafter shortlisted agencies will be required to make a pitch presentation on 29th August 2022 at an allocated time for which an invitation will be sent to successful agencies from lwekesa@gainhealth.org.
4.1. THE MEDIA PITCH

Each agency will be provided with a 60-min pitch slot of which the agencies should allow for 40-min for the strategy and media presentation and 20-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, with only brief introductions from senior staff.

All agencies will be informed on 1st September 2022, of the outcome and relevant contact details should be included in the leave-behind. The successful agency is expected to attend a kick-off inception meeting on 10th September 2022, to make immediate progress on developing the media strategy and ultimate plan.

4.2. 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 agencies approach to media strategy, planning and buying (philosophy and approach)
❖ Any updates/changes the agency would recommend to the communications strategy (with recommendations as to why)
❖ The Y1 media strategy
  ➢ Inclusive of recommendations for how the media strategy could change in Yrs 2-5 and what metrics would drive that decision
  ➢ Recommendation on how creative will need to refresh through Yrs 2-5 to support the brand goals
  ➢ Media innovation recommendations
❖ Budget recommendation;
  ➢ Phased by year (1-5)
  ➢ Phased across the 2 tiers, and 4 goals of the communications strategy
❖ Measurement requirements

5. DEADLINE

<table>
<thead>
<tr>
<th>TASK</th>
<th>DATE</th>
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</thead>
<tbody>
<tr>
<td>RFP issuance</td>
<td>2nd August 2022</td>
</tr>
<tr>
<td>Deadline for questions and clarifications</td>
<td>5th August 2022</td>
</tr>
<tr>
<td>Submission of full proposal by shortlisted agencies</td>
<td>16th August 2022</td>
</tr>
<tr>
<td>Media pitch presentations</td>
<td>29th August 2022</td>
</tr>
<tr>
<td>Announcement of winning agency</td>
<td>1st September 2022</td>
</tr>
<tr>
<td>Inception meeting</td>
<td>10th September 2022</td>
</tr>
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</table>

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.
- Incomplete proposals.
- Proposals that are not signed.
7. **REVISIONS**

Proposals may be revised by electronic mail and confirmed by hard copy provided such revision(s) are received before the deadline.

8. **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.

9. **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 the responsible person 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.

10. **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.

11. **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.

12. **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 strategy.

- 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:
  - 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.
  - Media negotiation

- 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

1. Offer submitted by:

__________________________________  
__________________________________  
__________________________________  
(Print or type business, corporate name and address)

2. 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.

3. 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.

4. 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 NOTContain 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.

_______________________  
Signature (applicant)

_______________________  
Signature (applicant)
V. ANNEX

FIT FOOD MEDIA BRIEF

1.0 THE PROBLEM

Our target audience knows the benefits of a good diet, as well as the long term risks of poor quality choices. Barriers like time, affordability and access persist but they are only part of the reason children aren’t eating a better diet. Parents in Nairobi do not prioritise a good diet for their families because they simply do not want meal times to turn into fights. With busy schedules, competing priorities and lack of a sense of immediate risk, parents find their ambitions to have a better diet overtaken.

1.1 TARGET AUDIENCE

In Kenya, 94% of adults do not meet the WHO recommendations of 400 grams of daily fruit and vegetable consumption. Over the last 15 years, vegetable consumption has remained stagnant at 100-130 g/per person/day, despite a 46% increase in GDP.

Broad Audience: Parents in Kenya. Priority counties based on levels of malnutrition and vegetable production capabilities of the county: Nairobi, Kiambu, Machakos, Makueni, Kitui, Nakuru, Nyandarua, Mombasa, Taita Taveta, Kilifi, Kwale. Rollout will be phased.

Bulls-eye: Parents (inclusive of 2-parent households and single parents) with children aged 3-12. Low income group, LSM3-7, earning 15,000 - 45,000 KSH per month.

1.2 THE FITFOOD BRAND

The FitFood brand will be the consistent element across 5 years of ATL and BTL media, helping to create consistency across all elements of the communication and building equity that can be leveraged beyond the timeframe of this project.

❖ Purpose: To help parents find the resilience and inner strength to re-commit everyday to the struggle of feeding their kids nutritious food.

