

ADVERTISING AND MEDIA SERVICES

Introduction

Strømme Foundation (SF) is an International Development Organization headquartered in Kristiansand, Norway. SF is committed to empowering people to overcome the root causes of poverty through its thematic focus on Education, Livelihoods, and Job creation. SF aims to realize its vision: “a world free from poverty” through long-term partnerships with local organizations.

Objective

This TOR aims to solicit proposals from qualified and experienced Advertising and media service providers that can provide comprehensive and cost-effective advertising and media services for Stromme Foundation Uganda. The services should include, but not be limited to, the following aspects:

- Advertise on behalf of SFU in agreed media channels.
- Identify and propose media services that align with SFU’s mission, vision, and objectives.

Scope of Work

The scope of this TOR covers the following:

- Provide advertising and media services which include, but are not limited to ensuring that the material produced is submitted to media houses on time or is available at the relevant contact points as required within defined turn-around times (turn-around times to be agreed upon between the appointed suppliers SFU)
- Produce “above-the-line” and “below-the-line” materials, including design, layout, typesetting, and production in line with branding and marking guidelines.
- Production material should include but is not limited to Ad hoc publication design and layout requests as specified and requested SFU, brochures and posters, and various promotional items (collateral) for branding and marketing purposes.
- Adhere to SFU’s corporate identity standards and with SFU’s approval review such standards periodically to ensure the optimal positioning and image of SFU.
- Identify and recommend advertising opportunities for SFU in line with SFU’s budget, objectives, and target market.
- Produce media schedules for agreed campaigns and activities.
- Purchase media space and place adverts on behalf of the SFU – successful bidder should have the internal capacity to perform media buying functions and not outsource the function.
- Negotiate preferential prices and placement of adverts with media houses and indicate the percentage discount that can be offered to SFU.

Eligibility Criteria

- The service provider must clearly outline the role and responsibilities of a dedicated person (Account Manager) who shall serve as the primary liaison throughout the course of the service.
- The Service provider must be able to supply service without initial deposits and invoice later for payment.

- The service provider must be authorized and registered to provide services.
- The Service provider must have been in business for at least five years.
- The Service provider must be able to respond promptly to requests.