

## PROVISION OF ADVERTISING, MEDIA AND PUBLIC RELATIONS SERVICES FOR THE 'I AM AFRICAN CAMAPAIN'

### BACKGROUND

The African Union (AU) is a Pan African continental body consisting of 55 African countries. The AU was established on 26 May 2001 and launched on 9 July 2002 replacing the Organisation of African Unity (OAU). The AU is charged with spearheading Africa's rapid integration and sustainable development by promoting unity, solidarity, cohesion and cooperation among the peoples of Africa and African States as well as developing a New Partnership worldwide. Its Headquarters is located in Addis Ababa, Ethiopia.

The vision of the African Union is that of ***"An integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in the global arena"***. This vision is elaborated in Agenda 2063, Africa's shared strategic framework for inclusive growth and development. Agenda 2063 aims to harness and optimise the use of Africa's resources for the benefits of all Africans and is the result of a collaborative effort by Africans from all spheres of society to identify the key Aspirations of the African people that will ensure we transform and have the Africa we want by the year 2063.

As the Union commemorates its 60<sup>th</sup> Anniversary while also envisioning the continent's future through the implementation of Africa's Agenda 2063, the Information and Communication Directorate (ICD) has conceptualised the **"I Am An African"** campaign in line with the goal of celebrating the spirit of pan-Africanism rooted in Africa's dynamic history and culture, its present transformation and the future aspirations of its peoples and ensuring that Africa is at the forefront of defining its own narrative and promoting the continent's development framework Agenda 2063 to African and global audiences.

The Information & Communication Directorate (ICD) invites brand and communication

organisations with extensive experience in designing Pan-African branding and public relations campaigns; and which are registered and operating as business entities within Member States of the AU to submit their proposals.

## OBJECTIVES

The overall objective of the campaign is to build on a sense of African patriotism, build self-awareness and be proud to be called an African by designing and developing a campaign to celebrate and showcase African excellence.

- **Progression** – To show how we the people of Africa are the single most important factor for the continent to achieve its development potential and deliver on the AU mandate of a different Africa by the year 2063 as envisioned in Agenda 2063 #TheAfricaWeWant.
  - Position Agenda 2063 at the centre of Africa's development agenda and create an understanding African-led development initiatives, driven by Africans and promoting Africa's socio-economic growth and development agenda;
- **Quality** – Demonstrate the quality of what positivity Africans engage in, and fight off the stigmatization and negative portrayals Africa. Present a balance narrative of a modern vibrant, Africa charting its own development trajectory and an Africa full of life!
  - Changing the narrative about Africa by showcasing the best the continent has to offer in terms of investment opportunities and dispelling myths about "What Africa Is"
- **Lifestyle** – To showcase the different sides of Africa by dwelling deep into the facts of different countries and region.
  - Showcase Africans (on the continent and the diaspora) by giving them a platform to proclaim their pride in their "Africaness" and proudly proclaiming I Am An African

## SCOPE OF WORK

The successful firm will be required to use the AU developed campaign elements to design a strong and appealing '**I Am An African**' Campaign and undertake the following:

1. Develop a detailed communications strategy and roll out plan for the "**I Am An African**" campaign containing key messages and objectives, target audiences, outreach channels and activities, timelines. Including amongst other things:
  - a) Analyse and map stakeholders, identify target audiences, and propose the most suitable channels of engagement

- b) Identify and provide targeting strategy for potential campaign brand ambassadors
2. Develop well researched campaign content plan and develop key messages for identified target audiences
3. Propose an implementation plan with clearly stated objectives and outcomes to guide implementation.
4. Design a robust media activation plan (digital and other media) including developing a proposed media budget (***note proposal is for a media budget and not media buying role which is not within the scope of this TOR***)

The successful firm will be expected to approach the work with the user perspective in mind while not compromising the messages and objectives of the AU campaign. The methodology should allow for both user and stakeholder engagement and ownership.

## **QUALIFICATIONS & ELIGIBILITY**

**To apply for the contract, the responding companies are expected to provide the following in their proposals:**

1. **Synopsis of the company / company profile** highlighting previous experience on similar projects
  - a. Firms responding to this TOR must have a Minimum of seven (7) years documented work experience in designing integrated brand and PR communications campaign across multiple regions for international / multinational organisations or experience running country / region branding campaigns;
  - b. Evidence of development of impactful campaigns across multimedia channels with a strong emphasis on digital channels
2. **Evidence of previous work**
  - a. Minimum of three (3) projects / campaign demonstrating most relevant and most recent previous experience (work submitted must not be more than 5 years old)
  - b. Evidence of developing and producing high quality, engaging content for digital platforms / social media campaigns
  - c. Evidence of previous work must be sent either as a downloadable file or link to a file sharing site to the AUC Procurement / Tender division as per the advertisement
  - d. **Three (3) references** for whom similar work has been developed (with contact information)
3. **Proposed Design and Methodology for implementing the project**
  - a. Provide proposed draft workplan and implementation schedule to be applied to undertake the project
4. **Detailed technical capability and capacity** to undertake the work as per TOR i.e.
  - a. Advertising Design and production capability
  - b. Ability to operate under strict time limits and apply high technical standards for the purpose of maintaining high level of professionalism (provide information of

previous project delivery timelines and quality vs client expectations as per evidence in previous project experience)

