

Request for Proposals – Services

MEDIA HOUSE FOR FOODFITI

Issued by

The Global Alliance for Improved Nutrition (GAIN)

Kenya Country Office

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GAIN's procurement is conducted based on our procurement principles, including "a focus on ethical and sustainable procurement which requires us to take note of our legal and ethical commitments... in our procurement and supplier management."

We require all our partners, suppliers and service providers to familiarise themselves with our [Code of Conduct](#) (Code) and to adhere to either our Code or to their own equivalent code or set of behaviours.

This is addition to any relevant clauses and provisions in our contractual terms.

We also expect our partners, suppliers, and service providers to proactively inform GAIN, via the mechanisms detailed in the Code, of any breaches, potential or perceived breaches of its provisions.

Any supplier or service provider found to be in violation of these principles will be excluded from this process and may be barred from responding to future opportunities.

I. Introduction

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 The Netherlands, the United Kingdom, and the United States. We currently have a presence and conduct programming activities in Bangladesh, Benin, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Rwanda, Tanzania and Uganda.

II. Background & timescales

The purpose of this RFP is to engage services of a qualified organisation to provide media services for the FoodFiti brand campaigns, by utilizing their media channels to promote dietary improvements through the increased consumption of vegetables in Kenya.

Set out below is the proposed timescale for this procurement. It is a guide and whilst the GAIN does not intend to depart from the timetable, it reserves the right to do so at any stage.

RFP issue date	25 th May 2026
Deadline for Bidders to submit questions	2 nd June 2026 5:00pm EAT
Deadline for GAIN to respond to clarifications, (via email)	5 th June 2026
RFP closes - deadline for submission	10 th June 2026 5:00pm EAT
GAIN evaluation and pitch presentations for shortlisted organisations	12 th June to 5 th July 2026
Contract award - subject to negotiation & due diligence checks	10 th July 2026
Planned contract signature date	1 st August 2026
Date by which all work is to be completed	30 th June 2027

III. The Opportunity

The selected media house will be responsible for amplifying FoodFiti’s content strategy through innovative media-first solutions that encourage vegetable consumption. The goal is to maximize audience reach and engagement while ensuring cost efficiency through strategic media placements.

The scope of work to be undertaken by the service provider:

- Present innovative media-first ideas aligned with the FoodFiti brand brief.
- Develop a media placement approach and provide a summary of media plan options based on budget and campaign duration, including TV, radio, and digital advertising slots.
- Use a data-driven approach to demonstrate how the plan will effectively reach the defined target audience described in the RFP.
- Ensure audience reach and alignment, presenting data on demographics, market penetration, and regional coverage.
- Offer bulk media buying options with competitive pricing, value-added benefits, and potential digital extensions or sponsorship opportunities.
- Provide direct media placement solutions, day-to-day media support and innovative campaign strategies.
- Offer competitive media purchasing costs while delivering value for money and added benefits.
- Outline a reporting and monitoring structure, including success metrics for media placements.
- Provide robust account management.

Key performance indicators

- Increase aided awareness of FoodFiti by 45% by 2027.
- Reach 3M target consumers within specified areas in the 6 counties exposed to at least one integrated media material by 2027. (*Focus counties indicated in Project Background section*)
- Increase purchase intent of vegetables (Specific target to be shared with shortlisted organisation at a later stage)

Project Context and Media Brief indicated below.

(1) Project Context

Vegetable for All Project:

GAIN has developed a market-based approach to scale dietary improvement programs, recognizing that economic development significantly influences food access and choices in low and middle-income countries. In Kenya, low-income consumers face unique barriers to nutritious eating, including limited income, high food costs, time constraints, and accessibility challenges. These factors make it difficult for households to achieve a balanced, nutritious diet, with many prioritizing eating for survival over health-focused nutritional decisions.

