



REPUBLIC OF KENYA

## THE NATIONAL TREASURY & PLANNING

### FINANCIAL SECTOR SUPPORT PROJECT

#### CONSULTANCY TO DESIGN AND EXECUTE A FINANCIAL LITERACY & PUBLIC AWARENESS CAMPAIGN FOR KDIC

#### REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – FIRMS SELECTION)

FSSP/PIU/KDIC/34/2018-19

Credit No: 5627 KE  
Project ID No: P 151816

1. The Government of Kenya (GoK) has received financing from the World Bank towards the cost of the Financial Sector Support Project (FSSP) whose overall development objective is to strengthen the legal, regulatory and institutional environment for improved financial stability, access to and provision of, affordable and long term financing. It is intended that part of the proceeds of this credit be applied to eligible payments under the contracts to Design and Execute a Financial Literacy & Public Awareness Campaign for the Kenya Deposit Insurance Corporation (KDIC), to be implemented over a period of six (6) months.
2. **Objective of the Assignment**

The overall objective of the assignment is to increase the level of awareness of KDIC among its diverse stakeholders specifically with the aim to:

  - i. Explain complex deposit insurance rules
  - ii. Build Confidence in the banking system
  - iii. Reduce Risk.
3. **Scope of the Work**

The scope of work of the assignment will cover, but is not limited to, the tasks described below:

  - Coordinate with other agencies to ensure an integrated marketing approach and strategy for KDIC.
  - Prepare marketing communications plans, advertising concepts, layouts, storyboards and plans for the execution thereof.
  - Execute and implement marketing communications and advertising in finished form.
  - Traffic and disperse all necessary materials to media suppliers, printers, and all other third parties needed to accomplish KDIC's approved marketing communications, and advertising ideas, programs, and campaigns.
  - The agency will identify stakeholders who can play a supportive role in the public awareness campaign and engage them as necessary.
  - The Marketing Communications strategy shall include a results measurements/evaluation component to track effectiveness/impact of the campaign.
4. The National Treasury (the Client), through its Project Implementation Unit (PIU), now invites **eligible consulting firms "Consultants"** to express their interest in providing this service. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Service for a similar institution. The consulting firm and its consultants should have extensive experience in conducting public awareness campaigns. The shortlisting criteria are: (a) The Marketing Communications agency should have a minimum of 10 years work experience in marketing communications, and advertising; (b) demonstrated experience in conceptualizing and executing Ad campaigns; (c) agency must have the capacity, in form of resources and technology (in-house or sub-contracted), to deliver the activities of the campaign within the agreed timeframe and budget; (d) Previous experience working on campaigns with the financial sector, international NGOs, or civil society, is desired but not mandatory; (e) Experience in developing/emerging markets.

5. The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines: *Selection and Employment of Consultants* [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers published in *January 2011* and revised in *July 2014* ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.
6. Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications.
7. A Consultant will be selected in accordance with Consultant Qualification Selection (CQS) method set out in the Consultants Guidelines.
8. Further information can be obtained at the address below during office hours i.e. 0900 to 1700 hrs.
9. **Expressions of Interest** must be delivered in a written form in plain sealed envelopes with consultancy **reference and name clearly marked on top** in person, by mail or by email to the address shown below or placed in the tender box at our offices on the 7<sup>th</sup> floor, Anniversary Towers, North Tower.

**Postal Address:**

Project Implementation Unit  
Attention: Procurement Specialist  
P.O Box 21190 –00100  
Nairobi, Kenya.

Telephone No: +254-20-2210271/4

**Physical Address:**

Project Implementation Unit  
Attention: Procurement Specialist  
7<sup>th</sup> Floor, Anniversary Towers, North Tower.  
Building No.19 Monrovia Street/University Way  
Nairobi, Kenya.

E-mail: [procurement.fssp@piu.go.ke](mailto:procurement.fssp@piu.go.ke);

10. **Deadline for submission of Expressions of Interest is Tuesday 2<sup>nd</sup> October, 2018 at 1600 hours Kenyan local time.**

**PROCUREMENT SPECIALIST**  
**FOR: PRINCIPAL SECRETARY/NATIONAL TREASURY**