



POPULATION SERVICES INTERNATIONAL NIGERIA | PSIN  
NO. 8 PATRICK O. BOKKOR CRESENT JABI DISTRICT ABUJA, NIGERIA.  
TEL: +234(0) 9060001251, 234(0) 9060001252 | PSIN.ORG

## **Request For Proposal (RFP)**

**Reference Number:** PSIN/RFP/R001/22  
**Issuance Date:** July 18, 2022  
**Questions Due Date:** July 22, 2022; 9:00am Abuja time  
**RFP Closing Date:** July 27, 2022; 9:00am Abuja time

**Subject:** PSIN/RFP/R001/22  
Hiring of Media Agency for content translation, production, and media placement for Hygiene & Behaviour Change Coalition (HBCC) project campaign from August 2022 – February 2023 by PSI/Nigeria

**Interested Organizations:** Media Agencies



## **A. Introduction**

PSI is a global non-profit charitable organization organized and existing under the laws of the State of North Carolina, United States of America, with operations in over sixty (60) countries, dedicated to improving the health of people in the developing world by focusing on serious challenges like family planning, maternal health, HIV/AIDS and the greatest threats to children under the age of five, including malaria, diarrhoea, pneumonia, malnutrition and poor hygiene and sanitation. In nearly fifty years of operations, PSI has established a worldwide reputation for rigorous evidence-based programming, robust internal controls and strict financial accountability. For more information, please visit [www.psi.org](http://www.psi.org).

PSI is currently implementing phase II of the Hygiene & Behaviour Change Coalition (HBCC) project in states of Lagos, Osun, Oyo, Kano Nasarawa, and the Federal Capital Territory

## **B. Scope of work**

Under the HBCC project, PSI/Nigeria plans to execute a mass media campaign focused on promoting COVID-19 prevention messages in two phases.

To roll out the campaign, **the media agency would be required to conduct** translation of scripts, production of a television commercial (TVC) and radio jingles (RJ), media buying/placement.

### **1. Language Translation**

- i. Translation of 1 RJ script to three languages (Hausa, Yoruba, and Pidgin English Languages). The script will be provided by PSI/Nigeria in English language.
- ii. Translation of 1 TVC script to three languages (Hausa, Yoruba, and Pidgin English Languages). The script will be provided by PSI/Nigeria in English language

#### **Expected Outcome**

- i. Three (3) studio ready translated scripts in (Hausa, Yoruba, and Pidgin English) to be made available for RJ production.
- ii. Three (3) studio ready translated scripts in (Hausa, Yoruba, and Pidgin English) to be made available for TVC production.

### **2. Production**

- i. Production of 1 one-minute TVC in English language.
- ii. Production of 3 voice overs in (Hausa, Yoruba, and Pidgin English language) to be used in advertising the TVC in other languages.
- iii. Production of 1 one-minute RJ in 4 languages (English, Hausa, Yoruba and Pidgin English)

#### **Expected Outcome**

- i. 1 one-minute TVC to be produced and submitted in English language.
- ii. 3 voiceovers for the TVC above (Hausa, Yoruba, Pidgin English) to be produced and submitted.
- iii. 4 studio ready RJ to be produced and submitted (Hausa, Yoruba, Pidgin English, English)



**3. Media Buying & Placement**

**a. TV Commercial (TVC) buying/ placement:**

- i. Placement of 4 TVCs on 12 listed TV stations in 2 rounds of campaign (August 1 -October 31, 2022, and December 1, 2022, to February 28, 2023). 26 commercial slots for each TV station (13 slots per campaign round) with TVC airing during prime time on each of the 12 TV stations is required. Campaign review will be carried out in-between the 2 rounds of campaign in November 2022. Refer to table 1 & 2 below for selected TV stations schedule, and broadcast language schedule

**Required Outcome**

- i. Proof of TV telecast and TVC Telecast coverage details for the 12 TV stations to be provided after each campaign round of TV commercial placements.

**b. Radio jingles buying /placement:**

- i. Placement of 4 RJs on the 13 listed radio stations in 2 rounds of campaign (August 1 -October 31, 2022, and December 1, 2022, to February 28, 2023). A total of sixty-five (65) radio jingle slots for each radio station (33 and 32 slots per campaign round) with the RJs airing during prime time on each of the 13 radio stations. Review will be carried out in between the 2 rounds of campaign in November 2022. Campaign review will be carried out in-between the 2 rounds of campaign in November 2022. Refer to table 1 & 2 below for radio stations schedule, and broadcast language schedule  
Specifically, for Human Right Radio (Abuja): 13 slots (7 and 6 slots per campaign round) airing during prime time (Brekeke family reality show).

