



EXPRESSION OF INTEREST (EOI)

**NASRIA IS HEREBY INVITING REPUTABLE FULL-SERVICE ADVERTISING AGENCIES FOR THE
PROVISION OF MARKETING AND ADVERTISING SERVICES TO NAMIBIA SPECIAL RISKS
INSURANCE ASSOCIATION LIMITED (NASRIA LTD))**

Procurement No NCS /EOI/NASRIA – 02/2024

DESCRIPTION OF BID: Marketing and Advertising Services

**CLOSING DATE: 14 February 2025 by 12:00 noon SUBMISSION PHYSICAL ADDRESS: 333
Independence Avenue, 5th Floor Namlex Chambers.**

Contact details :Tell +264 61 229207

EMAIL ADDRESS: procurement@nasria.com.na

Issued on: 29 January 2025



Letter of Invitation

Procurement Reference No: NCS/EOI/NASRIA – 02/2024

----- (company name)

Windhoek

Date: 29/01/2025

Dear Sir/Madam

Expression of Interest: NASRIA IS HEREBY INVITING REPUTABLE FULL-SERVICE ADVERTISING AGENCIES FOR THE PROVISION OF MARKETING AND ADVERTISING FOR A PERIOD OF THREE (3) YEARS

Namibia Special Risk Insurance invites you to submit your best Proposals for the services described in detail hereunder.

Any resulting contract shall be subject to the terms and conditions referred to in the document.

Queries, if any, should be addressed to Ms. Deolinda Fernandes at 061-229 207.

Please prepare and submit your Proposal in accordance with the instructions given.

Yours faithfully,

.....

Deolinda Fernandes

Head of Procurement unit

EXPRESSION OF INTERETS

TERMS OF REFERENCE – FULL-SERVICE ADVERTING AGENCIES FOR THE PROVISION OF MARKETING AND ADVERTISING SERVICES TO NAMIBIA SPECIAL RISKS INSURANCE ASSOCIATION LIMITED (NASRIA LTD)

Procurement No NCS/EOI/NASRIA – 02/2024

1. PURPOSE OF EXPRESSION OF INTEREST

NASRIA invites bids from experienced and qualified creative reputable full-service advertising agency to provide advertising and related services to NASRIA as and when required by NASRIA, initially for a period of 3 year extendable for a maximum period of another one year at the discretion of NASRIA.

2. SCOPE OF WORK

2.1 Creative Production

The scope will involve tasks as mentioned under but may be expanded during the contract.

2.1.1. Concept development, production and execution of marketing campaigns content in various forms (print, radio, video, social media, SMS, etc.)

2.1.2. Review and update of Brand Manual

2.1.3. Media planning (Print and Electronic Media).

2.1.4. Design and printing of information and educational marketing material.

2.1.5. Production (Design, Layout and Print) of quarterly newsletter.

2.1.6. Account management including project management and administration.

2.1.7. Promotional mechanics (concepts) for trade shows, career exhibitions including promotional items.

2.1.8. Any ad-hoc marketing, branding and promotional related activities.

2.1.9. Brand activation activities.

2.1.10. Assist with brand reputation management.

2.1.11. Outdoor advertising.

Potential activities not outlined above that agency foresee as additional or wishes to comment on the anticipated effectiveness (both in terms of outcomes and value-for-money) of the potential activities, they are invited to do so.

2.2 Social Media Management

2.2.1. Manage content, creative and communication done across Social Media Platforms from the official accounts of NASRIA.

2.2.2. Ensure that there is uniform communication across all the Digital Platforms and if required will sync/replicate the Offline Communication and Campaigns on the Digital Media.

2.2.3. Social media content creation and presence on a weekly basis, two to three post weekly as well as responsive activities.

2.3 Tracking and Assessment

2.3.1. Track and assess the outcome of activities and utilize that information to refine strategy and enhance subsequent campaigns, incorporating the insights in campaign materials and activities.

2.3.2. Assessment reports will be required at the end of campaigns to measure the success of the campaign through digital and other mechanisms for tracking.

