



**Sources Sought Notice for
Strategic Communications, Media Buying, Creative Services, and
Organizations Providing Community Outreach to Key Audiences**

SSN No. MSP001

Date: April 21, 2020

Issued by

SoCha, LLC

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www.socha.net

Subject:	Sources Sought Notice (SSN) for Strategic Communications, Media Buying, and Creative Services
SSN Number:	MSP001
Date of Issuance:	April 21, 2020
Questions Due:	15:00 (3:00 pm) Monday, April 27, 2020
Responses Due:	17:30 (5:30 pm) Wednesday, April 29, 2020
Point of Contact:	Selina Hatibu Phone: +254 724 255743 Email: shatibu@socha.net

Dear Potential Offeror,

SoCha LLC is pleased to announce this sources sought notice (SSN) for Strategic Communications, Media Buying, and Creative Services. SoCha—a United States-based international development firm with an office in Nairobi—is soliciting responses from interested firms so that we can build a roster of high-quality businesses based in Kenya that we can work with on a variety of upcoming communication projects. This notice is not a Request for Proposals, in no way commits SoCha to award a contract or otherwise pay for the information provided in the response.

This document provides a background about SoCha (Section 1), describes our communication and outreach needs (Section 2), outlines the qualifications we seek from interested firms (Section 3), defines the information we want from your firm (Section 4), explains our selection criteria (Section 5), and contains instructions on how to respond to this SSN (Section 6). An annex contains two attachments: (A) Services List and (B) Price Matrix.

On behalf of SoCha’s entire Nairobi-based team, we look forward to receiving your response and confirmed interest in being a potential vendor by 17:30 (5:30 pm) on Wednesday, April 29, 2020.

Thank you,

Johan Kleinhans

Director of Finance and Administration

1. BACKGROUND

1.1 About SoCha

SoCha is an international development company based in the United States with a field office in Nairobi, Kenya. Our name is based on a combination of the words *Social* and *Change*. We provide a variety of professional services to multilateral and bilateral donors, non-governmental organizations (NGOs), and global clients that need analytical and technical services. In the last decade, we've delivered 50 contracts to 17 clients in 28 countries that address global health, economic growth, agriculture and trade, education, biodiversity and climate change, urban programs, women in development, youth, and collaborative partnerships.

SoCha's team in Nairobi is looking for firms based in Kenya with communications experience that are interested in contracting with us on future work. We have both immediate and future needs to partner with qualified firms on a variety of communications initiatives that address topics such as infectious disease, personal biosecurity, economic considerations, and food security.

2. STATEMENT OF NEED

2.1 Our Needs

SoCha seeks to supplement its strong analytical capabilities with a roster of high-quality firms and highly effective entities for community engagement and feedback loops from communities that can provide one or more of the following services:

- Strategic communications
 - Strategic planning
 - Message development
 - Audience identification, profiling, and targeting
 - Outreach and engagement
- Media buying
 - Media planning
 - Radio
 - Television
 - Print
 - Campaign management
 - Results monitoring
- Social media and online engagement
 - Social media
 - Influencer engagement
 - Online events and forums
 - Voice and SMS messaging campaigns
 - Other non-traditional outreach
- Creative services
 - Marketing
 - Public service announcements
 - Social and behavior change communications
 - Creative writing
 - Graphic design

- Audio, video, and animation production
- Illustrations
- Podcast production
- Community outreach and feedback from key audiences
 - Outreach to Kenyan communities
 - Organizations and entities with networks and means of reaching key audiences such as adolescent girls, women, youth, people with disabilities, community-based organizations, community health workers, older people, civil society, faith-based groups, and any other relevant networks.
- Behavioral economics

2.2 Our Goals and Objectives

The world has inexorably changed in 2020 and SoCha is actively confronting those challenges. SoCha seeks the assistance of experienced firms with strategic communications, media buying, and creative services to help it develop and deploy strategic and tactical communication campaigns that both educate the public and encourage people to modify behaviors to benefit their health and livelihoods.

As an analytical services firm, SoCha has access to valuable data that can drive social change when applied to public awareness campaigns, coordinated media plans, and other outreach and engagement efforts. SoCha is using this SSN to potentially assemble a roster of high quality firms that can help maximize the reach and impact of this data by delivering critical messages that scale both knowledge and behavior change to benefit society.

As an international development firm, SoCha anticipates that the potential target audiences of these communication campaigns will include:

- Select segments of society stratified by age, gender, and living standard demographics
- Urban and rural communities
- English and local language speakers
- Regional leaders and influencers

3. QUALIFICATIONS

SoCha is seeking responses from firms that have the following qualifications:

- Experience with one or more of the services outlined in section 2.1 *Our Needs* above
- Prior experience working on communication projects in either (a) social and behavior change communications (SBCC) or (b) public health
- Experience working on communications projects in one or more of the following areas:
 - International development
 - Community-based information campaigns
 - Outreach to vulnerable and at risk populations
 - Or similar socially-focused initiatives
- An office or presence in Kenya with an identified point-of-contact
- A commercial price list or similar presentation of prices

- The ability to execute and manage different types of contracts (for example, cost-reimbursable, firm fixed price, or time and materials)
- The ability to provide references from previous clients or customers

4. INFORMATION REQUESTED

SoCha requests the following information from firms interested in responding to this SSN:

- A cover letter or email submitted to SoCha (per the terms of 6. *Response Instructions* below) that contains:
 - An expression of interest in being considered by SoCha for future partnership and contract opportunities
 - The number and location(s) of your office(s) in Kenya
 - The name, title, email address, and phone number of your firm's point of contact for this SSN
 - The name, title, email address, and phone number of two references for prior work that your firm performed
 - A short statement of your firm's experience with social and behavior change communications (SBCC) or public health communications. In the description, please note any networks, platforms, resources, notable specialists, pre-existing audiences, strategic partners, or other assets your firm has that could benefit communications initiatives that combine SBC and public health messages. Please list areas where you operate and describe your ability to expand messaging across the country.
- Attachments
 - Technical Information
 - A brochure or capabilities statement that describes your firm and the services it provides, **AND**
 - A completed copy of *Annex A: Services, Assets, and Ideas Tables*.
 - Cost Information
 - A commercial price list, a list of labor categories and hourly wages, or similar document that clearly defines how your firm prices its services, **OR**
 - A completed copy of *Annex B: Price Matrix* if your firm does not have a pre-defined price list or set of labor rates
 - Example Communications Product
 - At least one but not more than three examples of an SBC or public health-related communications product relevant to this SSN that your firm provides as either an attachment or a link (for example, to a website your firm designed)

5. CONFIDENTIALITY

No proprietary, confidential, or sensitive information should be included in your response. SoCha reserves the right to use any non-proprietary information in any resulting solicitation.

6. SELECTION CRITERIA

SoCha will review each respondent's cover letter or email, technical information, cost information, and example work product, then assess their relevance to our statement of need outlined in Section 2. SoCha may alert and add successful firms to a short list that will receive either Requests for Quotes (RFQs) or Requests for Proposals (RFPs) for forthcoming communication initiatives.

Successful firms will be eligible to compete for requests for quotes (RFQs) or requests for proposals (RFPs) for future communications work. The RFQs and RFPs will be separate competitive procurements with a distribution limited to the successful respondents with the requisite capabilities and experience to deliver them. Each RFQ and RFP will have its own specific scope and associated technical and cost criteria.

At its discretion, SoCha may convene virtual or face-to-face (depending on the social distancing recommendations at the time of the meeting) ideation or co-creation sessions with selected respondents when we have additional requirements to share about specific initiatives. These sessions may inform subsequent RFQs and RFPs.

6. DISCLAIMER AND IMPORTANT NOTICES

This notice does not obligate SoCha to make any awards or otherwise pay for the information provided in the response. SoCha reserves the right to use information provided by respondents for any purpose deemed necessary and legally appropriate. Respondents are advised that SoCha is under no obligation to acknowledge receipt of the information received or provide feedback to respondents with respect to any information submitted

7. RESPONSE INSTRUCTIONS

If you have **questions** about this SSN, please email them to Mrs. Selina Hatibu (shatibu@socha.net) by the Questions Due date and time shown in the cover letter above. Please use the email header “**ATTN: SSN Q&A**” when submitting questions. SoCha is not obligated to answer any questions received after the deadline.

To submit your **SSN response**, please follow the instructions in *4. Information Requested* above and send your submission to Mrs. Selina Hatibu (shatibu@socha.net) by the Responses Due date and time shown in the cover letter above. Please use the email header “**ATTN: SSN Response**” when submitting your information. SoCha is not obligated to review any submissions received after the deadline.

ANNEX A: SERVICES LIST AND SUPPLEMENTARY TABLES

Please submit the tables in this Annex along with your technical information per *4. Information Requested* above.

Service List (Mandatory – Please include this in your technical response per Section 4 above). Place checks in the following table’s columns where your firm has experience:

- **Core Service Area:** Place an “X” in this box if your firm specializes in providing these services. Note that you only need to have experience in one of the six services to be eligible to become part of SoCha’s roster.
- **Global Health Experience:** Place an “X” in this box if your firm has experience providing a service on a health project. Health includes infectious diseases, HIV/AIDS, maternal and child health, reproductive health, WASH, emerging tropical diseases, and similar initiatives.
- **Donor or Government-Funded Experience:** Place an “X” in this box if your firm has experience delivering a service on a project funded by an international development donor or a government ministry.

Please see the services listed above in section *2.1 Our Needs* the types of work covered by each area.

Service	Core Service Area	Health Experience	Donor or Government-Funded Experience
<i>Services Detailed in Section B: Statement of Need</i>			
Strategic communications			
Media buying			
Social media and online engagement			
Creative services			
Community outreach and feedback from key audiences			
Behavioral economics			

Supplementary Table - Assets (Optional – You may include this in your response if desired). Please name and describe any important networks, platforms, resources, notable specialists, pre-existing audiences, strategic partners, or other assets your firm has that could benefit communications initiatives that combine SBC and public health messages. Please note in the description if these assets reach key audiences including adolescent girls, women, youth, people with disabilities, community-based organizations, community health workers, older people, civil society, faith-based groups, or other relevant audiences.

Name of Asset	Brief Description

Supplementary Table - Ideas (Optional – You may include this in your response if desired).

Imagine an illustrative scenario where SoCha asks your firm to propose innovative ideas to support a broader initiative to affect social and behavior change communications (SBCC) on a high-profile public health issue (hypothetically consider COVID-19 for notional purposes).

What are the top one to three example ideas your firm might recommend and help deliver? How would the idea leverage the “assets” your firm listed above?

Please list samples in the table below and provide brief descriptions about what your firm could do to help advance public health and community safety.

Idea for SBC Communications	Brief Description