**Required Outcome**

- i. Proof of radio broadcast and RJ broadcast coverage details for the 14 radio stations to be provided after each campaign round of radio jingles placements.

**Table 1. Television and Radio Station Selection Schedule:**

TV Stations		
s/no	States	TV Stations
1	Lagos State	NTA Lagos
		Lagos TV
2	FCT	NTA Abuja
		AIT Abuja
3	Osun state	NTA Oshogbo
		Osun State Broadcasting corporation Oshogbo
4	Oyo State	NTA
		Oyo State TV
5	Nasarawa State	NTA Lafia
		Nasarawa State TV
6	Kano State	NTA Kano
		Arewa 24 TV



Radio Stations		
s/no	State	Radio Stations
1	Lagos State	Bond FM Lagos
		Inspirational FM
		Classic FM - Lagos
2	FCT	Brekete Family - Abuja
		Cool FM -Abuja
		Classic FM Abuja
3	Nasarawa	Precious FM Lafia
		Breeze FM Lafia
4	Kano State	Cool FM Kano
		Freedom FM Kano
5	Osun State	Osun (Oodua Fm) Ile-ife
		Osun state Radio Oshogbo
6	Oyo State	Ibadan (BCOS) Ibadan
		Oyo State (Amuludun FM) Ibadan

**Table 2: Broadcast Language Schedule**

s/no	States	TV Commercial and Radio Jingles broadcast languages
1	Lagos State	English and Pidgin English
2	FCT	English, Pidgin English
3	Nasarawa State	Hausa and English
4	Kano State	Hausa and English
5	Osun State	Yoruba and English
6	Oyo State	Yoruba and English

**C. Agency Deliverables for the assignment**

- i. Media buying, execution and monitoring of the media campaign
- ii. Provide monthly summary report of planned vs actual performance
- iii. Post-campaign evaluation
- iv. Submit all verified media supporting documents (verified telecast and broadcast reports and certificates) along with invoices.

**D. Communication Brief**

**i. Campaign Objectives**

To promote positive attitude toward COVID-19 preventive methods i.e., wearing mask, surface hygiene, maintaining social distance and hand washing and vaccination to improve, reinforce and sustain related hygiene practice.



**ii. Thematic Areas**

- (i) Wearing Masks
- (ii) Washing hands
- (iii) Clean surfaces
- (iv) Maintain 2m space
- (v) Get vaccinated

**iii. Key message**

Break the chain of COVID transmission – Consistently practice COVID appropriate prevention measures above

**iv. Campaign Geography**

Lagos, Osun, Oyo, Kano Nasarawa, and the Federal Capital Territory

**v. Target Audience**

Adult men and women 18+ years, among urban slums, in selected states above

**vi. Mass media campaign**

Campaign is titled '**Password**'

**Call to Action:** Wear masks, maintain clean surfaces, maintain space/social distance (2m), wash hands regularly, get vaccinated

**E. Submission Requirements and Proposal Evaluation**

**In response to the RFP, the agency is requested to send a presentation (not more than 5MB in size via email) based on the scope of work, which includes:**

- Company profile and credentials – Include list of recent clients, size of business and a couple of recent case studies that clearly illustrate objectives, plan and results similar to the proposed campaign
- Team leader, team composition and experience (verifiable through profile)
- Agency commission for the execution of the campaign (media placements)
- Summary proposal formats in line with the detailed SOW and brief
- Quotations for translation, production, and media placement.

Proposals received for this RFP would be evaluated using the tradeoff method based on the evaluation criteria, and scored based on the parameters listed in table 3 below:

**Table 3. Evaluation Criteria for the selection of Media Agency**

s/no	Evaluation Criteria	Points allocated
1	Price (Financial proposal including Agency commission)	40%
2	Experience in carrying out similar campaigns. <ul style="list-style-type: none"> <li>i. Executed contracts for similar campaigns, and report for delivery on the executed contracts (2020 till date)</li> <li>ii. Contact details (Name, phone number and email address) of key clients</li> </ul>	50%



	<ul style="list-style-type: none"> <li>iii. List of Radio and TV stations engaged in past contracts (2020 till date)</li> <li>iv. Telecast and Broadcasting details: listenership and viewership records of past executed contracts (2020 till date)</li> </ul>	
4	<p>Organization capacity:</p> <ul style="list-style-type: none"> <li>i. Years of Experience (Minimum of 2 years working experience in similar engagements)</li> <li>ii. Audited Financial report 2018, 2019, 2020</li> <li>iii. CAC certificate including form 2a and 7a and accompanying MOU (evidence of affiliation with parent company if applicable)</li> <li>iv. Most recent tax clearance certificate</li> </ul>	10%
	<b>Total</b>	<b>100%</b>

**F. Proposal format**

**i. Translation and Production:**

For this pitch, kindly submit your quotation for Translation and Production in the following format.

