

OGUN STATE GOVERNMENT

OGUN STATE ECONOMIC TRANSFORMATION PROJECT (OGSTEP)

REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES - FIRM SELECTION)

CONSULTANCY SERVICE TO CARRY OUT MEDIA CAMPAIGNS FOR OGUN STATE INVESTMENT PROMOTION AND FACILITATION AGENCY (OGUNINVEST)

The Ogun State Government through the Federal Government of Nigeria has received credit From the International Development Association (hereinafter referred to as IDA)/World Bank towards the financing of the OGUN STATE ECONOMIC TRANSFORMATION PROJECT (OGSTEP). The Project Implementation Unit of OGSTEP intends to apply part of the proceeds of this credit to payments under Consultancy Service to Carry out Media Campaigns of Ogun State Investment Promotion and Facilitation Agency (OGUNINVEST) for Ogun State Economic Transformation Project.

The Ogun State Government now invites eligible consulting firms to indicate their interest in providing the Services. Interested Consultancy firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The Marketing Communication and Research Department of OGUNINVEST are responsible for the development and production of investor-focused communication material such as banners, but not limited to, advertisements, brochures, newsletters, sector profiles, and handbooks. OGUNINVEST also hosts and organizes seminars, workshops, trainings, and webinars at home, at National and International to promote investment in Ogun State for which various customized printed materials and Audio Visuals documentaries are developed and used. The Marketing Communication Department will manage and maintain a dynamic interactive website and social media accounts on LinkedIn and Twitter where materials will be used, uploaded, and boosted for the targeted investors.

Therefore, the ever-increasing demand For customized Public Relation Promotional and Communication materials (printed, electronic, and Audio Visual) For OGUNINVEST's Public Relation, Promotion, and Communication activities require a service provider with adequate skills and knowledge in this regard. Moreover, regular, and on-time development and production of these Public Relations Promotional and Communication materials is also crucial for effective Promotion and Marketing. OGUNINVEST intends to further build on current materials that have been developed and produced:

(A) Sector Quarterly Newsletters

(B) Periodic printing of updated marketing publication materials such as Investment Brochures, Sector Information Teasers, Investors Basics Brochure, Sector Investment focused Compendium

The Marketing and Communication of OGUNINVEST requires qualified consultancy firm to manage the graphic designing and social media campaign to manage regular development and production of the Public Relation Promotional and Communication materials.

The detailed Terms of Reference (TOR) for the assignment can be found at the following link: <https://shorturl.at/fwyl1>

The shortlisting criteria are:

(1) **Company Profile** - including name, logo and brand, registration info, information of the Executive Head office address and studio location, HR structure and strength, financial capability, credibility evidence from major clients, brief on experience (not more than 1500 words)

(2) **Videography & Photography**- the agency will ensure:

(A) All video material is filmed in full HD format and the sound is recorded with professional microphones and according to guidelines,

(B) Broadcast-quality footage shot using professional equipment.

(C) Consent from subject of the films when appropriate and signed consent for those who are to be Featured in corporate communications.

(3) **Design**

(A) List of Resources in terms of Equipment, Press equipment, Binding and Compilation equipment etc.

(B) Three (3) different printed product samples.

(C) Quality assurance policy is in place with a return and cancellation policy provided including free re-work in case of justifiable quality problems.

(4) **Social media**

(A) The agency should have experience in developing and producing PRPC materials using LinkedIn, Twitter for Image building and creating awareness of investment opportunities.

(B) Have ability to advise on how to appeal to the target audiences, selecting appropriate messages, making messages effective.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants) by World Bank Borrowers 2011 edition and revised edition July 2014 ("Consultant Guidelines") setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the Consultant Qualification based Selection method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours i.e. 9:00am to 4:00pm or call Ite on 08033579512 or Tayo on 08058855168.

All Expressions of Interests must be delivered in a written form to the address below (in person, or by mail or by e-mail) **on or before Wednesday, 01 November, 2023 that is, 3 weeks from the date of this publication.**

The Project Coordinator,

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