3. NASRIA'S RESPONSILITIES

3.1.1. NASRIA will provide all necessary information and support.

3.1.2. Provide initial briefing of campaigns and projects.

3.1.3. Provide input to the creative concept.

3.1.4. Approve final work before publication or printing.

3.1.5. Pay invoices within 30 days after delivery of services.

4. INFORMATION REQUIRED

4.1.1. Interested parties are required to submit the following information in support of their application:

1.4.1 The company profile indicating ownership.

1.4.2 References of three (3) previous clients services provided.

1.4.3 A list of key personnel who will be involved the project and their brief CV's/ Qualifications. (The CV's must be limited to relevant qualifications and experience of Marketing and PR)

1.4.4 List of current clients. (Provide description of services offered relevant to the scope of work).

1.4.5 Recent achievements.

1.4.6 Proposed rates card for various agency fees.

5. SPECIFICATION OF ADVERTISING SERVICE REQUIRED

5.1 Material to be produced mainly in English and translation into the various Namibian vernacular languages

5.1.1. The Agency will maintain a repository of both editable and final production versions of creative content, which NASRIA must have provided.

5.1.2. High quality for the marketing/advertising audio and visual material are

5.1.3. The video should also be compatible to other communication formats such websites, YouTube, Facebook, Instagram, flickers, etc.

5.1.4. Only qualified voice over actors should be used in all television and radio material.

5.1.5. Graphic design material to be compatible to various publications such as print, website, social media.

5.1.6. All designed material to be compatible with windows operating system.

5.1.7. All graphic design should be designed preferably using any of the ADOBE CC programmes.

5.2 EXPERTISE REQUIRED AND PREQUALIFICATION

5.2.1. Well proven and demonstrated capacity and experience in the field of advertising.

5.2.3. Well proven and demonstrated creativity and highly engaging advertising approach.

5.2.4. The agency should demonstrate an existing track record for at least (5) years and have undertaken prior comprehensive campaigns.

5.2.5. The agency must have a well-resourced team that has capacity to design and come up with the robust advertising concepts, design and material that can deliver stunning visuals and a strong brand message that reaches target market at the local, regional and international audience.

5.2.6. The firm should provide evidence that they have the general experience required as well as specific experience in Branding, Marketing or Promotion.

5.2.7. Be highly regarded, ideally evidenced by winning a major local or regional industry award given by an acclaimed awarding body.

5.3 PROPOSAL CONTENT

5.3.1. Methodology for producing a comprehensive advertising campaign. The content should include a story board for a generic 30 seconds television advertisement on electricity safety

5.3.2. Artwork design of a print advert.

5.3.3. Methodology for producing the NASRIA newsletter. The content should include planning and coordination.

5.3.4. Methodology for producing exhibition concept. The content should include design of exhibition stand.

5.3.5. The Agency rate card for standard activities as identified herein, that indicates the creative or operational activity.

5.3.6. The Agency commission rate on media purchases, by media form (radio, TV, print, social media).

5.3.7. Professional retainer fee (e.g. monthly) for social media management.

5.4 MANDATORY DOCUMENTS

In addition, the proposals should include the following supporting documentation:

5.4.1. Employment Equity/affirmation action compliance

5.4.2. Have a valid company Registration Certificate

5.4.3. Have an Original Valid good standing VAT Certificate

5.4.4. Have a valid good standing Social Security Certificate

5.4.5. Written undertaking

5.4.6 Bid Securing Declaration

5.4.7 have a valid certified copy of Affirmative Action Compliance Certificate, proof from Employment Equity Commissioner that bidder is not a relevant employer, or exemption issued in terms of Section 42 of the Affirmative Action Act, 1998;

5.4.8. The bidder must provide proof that their company is financially stable and not in debt. This includes a bank statement confirming good credit standing and the ability to secure a loan immediately if necessary.

5.4.9 The bidder must agree to complete all required tasks upon NASRIA's approval, with reimbursement provided after project completion. No prepayments will be made.