❖ Vision: For all parents to feel motivated to feed their kids nutritious food, and supported in the struggle.

❖ Brand Values: Fit Food is;

➢ empathetic toward people’s lives
➢ realistic in it’s perspective
➢ altruistic in it’s mindset
➢ and shows integrity through it’s actions

❖ Personality: We are kind, respectful and relentlessly encouraging; we'll believe in you until you believe in you. We are creative problem solvers, ambitious about our goals, but empathetic to the challenging realities.

❖ Brand Essence: Resilience

2.0 THE CAMPAIGN

2.1 STRATEGY
Consumer Problem: Parents want to have a great relationship with their children. There is so much to discipline them around, food just isn’t something they want to argue about.

Insight: I don’t like arguing with my family about meals, but avoiding the fight [over nutritious meals] means giving in, and it makes me feel like I am failing. It is as if everyone around me is succeeding, and I’m left alone feeling this way.

Strategy: Show parents that they’re not alone when it comes to meal time battles.

2.2 CAMPAIGN IDEA

We will not be defeated by a plate of chips, overpowered by fried food, crushed at the sight of untouched vegetables or overwhelmed by the threat of fuss and tears. We take up the mantle of parenthood with pride. We create the time, make the effort and don’t give in, in the fight of fit over fast. We know the value of every morsel of healthy food. We do this for no recognition or glory. We love our children and endeavor to give them the best. We are not alone, together We Step Up To The Plate.

2.3 COMMUNICATIONS STRATEGY

We are taking a 2-tiered approach to the communications strategy; Tier 1 is the “brand” level and aims to motivate parents to want to prioritize good quality diets for their families. Tier 2 is the “product/behavior” level in which we will leverage the motivation and desire created in Tier 1 to communicate both the benefits of green leafy vegetables and provide useful information and practical support that enable parents to easily act on their innate desire. A draft communications strategy has been created and can be found below & here but we welcome the agency's point of view.

COMMUNICATIONS FRAMEWORK

HOW THE CAMPAIGN WILL CONNECT WITH CONSUMERS IN DIFFERENT CHANNELS TO MAXIMISE EFFECTIVENESS

<table>
<thead>
<tr>
<th>Objective</th>
<th>Task</th>
<th>Key Takeaway</th>
<th>Target Audience</th>
<th>Example Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inspire emotional desire</td>
<td>by making a positive change personally and connecting them to their own experience</td>
<td>I am not alone and can stand up to dysfunctional</td>
<td>Primary: Mums</td>
<td>TV and Radio Ads (30 &amp; 60s)</td>
</tr>
<tr>
<td>Personalization through participation</td>
<td>by personalizing campaign messages with personal stories and relatable content</td>
<td>The struggle is &quot;real&quot; but we are stronger and smarter as we support each other in facing overcome unmanageable struggles</td>
<td>Primary: Mums Secondary: Dads</td>
<td>OOH (email format e.g. bus stops/wall art), influencers/celebrities, Radio activations &amp; mentions.</td>
</tr>
<tr>
<td>Reinforced by those around us</td>
<td>by reinforcing how key roles (nun,得以 and doctors) in communities build our connection</td>
<td>We can re-imagine our communities, where wellness and health messages are heard in empowering conversations and actions</td>
<td>Primary: Mums &amp; Dads</td>
<td>Radio activations &amp; mentions, influencers/celebrities, wall art</td>
</tr>
<tr>
<td>Made easier to succeed</td>
<td>by making it easy to feel good (fit &amp; healthy)</td>
<td>I can Step Up To The Plate with vegetables</td>
<td>Primary: Mums &amp; Dads</td>
<td>Fit Food Zones, Radio ads, influencers, retail and community engagement.</td>
</tr>
</tbody>
</table>

2.4 KEY PERFORMANCE INDICATORS

❖ Increase aided awareness that the FitFood stands for quality, healthy food from Awareness targets: 0% to 20% in Yr 1, 25% Yr 2, 35% Yr 3, 40% Yr 4, 45% Yr 5
❖ Increase purchase intent of green leafy vegetables from baseline of X (Baseline survey to be done)