

NACOSEC

NATIONAL COVID-19 SECRETARIAT

REQUEST FOR PROPOSAL (RFP)

Reference: RFP/NACOSEC/2020/07/31

REQUEST FOR PROPOSAL (RFP) IN THE PROVISION OF MARKETING, ADVERTISING AND COMMUNICATIONS CONSULTANCY

Date of the RFP: Friday, 31st July 2020

Closing Date of the RFP: Wednesday 05th August 2020

Procurement Method: Local Public Tender

1. Purpose of Request for Proposal:

The National Covid-19 Secretariat (NACOSEC) is mandated to coordinate development and implementation of the Lesotho National COVID-19 Strategy. As a guiding policy, the country aims to flatten the curve of infections and to raise the line of the health-care system capacity with a view to reducing the likelihood of needless deaths. The role of NACOSEC is to ensure that national resources in the fight against the spread of Coronavirus are scaled-up and are effectively and efficiently utilised. NACOSEC invites suitably qualified and capable service providers/firms to submit their Request for Proposal in the provision of marketing, advertising and communications to assist NACOSEC in developing and implementing its marketing, advertising and communications strategies.

Scope of Work

The Agency needs to provide COVID-19 communication campaign services that will demonstrate its capability to produce and carry out a multi-faceted, nationwide public education and media campaign that empowers citizens to make the appropriate decisions and take the appropriate actions in order to change behaviors and norms and protect themselves and others during the COVID-19 outbreak. Basotho must be able to grasp the concept that social norms may be different as we work to respond to the outbreak. The Agency shall address in specific terms its plans for delivering each item listed below:

Develop culturally competent communication strategies and messages specific to:

- ❖ Accessing COVID-19 specific services including testing, tracing and isolation. This also includes prevention messaging related to physical distancing, facial covering, and other preventive measures.
- ❖ Assist in the overall development and implementation of marketing, advertising and communications communication strategy;
- ❖ Planning and conceptualizing;
- ❖ Campaigns conceptualization and production (this shall include production of broadcast, digital, print, outdoor advertising messages).
- ❖ Provide artwork and production of corporate gifts, promotional items including merchandise.
- ❖ Create messaging/content and design products for multiple communication channels, i.e. social media, print ads, radio, television, and other vehicles that ensure target communities are receiving information on preventing COVID-19. Scope includes the design of templates for ads, script for radio, etc.
- ❖ A media/marketing campaign that will be successful in encouraging citizens to adopt appropriate behaviors to limit the spread of disease and death.
- ❖ Development of accurate, professional content for existing website, social media, and collateral materials (print, copy, graphics, multimedia, talking points) within developed graphic standards
- ❖ Multi-platform ad buys to reach Nationwide audiences, and strategies for maximizing the ad-buy budget.
- ❖ Follow strategic direction from NACOSEC's communications, publicity and stakeholder teams and advice on information gaps where additional messaging may be useful.
- ❖ Work within existing organization and partner channels to amplify materials dissemination.
- ❖ The Agency will attend meetings in collaboration with the Head of Risk communication, Marketing and Communications Manager and additional partners to co-create messaging and efforts related to NACOSEC's risk communication plan.

2. **Duration of Work**

The assignment may take at least 12 months with possibility of renewal.

3. **Project Description**

Detailed Request For Proposal (RFP) Document available on NACOSEC Website on Tenders page www.nacosec.org.ls

Request for Request for Proposal (RFP) No:	RFP/NACOSEC/2020/07/31
Issue Date	Friday, 31 st July 2020, 0800 HRS
Closing date and time of Submission	Wednesday, 05 th August 2020, 1700 HRS
Information to be submitted on-line with the email subject: Request for Proposal in the provision of marketing, advertising and communications Consultancy	procurement@nacosec.org.ls
Enquiries to be submitted on-line	procurement@nacosec.org.ls
Mandatory Requirements:	
Legal Entity	Registration Documents
Tax Compliance	Submit a Valid Tax Clearance Certificate/Certificate ID/Link/Pin from applicable Tax Administrator
Business Profile	<ul style="list-style-type: none"> • Business Name • Contact Details • Business Physical Location and Address • Nature of Business • Statement of relevant experience of assignments of similar nature • List Previous Clients on similar assignments
Participation	Indicate any partnerships in the bid
Disqualification	<ul style="list-style-type: none"> • Late Submission • Failure to Submit Valid Tax Clearance

NACOSEC reserves the right to validate information submitted to ensure that company experience as well as capacity are relevant and adequate.

DISCLAIMER

The information contained in this for Request for Proposal (RFP) has been prepared solely for the purposes of providing information to any interested service provider and is not in any way binding on the Secretariat. Furthermore, this request for proposal and/or any submission received in response thereto will in no way give rise to any obligation on the part of the Secretariat to enter into any commercial negotiations or arrangement with any bidder who responds to this request, and the Secretariat's rights in this regard are fully reserved.