Currently, only 6% of Kenyan adults meet the World Health Organization’s recommended daily intake of 400 grams of fruits and vegetables. Despite Kenya experiencing a 46% GDP growth over the past 15 years, vegetable consumption remains notably low, with an average intake of just 100-130 grams per person per day. This underscores the complex nature of Kenya’s nutrition challenges, which include obesity, undernutrition, micronutrient deficiencies, and diet-related non-communicable diseases. Many diets are heavily reliant on carbohydrate-rich staples, often lacking sufficient proteins, vitamins, and minerals.

To address these gaps, GAIN’s FoodFiti initiative takes a demand-led approach, focusing on increasing access to and awareness of the importance of vegetables. By promoting diets that are

diverse, adequate, and resilient, the project aims to improve diet quality through increased vegetable consumption among 1.1 million base-of-the-pyramid consumers. This shift is designed to enhance the nutritional well-being of low-income households by helping them diversify their diets and adopt healthier, more sustainable eating habits.

The FoodFiti Brand

FoodFiti is a brand dedicated to helping parents provide their families with nutritious meals. By building an emotional connection with parents, we aim to inspire better food choices and encourage dietary diversity, particularly through increased vegetable consumption among low-income urban and peri-urban communities.

The brand has been in the marketplace for 2 years and through mass media has reached 5M base-of-the pyramid consumers across 6 implementation counties.

Campaign Objectives

- Increase vegetable consumption by raising awareness and promoting FoodFiti's brand messaging.
- Leverage engaging media channels to inspire healthier food choices.
- Drive purchase intent by creating awareness and consideration for vegetable uptake.
- Strengthen stakeholder engagement by using media platforms to showcase impact stories for donors, governments, and communities.

Target Audience

- **Broad Audience:** Parents aged 18-35 years in Kenya, typically within households of 4-5 members.
- **Primary Target (Bullseye):** Mothers with children aged 3-12, as they are often the primary decision-makers in purchasing and meal preparation.
- **Income Segment:** Low-income group, Living Standard Measure (LSM) 3-6, with a household income range of KSH 15,000 - 40,000 per month.

***About LSM**

The Living Standard Measure (LSM) is a segmentation tool, initially developed by the World Bank, to categorize households by income and purchasing capacity. In Kenya, households fall into three categories: Bottom (LSM 1-6), Middle (LSM 7-12), and Upper Class (LSM 13-17), reflecting the ability to afford and access a range of goods and services. This framework allows for targeted marketing to groups based on their standard of living and disposable income*

Focus Regions: Nairobi, Kilifi, Mombasa, Kiambu, Nakuru, and Machakos.

Campaign Period: August 2026 – June 2027

(2) FoodFiti Media Outlet Brief

Before responding to the brief, kindly note:

We are seeking media houses that meet the following criteria:

- **Have a national or regional presence, with each of their audio-visual media channels reaching a minimum of 2.5 million people per month.**
- **Are monitored by third-party agencies to ensure transparency and credibility.**
- **Have an active presence in at least one or more of the following counties:** Nairobi, Nakuru, Machakos, Mombasa, Kilifi and Kiambu.

The Problem

While our target audience is aware of the benefits of a good diet and the risks associated with poor nutrition, barriers such as time, affordability, and access persist. However, these are not the sole reasons for poor dietary habits. Many parents deprioritize nutrition to avoid conflicts during mealtimes, especially when faced with busy schedules, competing priorities, and a lack of immediate perceived risk. As a result, their ambitions for healthier diets often take a backseat.

Focus Vegetables

FoodFiti emphasizes the following vegetable categories:

- Green Leafy Vegetables: Kanzira, Kunde, Malenge, Managu, Mchicha, Mitoo, Mrenda, Sagaa, Spinach, Kale.
- Ingredient Vegetables: Tomatoes, carrots, bell peppers, courgettes, avocados.
- Flavor Enhancers: Onions, garlic, coriander.

Key Messages

FoodFiti's campaign core messages aim to engage and inspire consumers by presenting nutrition in a relatable and exciting way. The key messages include:

1. Taste & Enjoyability: Vegetables can be delicious when prepared creatively.
2. Variety: There are countless vegetable options to explore
3. Food Frequency: Vegetables should feature in every meal.
4. Health Benefits: Vegetables are rich in nutrients and fibre, supporting digestion and overall health.

