



# Request for Proposal (RFP)

## Submission of pre-qualification documents

The British Council invites prospective integrated marketing agencies to submit their expression of interest and pre-qualification documentation towards the provision of Marketing and Communication services for 2017 - 2018 in major cities in Nigeria.

Shortlisted eligible agencies that submit all the appropriate documentation will be requested to develop the Marketing and Communications campaign which is expected to cut across all media to ultimately generate Top of Mind awareness.

## Scope of Work

Shortlisted agencies will be expected to demonstrate, through their tenders, how they intend to achieve the following minimum standards; The standards include but are not limited to:

- Development and execution of an innovative marketing campaign that will reach, inform and educate the target audience of the various activities of the British Council and the impact of such activities in Nigeria.
- Generate engagement and excitement of both online visitors and visitors to our offices or events.
- Improve our online presence by creating unique and engaging online campaigns that should have the ability to be extended long after the actual campaign ends, through User Generated Content.
- Capture and convey the various stories/events from the British Council in Nigeria through the production of audio-visual materials suitable for various media channels.
- Conceptualization, design and creation of ambience branding and promotional items.
- Creation of public relations campaigns to help educate the public of the various activities of the British Council.
- Invitation and Coordination of pressmen at British Council events.
- Design and development of creative marketing materials for online, Television and Press.

[Note that a media brief with further information will be sent to agencies that pre-qualify.](#)

## Pre-Qualification

Interested integrated marketing agencies are to submit the following documents along with their expression of interest:

- I. Certificate of Registration/Incorporation verifiable from Corporate Affairs Commission (CAC) and particulars of directors.
- II. Company's Current Tax Clearance Certificate issued by the appropriate authority
- III. Company's Taxpayer/ Tax Identification Number (TIN)
- IV. Details of bank account on banks official letter headed paper, to certify the authenticity of the account since all payments due on the contract, if awarded, will be made through direct bank transfer.
- V. Corporate profile with a list of past & present clients.
- VI. Formal letter of reference from at least two of the client list in 'V.' above.
- VII. All documents and written communications must be in English.

## Submission Deadline

All interested agencies should submit their expression of interest and pre-qualification documents via email to [Marketing.Tender@ng.britishcouncil.org](mailto:Marketing.Tender@ng.britishcouncil.org) or submit to the British Council office at 20 Thompson Avenue, Ikoyi, Lagos on or before 12:00noon on Monday, 25th of September 2017. Any enquiry received after the date and time specified will not be considered.

## Contact

For further enquiries, please email: [Marketing.Tender@ng.britishcouncil.org](mailto:Marketing.Tender@ng.britishcouncil.org)