



## **Request for Proposal (RFP)**

*for*

***The Provision of Marketing, Advertising and  
Communications Consultancy***

**31<sup>st</sup> July 2020**

***Reference:*** RFP/NACOSEC/2020/07/31

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# 1. DISCLAIMER

- I. The information contained in this 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.
- II. While this RFP has been prepared in good faith, neither the Secretariat nor its employees or advisors/consultants make any representation or warranty express or implied as to the accuracy, reliability or completeness of the information contained in these RFP. The Bidders shall satisfy themselves, on receipt of the RFP document, that the RFP document is complete in all respects. Intimation of any discrepancy shall be given to the Procurement Office immediately. If no intimation is received from any Bidder within three (3) days from the date of issue of this RFP document, it shall be considered that the issued document has been received by Bidders and is complete in all respects.
- III. Neither the Secretariat, its employees nor its consultants will have any liability to any Bidder or any other person under the law of contract, tort, the principles of restitution or unjust enrichment or otherwise for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in this RFP any matter deemed to form part of this RFP, the award of the Bid, the information supplied by or on behalf of NACOSEC or its employees, any advisors/consultants or otherwise arising in any way from the selection process for the said Bid.
- IV. This RFP may be withdrawn or cancelled by NACOSEC at any time without assigning any reasons thereof. NACOSEC further reserves the right, at its complete discretion to reject any or all of the Bids without assigning any reasons whatsoever.

## 2. DEFINITIONS OF TERMS

“**NACOSEC**” means National Covid-19 Secretariat.

“**Chief Accounting Officer**” means NACOSEC Chief Executive Officer.

“**The Secretariat**” means NACOSEC.

“**Bid**” shall mean Non-Financial Bid and Financial Bid submitted by the Bidders, in response to this RFP.

“**Bidder**” for the purpose of the RFP, shall mean Bidding Company (including its permitted successors and legal assigns subject to fulfilment of conditions given in the RFP or Bidding Consortium

“**Tender**” means a proposal of an interested person or entity to supply goods, works or services prepared in accordance with the terms and conditions set out by the NACOSEC.

Bid and Tender are used interchangeably.

“**Bid Bond/ Security**” shall mean the unconditional and irrevocable bank guarantee for Maloti/Rands only. Bid Bond would be computed on the basis of the decided % of the total bid price, to be submitted along with the Bid by the Bidder as per requirement of this RFP;

“**Bid Deadline**” shall mean the last date and time for submission of Bid in response to this RFP.

“**Conflict of Interest**”: A Bidder shall be considered to be in a Conflict of Interest with one or more Bidders in the same bidding process if they have a relationship with each other, directly or through a common company, that puts them in a position to have access to information about or influence the Bid of another Bidder;

“**Financial Bid**”/ “**Commercial bid**” shall mean information, containing the Bidder’s quoted goods/services Charges;

“**Letter of Intent**” shall mean the letter to be issued by NACOSEC to the Bidder, who has been identified as the preferred Bidder, for award of the Bid to such Bidder;

“**Non -Financial Bid**”/ “**Technical bid**” shall mean information, containing the documents as listed out in **Section 7 and 8** of this RFP;

### 3. GENERAL TERMS AND CONDITIONS

The procurement process that is the subject of this RFP must be undertaken in accordance with the Secretariat's bidding terms and conditions provided in this document. This section informs the Bidder about rules and procedures that are pertinent to this RFP.

For clarity, Bidders must note that this procurement process may be changed by the Secretariat if it deems it necessary and, in such event, all registered Bidders will be informed in writing of the change. Opportunities to clarify the Bidder's understanding of any matter relating to this RFP will be provided on request as described in the advert.

Most importantly, Bidders are therefore requested to note the following:

#### **Completeness/Responsiveness.**

Bidders must ensure that the bids submitted are complete and responsive.

#### **Rejection of Bids.**

The Secretariat reserves the right to reject any or all proposals or to waive technicalities at its option when it is in the best interests of the Secretariat. Proposals may also be rejected, among other **reasons**, or for any of the following specific reasons:

- Proposals received **after the time limit** for receiving proposals as stated in the RFP document.
- Proposal containing any irregularities/proposal not responsive.
- Proposal wrongly packaged/labelled

#### **Taxes and duties**

All bidders are expected to be tax compliant; valid copies of tax clearance certificates must be submitted as indicated in the advert; this applies also to respective company's forming a consortium or any form of partnership. Failure to submit the clearances shall lead to disqualification. The total price for each proposal submitted must include any applicable taxes. It is suggested that taxes, if any, be separately identified, itemized, and stated in the commercial proposal.

**Collusion**

Reason for believing collusion exists among the Bidders.

**State of Arrears**

The Bidder being in arrears on any existing contract or having defaulted on a previous contract.

**Litigation**

The Bidder being interested in any litigation against NACOSEC.

**Competency**

Lack of competency as revealed by a financial statement, experience and evaluation process.