To land these messages effectively, we aim to make healthy eating appealing, showcasing the versatility, taste, and benefits of vegetables. We aim to keep the conversation about vegetables engaging, inspiring, and practical, providing actionable tips and examples to help consumers incorporate more vegetables into their diets.

Brand Strategy

Tension: Parents want to feed their kids nutritious food, but it becomes a fight and it's not 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.

Brand Heart

Purpose: To help parents find the resilience and inner strength to re-commit every day 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: FoodFiti is

- ✓ empathetic toward people's lives
- ✓ realistic in its perspective
- ✓ altruistic in its mindset
- ✓ and shows integrity through its actions

Personality: We are kind, respectful and relentlessly encouraging; we'll believe in *you* until *you* believe in *you*.

Brand Essence: Resilience

Tone of Voice: FoodFiti is

- ✓ Confident (but never cocky)
- ✓ Encouraging (but not condescending, or dismissive)
- ✓ Conversational (but respectful)
- ✓ Fun (but not funny, cheeky, or playful)
- ✓ Intelligent (but not academic), and we treat our audience as intelligent too.
- ✓ Ambitious (but not pushy)

Brand Logo



Budget

USD 355,000 (Tax inclusive)

Applicants are required to provide GAIN with a detailed financial proposal.

The final budget amount will have to be approved by GAIN prior to starting the project.

Payment Profile

GAIN will make a down payment of up to 30% of the total contract value, with the balance paid through milestone-based partial payments spread across the contract period, subject to achievement and approval of agreed deliverables.

IV. Instructions to bidders

This section is designed to ensure that Bidders are provided with the necessary information to understand and respond to the requirements and ensure that a consistent level of information is obtained from each Bidder and provide a structured framework for the evaluation of Proposals.

Bidders should read these instructions carefully before completing their submission.

GAIN contact email address: procurementkenya@gainhealth.org

Queries and clarifications

- Bidders are to direct any questions regarding the RFP to the GAIN contact in writing via email.
- It is the Bidder's responsibility to ensure safe receipt of communication.
- No other member of GAIN staff should be contacted in relation to this RFP unless directed to do so by the GAIN contact.
- GAIN may choose to convey responses to submitted questions and queries to all Bidders so that each is equally informed.
- GAIN may amend the RFP documents by issuing notices to that effect to all Bidders and may extend the closing date and time if deemed appropriate.

Preparing your response

- Bidders must obtain, at their own responsibility and expense, all information necessary for the preparation of Bids.
- Bidders should notify GAIN promptly of any perceived inconsistency, or omission in this RFP, or any of its associated documents.

Submitting your response

The Proposal and any accompanying documents must be in English.

Bidders must submit their Proposal in the following way:

Email to contact's email address. The subject heading of the email should be **FoodFiti Media House RFP**. All submitted documents must be viewable using the Microsoft Office suite of applications. Your submission should not exceed 30MB.

Your submission must include the following:

Technical proposal:

1. Description and links to previous work related to offering services directly to brands, highlighting innovative media formats use and portfolio (maximum 1-page, private sector brands only).
2. Composition of team with names and profiles of all key staff including descriptions of each person's role on the project. GAIN shall have one main contact person clearly identified in the proposal (maximum 2 pages)
3. Detailed proposal (including a detailed media plan, proposed media ideas and platforms), showcasing how the deliverables in the Scope of Work will be met along with timelines for delivery (maximum 10 pages)
4. Three (3) client references (ideally, they would be from the relevant work examples provided in part 1)

Financial proposal:

1. Signed Offer of Services (see section VI Offer of Services)
2. Detailed budget (see Notes on Budget below), with justification clearly highlighting direct implementation costs and any other associated costs, Cost breakdown per channel, outline available discounts and value-added services
3. Rate cards for all proposed media channels.
4. All value additions to be highlighted
5. Costs to include VAT & WHT
6. Offer of services.

