

EXPRESSION OF INTEREST FOR THE PROVISION OF COMMUNICATION EVALUATION STUDIES

We are looking to engage suitable research agencies who can provide the scope of market research services of **communication evaluation studies**. We require a specialist research agency to provide a robust tool for communication tracking to help track our communication across two areas with an aim to gain deep insights on how to make our communication investment work optimally. The two areas are:

1. **Pre-testing (before the ad goes on air)**
2. **On air tracking**
 - a. **Television**
 - b. **Radio**
 - c. **Digital**
 - d. **Out of home (OOH)**

EOI REQUIREMENTS

If you are interested and capable of providing this scope of research services, please send your expression of interest with the following:

- Expression of Interest letter duly dated signed and stamped.
- Proposal clearly show the following: -
 - a) Firm's detailed company profile containing (but not limited to); Number of years in operation, Service portfolio, list of its directors and key resource employees, International links (research and other), The type of work your firm undertakes and list of clients you have worked with and work for etc.
 - b) List of previous clients where your organization has carried out communication evaluation research in the past five years (list at least five and give a brief description of the project)
 - c) Provide at least three (3) reference letters from clients where your firm has done communication evaluation research work in the past five years.
 - d) Provide copies of the relevant accreditations that your company has (e.g. ESOMAR, UK Market research quality standard etc.)
 - e) List any special research facilities and/or techniques offered by your firm.
 - f) Provide details on innovative techniques utilized by your firm in conducting communication pre-testing and tracking.

- g) Provide general details of the sampling and data processing methods that your firm has experience in handling.
- h) Give details on nature of your firm's field organization and the quality controls that you apply to data collection.
- i) Provide examples of the typical style of reports produced by your firm.
- j) Provide details of your firm's professional codes of practice, as well as the applicable procedures that you undertake to guarantee of confidentiality and security.
- k) Provide details of your firm's knowledge of specific markets and industries, particularly knowledge of Ethiopian market, with regards to communication evaluation research.
- l) Provide details of presence in Ethiopia

SUBMISSION OF RESPONSES

Interested suppliers should submit their response to the following email address: research.sourcing@safaricom.et and no later than **Thursday 6th January 2022 at 5:00 pm (GMT+3)**.

- **All submissions to email must be less than 20MB, and if larger should be shared on a google drive**

NEXT STEPS

Once the responses are received, the process will follow the steps below:

- Review of Expression of Interest Submissions.
- Prequalification of shortlisted suppliers.
- Issuing of tender to shortlisted prequalified suppliers.

NOTE

1. Safaricom Ethiopia reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged into, other than for informing the bidders of the outcome of the process.
2. Safaricom Ethiopia and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the documents and information submitted in connection with this application.