**Transfer of rights.** The successful Bidder may not assign their rights and duties under this award without the written consent of the Secretariat. Such consent shall not relieve the assignor of liability in event of default by their assignee.

**Delivery of Services.** Delivery date is an important factor to the Secretariat. The Secretariat considers delivery time to be that period elapsing from the time the individual order is placed/letter of intent issued until that order or work there under is received by the NACOSEC; at the specified delivery location. Failure of the Bidder to meet guaranteed delivery dates or service performance could affect future NACOSEC orders.

**Notification of Delays.** Whenever the successful Bidder encounters any difficulty which is delaying or threatens to delay timely performance (including actual or potential labor disputes), the successful bidder shall immediately give notice thereof in writing to the Chief Accounting Officer, with respect thereto. Failure to give such notice may be grounds for denial of any request for an extension of the delivery or performance schedule because of such delivery.

**Terms and Conditions of Payment.** All proposals shall specify terms and conditions of payment, which will be considered as part of the award of proposal. The Secretariat ordinarily requires thirty (30) days after receipt of invoice, materials or service, unless unusual circumstances arise.

**In case of default.** In case of default of the successful Bidder, the Secretariat may procure the goods/services from other sources and hold the Bidder responsible for any excess cost occasioned thereby.

**Bid Preparation Costs.** The Secretariat shall not be liable for any pre contract costs incurred by interested Bidders participating in the selection process.

**Risk.** Bidders shall bear all the risk during the performance of any services/ delivery of goods.

**Award of tenders.** The Secretariat is not bound to take the cheapest bidder, but the most economic bid, which shall be guided by value for money. When the Tender Adjudication Committee has decided on such, an award or a letter of intent shall be sent to the bidder, as an offer of the tender. The bidder or vendor is then expected to reply and accept the offer in writing too. In the absence of the contract, the letter of intent will stand in as a binding document. Upon award, the winning Bidder may be invited to finalize negotiations of the tender supply which:

- I. If necessary, the Secretariat will seek to better align the technical proposal with its stated requirements with equitable adjustment to the offer.
- II. The Secretariat may seek to negotiate prices.

**Bidder's Resources.** By responding to this bid, the bidder guarantees that sufficient resources will be available to ensure delivery of the goods/services.

**Bidder Organization.** The Bidder must fully declare and describe the organization and relationships and nature of participation of all entities proposed to be involved whether as

partners or sub-contractors. For a consortium bid, one partner must be the designated prime contractor.

**Evaluation of Bids.** Once proposals have been received, they will be evaluated by the Secretariat, using a formal evaluation model attached as Annex A. Evaluation of the offers will be aimed at establishing the most advantageous solution for the Secretariat.

**Fraud and corruption.** The Secretariat requires the bidders, suppliers, contractors, and consultants to observe the highest standard of ethics during the procurement and execution of such contracts. The Secretariat will reject a proposal for award if it determines that the Bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the Contract in question.

**Conflict of interest.** A Bidder shall not have a conflict of interest. All bidders found to have conflict of interest shall be disqualified.

## 4. INTRODUCTION

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 proposals for the provision Marketing, Advertising and Communication Consultancy.



## 5. PURPOSE

The Secretariat is in the process of identifying and procuring a service provider with suitable capacity, capability and experience in providing NACOSEC with Marketing, Advertising and Communications Consultancy services to assist in the nationwide public education aimed at empowering citizens to make the appropriate decisions and take the appropriate actions in order to protect themselves and others during the COVID-19 outbreak. Therefore, the purpose of this RFP is to provide interested bidders with information to enable them to prepare and submit a proposal for services in the role.

## 6. SCOPE OF WORK/ SPECIFICATION

The successful bidder will be expected 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 protect themselves and others during the COVID-19 outbreak. The service shall include the following:

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.

## **7. TECHNICAL PROPOSAL**

Bidders must submit a proposal with the following:

- a) Statement of understanding of the assignment;
- b) Methodology on how the scope of work is going to be carried out with clear timelines, allocation of tasks, including conceptualisation of the assignment.

- c) Statement of bidder’s experience in similar assignments;
- d) Identify key staff of your organization/company which will be assigned to fulfil the scope of work of the assignment.
- e) Curriculum vitae of team members;
- f) Staff Qualifications and experience relevant to this assignment;
- g) Contactable details of at least three (3) references;
- h) Relevant Tax Clearance certified at source;
- i) Certified copy of trader’s license.

## Personnel / proposed team

Using the tables below please provide team proposed and a short cv for each team member proposed

Proposed number	Expert	Comment
	copy writer(s)	
	Designer(s)	
	social media expert(s)	
	Account team (s)	
	Production team (s)	
	Social and Behavior Change/Health/Communication experts	

## 8. FINANCIAL PROPOSAL

**Financial proposal** the proposal must be submitted on same email but should be a separate attachment separated from the technical proposal. By any chance the costs of the engagement should not be expressed explicitly or implicitly in the document containing technical proposal. Failure to observe this requirement shall lead to **disqualification of the proposal**.