Notes on submissions

- Bidders should not include in their submission any extra information which has not been specifically requested in the RFP for example, any sales literature etc.
- No Proposal may be modified after the deadline for receipt.
- GAIN may request additional information from Bidders to assist further evaluation of Proposals.

Notes on budget

- As a donor funded organisation, GAIN is committed to achieving value for money in all our procurements.
- Submitted rates and prices are to be deemed include all costs, insurances, taxes, fees, expenses, and other things necessary for the performance of the requirement.
- Any charge not stated in the Proposal as being additional, will not be allowed in any resultant contract.
- We are looking for full cost disclosure: there must be an appropriate breakdown of costs to allow for price visibility.
- All rates and prices submitted must be in Kenya Shillings. and any contract arising from this RFP will be in Kenya Shillings.

Notes on evaluations

- GAIN may choose to shortlist Bidders at any stage of the process.
- 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.
- Bidders should note that GAIN may award a Contract on the basis of the original Bid received and may, at its absolute discretion, undertake any or all of the following processes:
 - shortlisting
 - taking up references
 - undertaking presentations or meetings
 - entering into a dialogue with one or more Bidders.

Evaluation criteria

Applicants will be judged based on:

- **Innovative Solutions** (25%) – What we can do differently as FoodFiti/Media-First Ideas
- **Optimal Media Plan & Value Adds** (25%) – Clear media plan & approach/thinking additional offerings such as digital extensions or exclusive sponsorship opportunities.
- **Cost Efficiency** (25%) – Competitive pricing for bulk media purchases and value-added benefits.
- **Audience Reach & Alignment** (10%) – Ability to effectively reach the target demographic.
- **Transparency & Reporting** (15%) – Clear reporting mechanisms and performance tracking.
- **Experience & Past Success** (10%) – Proven track record in handling bulk media buys.
- A duly completed offer of services.

V. Terms and conditions

This section constitutes the full conditions of this RFP and participation in the process automatically signals that the Bidder accepts the conditions.

Jurisdiction

Any Contract resulting from this RFP shall be governed by Swiss law.

Late Proposals

Any bid received after the deadline may be rejected at GAIN's absolute discretion.

Disclaimers

Bidders will not be compensated for costs incurred in preparing proposals, submitting revised proposals or in participation in any meeting or presentation.

This RFP does not commit GAIN to any course of action, it is not an offer or a contract and does not commit GAIN to contract for any of the services detailed within the RFP.

GAIN reserves the absolute right to:

- accept or reject any or all Proposals with or without notice or reason
- accept or reject any proposal in whole or in part
- accept a proposal other than the lowest priced
- negotiate with any, all or none of the Bidders
- modify or cancel this RFP

Acceptance of Proposals

GAIN is under no obligation to accept the lowest priced Proposal, or any Proposal, and reserves the right to reject any Proposal which is incomplete, conditional, or not complying with the RFP documents.

A Proposal may be for all or part of the Requirement and may be accepted by GAIN either wholly or in part.

A Proposal will not be accepted, in whole or in part, unless and until GAIN has signed a Contract in writing to the successful Bidder. GAIN reserves the right to:

- amend the terms and conditions of the procurement process
 1. cancel the evaluation and award process at any stage
 2. require the Bidder to clarify its Proposal in writing and/or provide additional information.

Failure to respond adequately may result in the Bidder not being selected.

Amendments

Prior to the final date for submission of Proposal, GAIN may issue amendments to clarify, modify or add to the procurement documents. A copy of each amendment will be issued to each Bidder and shall become part of the RFP.

Validity of Proposals

Proposals submitted in response to this RFP are to remain valid for a period of not less than 90 days from the RFP closing date.

Withdrawals

Proposals may be withdrawn at any time prior to the RFP closing date and time by written notice to the Company.

Interpretation of Requirements

Bidders are responsible for ensuring that they have all the information required for the preparation of their tenders and that they satisfy themselves about the information and correct interpretation of terminology used in the tender documentation.

Bidders must also ensure that they are fully conversant with the nature and extent of the obligations to be accepted by them if their tender is accepted.

Assumptions

Any assumptions that have been made in responding to this RFP should be outlined in the Bidders response documents.