- c. Ability to conduct research and in-depth interviews to extract most relevant information that will provide the foundation for the Knowledge Management Strategy

#### **5. Profile of Project team**

- a. Detailed presentation of the team, their qualifications, relevant experience / technical competencies and the specific functional responsibilities of the key people to be engaged in the project.
- b. Team must include persons with expertise in Brand and Marketing Communication Strategy; Digital marketing; Copywriting, Creative, Public relations, media buying, graphic design and illustration
- c.

#### **6. Proposed Budget**

- a. Detailed breakdown of project costs
- b. Clear separation of administrative and technical equipment costs to enable review of actual technical costs assigned to the project
  - i. Note that all costs, including transport and logistics, should be included in the total sum

**No additional payments / incidentals will be made outside of the total budget as per the final contract to be issued for the project**

### **PRODUCTION SCHEDULE**

1. The contracted firm shall commence the work as soon as possible, immediately upon signing contract.
2. A detailed timeline, work plan and draft outline should be submitted within 14 days of selection
3. Proposed production plan and timeline for all phases in pre-production, production and post-production.
4. A detailed budget and proposed production schedule should be provided in line with the deliverables and the proposed implementation phases of the project.
5. The rough cut of every phase of the material should be provided to the Information and Communication Directorate for review, comments and approval.
6. The final products i.e. the films/ audio / print / digital or any other format as well as all the raw material and project files, should be delivered to the Directorate of Information and Communication - African Union Commission on an external HDD no later than

**August 30<sup>th</sup> 2023**

### **DELIVERABLES & TERMS OF PAYMENT**

Payments will be processed upon delivery of the following products / services along with an official invoice:

1. Presentation and approval of project work plan and implementation schedule (10%)

2. Development and Approval Campaign Communication Strategy and Media Plan as per Scope of Work (40%)
3. Development of Campaign Concepts, Messages and production of campaign communication material 40%
4. Delivery of final creative concepts including all files in final format (audio, print, video, digital or any other format as per the workplan) (10%)

**APPLICATION: (DEADLINE) 15<sup>th</sup> May 2023**

### **TECHNICAL EVALUATION CRITERIA**

<b>Ser. No.</b>	<b>Criteria</b>	<b>Max. Score</b>
1.	Synopsis of the company <ul style="list-style-type: none"> <li>Background information and Minimum of 7 years continuous business experience designing communications campaigns, media and audio-visual production /film/ animation/ reportage/ documentary writing, script writing, producing, directing and editing</li> </ul>	10
2.	Evidence of previous experience on similar projects designing integrated brand and PR communications campaigns: <ul style="list-style-type: none"> <li>Evidence demonstrating most relevant previous projects</li> <li>Track record of developing and producing high quality, engaging content for digital platforms / social media campaigns</li> <li>References</li> </ul>	20
3.	Proposed Project Design, Methodology, approaches and work plan	30
4.	Technical capacity to implement project – evidence of institutional tools and resources for design, development and implementation of project	30
5.	Brief presentation of the team, with CVs and functional responsibilities of the key people / staff to be engaged in the project including Qualification and Experience	10

### **RESERVATIONS & CONFIDENTIALITY:**

AUC reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered, or for failure to meet deadlines. In the event of the service provider ending the contract prior to delivering all agreed upon products, a portion of the payments shall be returned to the AUC

The Service provider undertakes to maintain confidentiality on all information that is not the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment. The Service provider shall undertake to refrain from promoting any political or religious beliefs in the content produced which will be the subject of the contract.

Expression of Interest should be send by email to [Tender@africa-union.org](mailto:Tender@africa-union.org) with cc [Assanoy@africa-union.org](mailto:Assanoy@africa-union.org) or physically on or before May 15, 2023, 1500hrs Addis Ababa time. Clarifications should be addressed to: e-mail: [Tender@africa-union.org](mailto:Tender@africa-union.org) cc [Assanoy@africa-union.org](mailto:Assanoy@africa-union.org).

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