

ADDENDUM 2/CLARIFICATION 2

TENDER NO. AHB/T/T/019/2024-2025: FRAMEWORK AGREEMENT TO PROVIDE FOR PROVISION OF PUBLIC RELATIONS AND COMMUNICATION SERVICES FOR A PERIOD OF THREE YEARS (2025-2028)

DATE ISSUED: 19TH APRIL 2025

Pursuant to section 75 of the Public Procurement and Asset Disposal Act (PPADA) 2015, (Revised) 2022, the Affordable Housing Board wishes to clarify and notify interested bidders as follows.

SN	CONCERN	CLARIFICATION
This are the terms of reference and scope of service for the marketing firms to provide for the below the line activities as outlined in the following terms of reference. The PR and Communications firm who wish to be prequalified for below the line activities must meet and comply to this terms of reference		
1	TERMS OF REFERENCE FOR THE FRAMEWORK AGREEMENT FOR A MARKETING FIRM FOR BELOW THE LINE ACTIVITIES	1. OBJECTIVES <ul style="list-style-type: none">- provide a high level of visibility to the Affordable Housing program through branding, tools and a comprehensive campaign-Effectively engage with the public on ground to create excitement, uptake and generate goodwill around the housing program-Provide high-quality customer service, responding to inquiries and addressing FAQs during activations and engagements.-Drive home application registrations through a seamless, efficient process, leveraging every engagement opportunity to convert interest into action 2. Target Audience <p>All Kenyans above the age of 18 years who have the Kenyan Identification Card. However particular emphasis on the following</p>

		<ul style="list-style-type: none"> - Low-to-middle income families seeking affordable housing - Young professionals looking to invest in their first home. Etc -Persons working in Jua Kali sector and Small medium enterprises
		<p>3. Scope of work</p> <p>The Marketing and Branding firm will be responsible for supporting the Affordable Housing Board to Raise awareness on the affordable housing program among all our stakeholders as well as communicate effectively on the Board’s rationale (why) and approach (how) in a way that encourages understanding and uptake of the housing units from key stakeholders.</p> <p>a. On-Ground Engagement & Activation:</p> <ul style="list-style-type: none"> - Campaign Strategy: Develop a creative, impactful activation plan that includes roadshows, events, pop-up booths, and direct engagement in high-traffic public spaces (e.g. markets, shopping centers, community events, residential areas etc). -Brand Experience: Design and execute engaging content that will induce public interest drive uptake communicate key project details such as pricing, unit locations, ownership benefits, financing options etc - Target Audience Engagement: Tailor activations to effectively reach the target demographics, creating a memorable and informative experience <p>b. Customer Service & Communication</p> <ul style="list-style-type: none"> - Staffing: Provide well-trained brand ambassadors or customer service representatives to handle on-the-ground interactions with the public/potential buyers. -FAQ Management: Address inquiries related to the housing project, including details about home features, application processes, financing options, and timelines. Develop a comprehensive FAQ resource that will be used by staff to ensure consistent and accurate messaging - Real-Time Problem Resolution: Respond to concerns or issues promptly during the engagement phase , ensuring a smooth and positive experience for all attendees <p>c. Lead Generation & Registration:</p> <p>Streamlined Registration: Encourage the public to</p>

		<p>complete their home application registration on-site by simplifying the registration process and ensuring that forms or digital systems are user-friendly.</p> <ul style="list-style-type: none"> - Lead Capture: Collect and manage lead information in an organized manner, ensuring accurate data entry into the CRM system for follow-up communications - Incentives & Conversions: Leverage promotional tactics (e.g., giveaways, limited-time offers) to encourage immediate action and drive registrations - Experience in social media monitoring and analysis, including reporting on quantitative and qualitative analytics
		<p>4. Monitoring, Reporting & Evaluation:</p> <p>Performance Tracking: Regularly track and assess the effectiveness of activations, including key metrics such as foot traffic, engagement levels, and number of registrations.</p> <p>Post-Campaign Reporting: Provide a detailed report at</p>

		the conclusion of each activation phase that includes insights, performance metrics, challenges faced, and recommendations for future engagements.
		<p>5. Qualifications and Experience</p> <p>The agency should demonstrate the following qualifications:</p> <p>Relevant Experience: At least 5 years of experience executing BTL marketing campaigns, preferably within the public sector/construction sectors.</p> <p>Augmented Services; The successful candidate must demonstrate capability and extensive experience in providing augmented supportive services e.g real-time public insights tracking, perception/awareness index, brand health tracking etc with extensive application of modern technology tools.</p> <p>Campaign Integrations: Demonstrate capability and experience in driving peer-to-peer influencer campaigns, trend forecasts etc.</p> <p>Creative Approach: Demonstrate a strong ability and experience in employing creative initiatives to enhance on-ground activities - eg impactful mobile outdoor advertising equipment, 24 hour brand visibility initiatives etc..</p> <p>Data-Driven: Ability to track, analyze, and report on engagement and conversion metrics to optimize campaign effectiveness.</p>
		<p>6. DELIVERABLES</p> <p>Detailed Campaign Plan:</p> <ul style="list-style-type: none"> - A comprehensive activation strategy, including a timeline, resource allocation, and creative direction for each activation phase. - Promotional Collateral: High-quality, branded materials (print and digital) designed for each engagement activity - Staffing and Training: A trained team of brand ambassadors or customer service agents who will effectively communicate with the public and manage registrations. - Post-Activation Review: A final evaluation report summarizing campaign results, providing actionable insights for future activations.

3	EVALUATION CRITERIA	<p>7. Evaluation Criteria</p> <p>Proposals will be evaluated based on the following criteria:</p> <p>Approach and Creativity: The agency's proposed strategy for engaging the public, including innovation and relevance to the project's target demographic. (20 marks)</p> <p>Experience & Track Record: Demonstrate experience in meeting all the aspects outlined in the above Qualifications & Experience section (20 marks)</p> <p>Execution Plan: The feasibility and detail of the agency's plan for staffing, logistics, Team / individual CV – competency and complementarity of team -(30 marks)</p> <p>Agency Profile: Overview of the agency, highlighting relevant experience in BTL marketing and the construction sector (5 marks)</p> <p>Campaign Strategy: A detailed proposal outlining the approach, timeline, and creative plan for the on -ground activations. (20 marks)</p> <p>Case Studies or References: Examples of previous similar campaigns with measurable results. (5 marks)</p>
	Conclusion	<p>This ToR outlines the key expectations for the selection of a marketing agency to drive public engagement and home application registrations for AHP's housing program. The firm will play a crucial role in generating excitement, educating the public, and converting interest into tangible home ownership applications. AHB is therefore looking for proposals and selecting a firm who compliment the AHB's efforts to make the project well understood and a success</p>
3	Extension of the closing/opening date	<p>The Closing/opening date of the tender has been extended to be closed/ opened on 6th May 2025 at 2.00PM Kenyan Local time.</p>

	Tenders submitted	The bidders who had already submitted their tenders and wish to be prequalified for below the line activities are free to withdraw and modify their tenders and resubmit before the new closing date of 6 th May 2025 at 2.00 PM Kenyan time
	All the other terms and conditions of the consultancy remain the same	

AG. CHIEF EXECUTIVE OFFICER