Confidentiality

Except as required for the preparation of this Proposal, Bidders must not, without GAIN's prior written consent, disclose to any third party any of the contents of the RFP documents. Bidders must ensure that their employees, consultants, and agents also are bound and comply with this condition of confidentiality.

Feedback to unsuccessful Bidders

GAIN appreciates that significant time and resource goes into preparing a tender response, and we try to ensure that feedback is provided to all unsuccessful Bidders.

Please note however that GAIN does not share detailed scoring information with unsuccessful Bidders.

Inconsistencies and omissions

Bidders must promptly advise the Company in writing of any inconsistencies and omissions they discover in the RFP.

RFP documents

Bidders must destroy all copies of the RFP document if unsuccessful within 30 days of being notified they have not been successful (either issued by GAIN or created by the Bidder).

Disclaimers

Whilst the material in this RFP and the Information has been prepared in good faith, it does not purport to be comprehensive, nor has it been independently verified.

Neither GAIN nor their advisors, their respective directors, officers, members, partners, employees, other staff or agents makes any representation or warranty (express or implied) as to the accuracy, reasonableness or completeness of the Information; or accepts any responsibility for the information contained in the Information or for their fairness, accuracy or completeness of that Information nor shall any of them be liable for any loss or damage (other than in respect of fraudulent misrepresentation) arising as a result of reliance on such Information or any subsequent communication.

Collusive behaviour

Any Bidder who:

- fixes or adjusts the amount of their Response by or in accordance with any agreement or arrangement with any other party; or
- communicates to any party other than GAIN the amount or approximate amount of its Responses or information which would enable the amount or approximate amount to be calculated (except where such disclosure is made in confidence to obtain quotations necessary for the preparation of the Response or insurance or any necessary security); or
- enters into any agreement or arrangement with any other party that such other party shall refrain from submitting a Response; or
- enters into any agreement or arrangement with any other party as to the amount of any Response submitted; or
- offers or agrees to pay or give or does pay or give any sum or sums of money, inducement, or valuable consideration directly or indirectly to any party for doing or having done or causing or having caused to be done in relation to any Response, any act or omission.

shall (without prejudice to any other civil remedies available to GAIN and without prejudice to any criminal liability which such conduct by a Bidder may attract) be disqualified.

VI. Offer of services

I/we agree to supply the required services described within this Request for Proposal, for the sum of:

Sum in figures:

Sum in words.....

I/we the undersigned confirm that I/we are able to furnish all expertise, supervision, materials, and any other things necessary to complete, to the entire satisfaction of the Executive Director or authorised representative, required services described within this Request for Proposal, according to GAIN’s terms and conditions.

I/we agree that any obvious errors in pricing or errors in arithmetic that may discovered by GAIN in examination of the priced Specification submitted by me/us shall have no effect on the amount of this offer unless GAIN shall otherwise decide.

I/we understand that the lowest or any tender will not necessarily be accepted.

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.

I/we confirm that I/we have read the [GAIN Code of Conduct](#) and understand my/our duties under the Code.

I/We confirm that I/we have no actual, potential or perceived conflicts of interest which apply to this procurement OR that I have notified GAIN in writing of any actual, potential or perceived conflicts of interest which apply to this procurement.

I/We confirm that we will use the following organisational and payment details, if our Bid is successful:

Company name (including any trading names)	
Registered Company address, including postal code and country	
Company Registration Number	
Tax Identification Number (TIN) - if not applicable, please put N/A	
Business Identification Number (TIN) - if not applicable, please put N/A	

Company contact phone number	
Company contact email address	
Bank where account is held (name of the bank)	
Name on the payment bank account (individual/company name)	
Bank Account Number	
Swift/BIC Number - if not applicable, please put N/A	
IBAN Number - if not applicable please put N/A	
If you are an independent contractor based in the United States of America, or eligible to pay tax in the United States of America, please include a copy of your W-9 form ¹	

Signed by:	
Print Name:	
Job Title:	
For and on behalf of (Company name):	
Date:	

