



REQUEST FOR BIDS

Purpose: Media Monitoring Contract for Breakthrough ACTION – Nigeria (BA-N)
Issuance Date: July 6th, 2023
Deadline for Submissions: July 27th, 2023

Background

The Johns Hopkins University Centre for Communication Programs (JHUCCP), Baltimore USA, has received USAID funding, under the Breakthrough ACTION Nigeria (BA-N) project, to implement health promotion and social and behaviour change interventions in Nigeria from 2018-2025. This project works with the Federal and State Ministries of Health to build their capacity in social and behaviour change communication leadership and implement cutting-edge social and behavioural interventions to improve the health and well-being of Nigerians across a broad array of health issues, including Maternal, Neonatal, Child Health and Nutrition (MNCH+N), Family Planning, Malaria and Tuberculosis. We will work in 24 states and Abuja FCT, spanning each of the major geographical zones in the country.

Major roles

- BA-N seeks to engage the services of a media monitoring agency to monitor all BA-N SBC campaigns spanning 24 states and FCT. This combines both Radio and TV campaigns in each of the identified BA-N states (Zamfara, Plateau, Benue, Nasarawa, Cross River, Akwa Ibom, Ebonyi, Oyo, Sokoto, Kano, Lagos, Kebbi, Bauchi, Rivers, Imo, Kwara, Adamawa, Taraba, Niger, Kaduna, Edo, Bayelsa, Enugu, Jigawa, FCT)

Specific duties

- Provide automated bi-weekly media campaign reports every Tuesday of the following week
- Provide automated monthly compliance report on all BA-N campaigns in all the stations in the BA-N states on or before the 10th working day of the month
- Provision of audio/video proof in the case of station contest of compliance report
- Available for tripartite meetings to resolve all compliance queries
- Determine if all media spots were aired at the agreed date and time
- Determine if all media contents were aired at the agreed number of times throughout the campaign period
- Determine if Radio Programs were aired at the agreed date and time
- Ability to conduct back checks on request and receive response within 5 days
- Provide the final monitoring report based on the final monitoring schedule which will be shared on the last day of the month
- Quick response to all queries/requests

Financial Proposal

Kindly quote per station, per campaign monthly

Eligibility of Bidders

All bidders must show their eligibility to participate in this procurement by providing copies of the following documents.

- Legal Certificate of Incorporation in Nigeria
- Tax Identification Certification
- Company Profile with verifiable business address, valid email address(es) with telephone numbers and point of contact for the organisation, audio/video storage period, sample of previous work done, an extensive list of coverage areas (stations & states) with proof of existence.
- Availability to work with BA-N from September 1st, 2023.
- All quotes must be received on or before July 27th, 2023.

Technical Proposal

SelectOnCriteria	Points
AgencyCapacity: Will evaluate; <ul style="list-style-type: none"> The number of years the agency has been in operation. The qualifications and certifications of the agency's staff. The agency's track record in successfully completing similar projects. Client portfolio. If the agency manages the equipment/report directly or it will be outsourced. Data storage period. 	25
Sample of Past Work: Will evaluate the Quality/Style of the Report to confirm: <ul style="list-style-type: none"> If the reports cover relevant metrics, insights and analysis. The clarity, organisation, and professionalism of the reports/user friendly. The quality and style of the agency's previous reports. Consider the use of appropriate language, formatting, and visual elements. Assess the overall effectiveness of the reports in conveying the intended message. 	25
Coverage/Reach: Will evaluate; <ul style="list-style-type: none"> Evaluate the extent of the agency's coverage and reach in terms of geographical areas considered by BA-N. Consider the agency's strategies for expanding its coverage and reach to cover more states/stations needed by BA-N. Evaluate the agency's partnerships or collaborations that enhance its coverage and reach. Assess the agency's ability to adapt its services or programs to different contexts or demographics. 	25
Financial Proposal: Will evaluate; <ul style="list-style-type: none"> The overall budget proposed by the agency. The reasonableness and cost-effectiveness of the proposed budget. Whether the budget aligns with the expected deliverables and outcomes. The agency's ability to justify the proposed costs and provide transparent pricing by the price card. Assess any cost-saving measures or innovative approaches proposed by the agency. 	25

Proposal Submission

All bids must be on the company's official letterhead, duly signed, dated and sealed to be delivered to the BA-N Office address below, or emailed to batenders@ba-nigeria.org. Please ensure that bids capture all the requirements for selection. Any questions should be emailed to the procurement team at batenders@ba-nigeria.org. Any bids received without following the submission instructions will be disqualified. Only shortlisted vendors will be contacted for further discussions. Quotations should be addressed to;

Project Director,

Media Monitoring Contract for Breakthrough ACTION-Nigeria

Abuja.

Payment Terms

Please state your payment terms while quoting. However, BA-N's preferred term is full payment at the completion of service when all invoices have been received and approved.

BA-N is VAT exempt, so please do not include VAT fees when quoting. Also note that BA-N will deduct withholding tax where applicable. Payment will be made after submission of the vendor invoice.