The proposed budget under this engagement should be inclusive of all applicable taxes. This is applicable even in cases in which the bidder shall not be charging the Secretariat VAT.

The Secretariat by no means restricts the bidder's creativity of their pricing and payment models that will enhance the value for money offering.

## 9. EVALUATION OF THE PROPOSAL

Evaluation Criteria will be based on the scope and technical requirements detailed in above sections.

Scoring criteria has been detailed on Annexure A.

## 10. BIDDING PACKAGING INSTRUCTION

The proposal must be submitted electronically with the email subject: Expression of Interest for the provision of marketing communications services.

- Both technical and commercial should be enclosed in separate attachments labelled "Technical" and "Commercial" respectively.
- The email should then be delivered to the below address.
- [procurement@nacosec.org.ls](mailto:procurement@nacosec.org.ls)
- **Any queries/ enquiries regarding this RFP must be addressed to [procurement@nacosec.org.ls](mailto:procurement@nacosec.org.ls)**
- Any financial proposal or prices must **NOT** reflect in the technical bid otherwise this shall lead to **DISQUALIFICATION**.
- Valid traders' license or company registration certificates copies and the valid tax clearance certificates copies must be enclosed in the technical Bid.
- Submit a Valid Tax Clearance Certificate/Certificate ID/Link/Pin/QR from applicable Tax Administrator
- All bids must be written in **ENGLISH** language, non-compliance to this shall lead to **DISQUALIFICATION**.

## 11. IMPORTANT DATES/BIDDING SCHEDULE

No	Event	Date
1.	Issue RFP	31 <sup>st</sup> July 2020, 0800 hours
2.	Final date to submit written questions only (email format)	03 <sup>rd</sup> August 2020, 1700 hours
3.	Distribution of questions and answers to all bidders (email format)	4 <sup>th</sup> August 2020, 1700 hours
4.	Final date for submission of Bidder proposals in response to the RFP	5 <sup>th</sup> August 2020, 1700 hours
5.	Shortlisted bidders will be called for concept presentation	On request.

## 12. GENERAL PROCUREMENT INSTRUCTIONS

- i. It is highly expected that the bid should be responsive to the required information. The proposal should be concise and to the point. The bidding document should be neatly prepared and structured in such a way that it makes it easier for the evaluators to follow.
- ii. All costs borne in the preparation of proposals and participation in the selection process shall be borne by the proposer/bidder. All submittals are the property of NACOSEC and shall not be returned. Firms should identify any portions of their proposal deemed proprietary or otherwise exempt from public disclosure.
- iii. After written proposals have been reviewed, further discussions and interviews with prospective firms may be required. If scheduled, the individual from your firm that will be directly responsible for monitoring the evaluation process, if awarded, should be present at the interview.
- iv. NACOSEC acknowledges that there may be some subjectivity in evaluation of the proposals. However, every effort shall be made by the Secretariat to be impartial and fair in the evaluation process. NACOSEC also reserves the right to reject any or all proposals and not

award services to any proposer during this process. In addition, NACOSEC reserves the right to waive any irregularities that it considers minor in nature to the overall bidding process.

- v. Bidders are expected to familiarise themselves with relevant laws and regulations including international standards in executing the assignment.

## Annexure A – Scoring of Bid

High level Criterion	Factor	Scores' Allocation	Overall
The experience of the bidding company/firm	Overall relevant experience of the bidding company in similar assignments	more than 5 assignments → 10 5 assignments → 8 3 assignments → 5 Less than 3 assignments → 0	10
Capability of the lead Person to deliver the work	The lead Person/proposed personnel has relevant qualification and experience	Full Compliance → 5 Partial Compliance → 3 Non-Compliant → 0	5
3) Experience of proposed team members	Assignments delivered by team members in the proposed area of expertise	more than 5 assignments → 15 5 assignments → 10 3 assignments → 5 Less than 3 assignments → 0	15
4) Methodology	Approach and understanding of the of carrying out the assignment	Strong Methodology → 15 Sound Methodology → 10 Weak Methodology → 5	15

5) The availability of resources and ability of the bidder to deliver the assignment as detailed in the scope in section 6	Available resources	Adequate resources → 15 Less than adequate → 5 No resources → 0	15
7) Concept meaningful, relevant and fit for purpose	Concept meaningful, relevant and fit for purpose	Strong Methodology → 15 Sound Methodology → 10 Weak Methodology → 5	10
8) Financial capability of the company to deliver the project	Ability to deliver the Assignment	Full compliance → 5 Nil compliance → 0	10
TECHNICAL		<b>SUB-TOTAL</b>	<b>80</b>
COMMERCIAL			<b>20</b>
GRAND TOTAL			<b>100</b>

Value for money evaluation

The schedules of prices will be checked for arithmetic correctness.

NACOSEC is under no obligation to accept the lowest bid.

The schedules of prices will be checked for arithmetic correctness.

Lowest Bidders Price X 20%  
Bidders Price