Media Agency Quotation Sheet: Translation and Production			
Translation			
Service Description	No. of translations	Unit cost	Total Amount
TVC Translation	3		
Radio Jingles Translation	3		
Total Cost			
Production			
Service Description	No. of translations	Unit cost	Total Amount
TVC Production	1		
TVC Voice over production	3		
Radio Jingles Production	4		
Total Cost			
Grand total (Translation & Production)			



**ii. Media Placement/buying:**

For this pitch, kindly summarize your detailed media placement plans in the following format. Strictly adhere to this format for sending your media placement proposals:

TVC Placements					
S/no	State	TV Stations	Duration/No. Slot	Unit Price	Total Amount
1	Lagos State	NTA Lagos			-
		Lagos TV			
2	FCT	NTA Abuja			
		AIT Abuja			
3	Osun state	NTA Oshogbo			
		Osun State Broadcasting corporation Oshogbo			
4	Oyo State	NTA			
		Oyo State TV			
5	Nasarawa State	NTA Lafia			
		Nasarawa State TV			
6	Kano State	NTA Kano			
		Arewa 24 TV			
<b>Total Cost for TVC Placement (A)</b>					
Radio Jingle Placements					
s/no	State	Radio Stations	Duration/No. Slot	Unit Price	Total Amount
1	Lagos State	Bond FM Lagos			
		Inspirational FM			
		Classic FM - Lagos			
2	FCT	Brekete Family - Abuja			
		Cool FM -Abuja			
		Classic FM Abuja			
3	Nasarawa	Precious FM Lafia			
		Breeze FM Lafia			
4	Kano State	Cool FM Kano			
		Freedom FM Kano			
5	Osun State	Osun (Oodua Fm) ile-ife			
		Osun state Radio Oshogbo			
6	Oyo State	Ibadan (BCOS) Ibadan			
		Oyo State (Amuludun FM) Ibadan			
<b>Total Cost for Radio Jingles (B)</b>					
<b>Grand Total (A+B)</b>					
<b>Agency commission for Media Placement (C)</b>					
<b>Total Cost including agency commission (A+B+C)</b>					



#### **G. Instruction for submission and Timelines**

- This RFP is issued on Monday July 18, 2022, and the closing date for this RFP is Wednesday July 27, 2022, at 12:00 noon Abuja time.
- Proposals and accompanying quotes should be prepared based on the guidelines set forth in sections E&F along with properly filled out price quotation forms. All parts of the quotation must be signed by the bidding company's relevant authority and sent in PDF format
- The bidding company is required to provide their proposals using their official letterhead while maintaining the quote matrix format provided on this RFP. Proposals should be addressed to:

The Country Representative,  
Population Services International in Nigeria, 8 Patrick O. Bokkor Crescent, Jabi District, Abuja.

- Proposals are to be sent by email to [procurementbids@psinigeria.org](mailto:procurementbids@psinigeria.org) latest by 12:00 noon on Wednesday, 27 July 2022.
- Quotations should be submitted in a single email whenever possible, depending on the file size
- The total email size may not exceed 20MB (Including email body, encoded attachments, and headers). Where the technical details are in large electronic files, it is recommended that these be sent separately before the deadline.
- The following reference must be included in the email subject line **PSIN/RFP/R001/22**. Proposals, including presentations, technical and financial proposals that do not contain the correct email subject line may be overlooked and therefore not considered.

Please note that Media Agencies are under no obligation to prepare or submit proposals in response to this RFP and do solely at their own risk and expense, and PSI Nigeria will not reimburse any cost incurred related to preparation of this RFP. All submissions will be regarded as an offer by the bidder and does not constitute nor imply the acceptance of any proposal/quotation by PSI/Nigeria. PSI/Nigeria is under no obligation to award a contract to any bidder as a result of this RFP

For enquiries and clarifications pertaining to this RFP, kindly send an email to [procurement@psinigeria.org](mailto:procurement@psinigeria.org) on or before 9:00am on Friday 22 July 2022.

#### **I. Presentation dates**

Short listed agencies will be invited for a face-to-face or online presentation, at a mutually convenient time and date. All bidders will be informed about the outcome of their bid within 10 days after the closing of the bid.

**J. Confidentiality Clause:** All information contained within this brief is strictly confidential and not to be divulged to any 3rd party without prior written consent from PSI/Nigeria