5.4.10 The bidder must obtain reference letters from all newspapers they have worked with, confirming good standing.

6. Submission of Expression of Interest

The Response to the expression of Interest must be deposited into the bid box on or before: 12:00 p.m. at Procurement Management Unit, 5th floor, 333 Independence Avenue, 5th floor, Namlex Chambers

Two (2) submissions are expected – clearly marked – “ORIGINAL” and “COPY”

Proposals should not be forwarded by electronic mail, and late proposals will not be accepted.

6.2 Cost of Proposal

The Prospective Partner shall bear all costs associated with the preparation and submission of his/her offers and Namibia Special Risks Insurance Association Limited (NASRIA LTD) shall not, under any circumstances, be responsible or liable for those costs, regardless of the conduct or outcome of the Proposal process.

FORM F-1

BID SUBMISSION FORM

From: _____

To: _____

EXPRESSION OF INTEREST FOR THE PROVISION OF ADVERTISING SERVICES TO NAMIBIA SPECIAL RISKS INSURANCE ASSOCIATION LIMITED (NASRIA LTD).

I/We —————herewith enclose our responses to the 1st phase: Pre-qualification requirements for selection to be considered for the 2nd Phase: Request for Proposal

I/we undertake that, in competing for (and, if the award is made to me/us, in executing) the above contract, I/we will observe the highest level of ethical conduct.

Yours faithfully

Signature: _____

Full name: _____

Address: _____

BID SECURING DECLARATION
(Section 45 of Act)
(Regulation 37(1)(b) and 37(5))

Date: _____[Day/month/year]

Procurement Ref No.: NCS/EOI/NASRIA - 02/2024/25

To:

_____[i
nsert complete name of Public Entity and address]

I/We* understand that in terms of section 45 of the Act a public entity must include in the bidding document the requirement for a declaration as an alternative form of bid security.

I/We* accept that under section 45 of the Act, I/we* may be suspended or disqualified in the event of

- (a) a modification or withdrawal of a bid after the deadline for submission of bids during the period of validity;
- (b) refusal by a bidder to accept a correction of an error appearing on the face of a bid;
- (c) failure to sign a procurement contract in accordance with the terms and conditions set forth in the bidding document, should I/We* be successful bidder; or
- (d) failure to provide security for the performance of the procurement contract if required to do so by the bidding document.

I/We* understand this bid securing declaration ceases to be valid if I am/We are* not the successful Bidder

Signed: _____
[insert signature of person whose name and capacity are shown]

Capacity of: _____
[indicate legal capacity of person(s) signing the Bid Securing Declaration]

Name: _____
[insert complete name of person signing the Bid Securing Declaration]

Duly authorized to sign the bid for and on behalf of: _____
[insert complete name of Bidder]

Dated on _____ **day of** _____, _____
[insert date of signing]

Company Stamp:



Republic Of Namibia

Ministry of Labour, Industrial Relations and Employment Creation

Written undertaking in terms of section 138 of the Labour Act, 2015 and section 50(2)(D) of the Public Procurement Act, 2015

1. EMPLOYERS DETAILS

Company Trade Name:.....

Registration Number :.....

Vat Number:

Industry/Sector:

Place of Business:.....

Physical Address:.....

Tell No.:.....

Fax No.:.....

Email Address:.....

Postal Address:.....

Full name of Owner/Accounting Officer:.....

.....

Email Address:.....

2. PROCUREMENT DETAILS

Procurement Reference No.:.....

Procurement Description:

.....

.....

Anticipated Contract Duration:

Location where work will be done, good/services will be delivered:

.....

3. UNDERTAKING

I[insert full name], owner/representative

of[insert full name of company]

hereby undertake in writing that my company will at all relevant times comply fully with the relevant provisions of the Labour Act and the Terms and Conditions of Collective Agreements as applicable.

I am fully aware that failure to abide to such shall lead to the action as stipulated in section 138 of the labour Act, 2007, which include but not limited to the cancellation of the contract/licence/grant/permit or concession.

Signature:

Date:

Seal:.....

Please take note:

- 1. A labour inspector may conduct unannounced inspections to assess the level of compliance*
- 2. This undertaking must be displayed at the workplace where it will be readily accessible and visible by the employees rendering service(s) in relations to the goods and services being procured under this contract.*