



**NATIONAL COMPETITIVE BID  
FOR EXPRESSION OF INTEREST (EOI) FOR  
COMMUNICATIONS AUDIT AND CORPORATE RE-BRANDING EXERCISE**

**TENDER REF. NO CBK/031/2014/2015**

**CLOSING DATE: TUESDAY 16<sup>TH</sup> DECEMBER, 2014 AT 10.30 A.M**

## **INVITATION FOR CONSULTANCY SERVICES**

**TENDER NO. CBK/031/2014-2015**

### **EXPRESSIONS OF INTEREST (EOI) FOR COMMUNICATIONS AUDIT AND CORPORATE RE-BRANDING EXERCISE**

#### **1. BACKGROUND**

The Central Bank of Kenya (CBK) is established under Article 231 of the Kenya Constitution, with the responsibility for formulating monetary policy, promoting price stability, issuing currency and performing other functions conferred on it by an Act of Parliament.

The Central Bank is currently implementing a transformative change initiative that seeks, among other objectives, to ensure that the Bank's mandate is understood, embraced and perceived positively by all stakeholders. The exercise includes an audit of the Bank's communication function, review and roll out of a new CBK brand and repositioning of CBK communication as a strategic tool not only to convey information but also to build confidence in CBK's pronouncements among businesses entities, households and other economic agents.

#### **2. STATEMENT OF PURPOSE**

The Central Bank of Kenya invites **Expressions of Interest (EOI)** from eligible firms to undertake a communications audit and corporate re-branding exercise that will entail:

- Auditing the internal and external communications function, channels and outputs and assessing the impact of Central Bank communications;
- Auditing and reviewing the current Central Bank brand/image and proposals on the roll out of a new brand/image;
- Development of a corporate image that will ensure that the Central Bank is perceived by all its publics as responsive and professional;
- Development and implementation of strategies to create buy-in of the brand by all stakeholders;
- Establishing methodologies and frameworks for embedding, monitoring and evaluating the Bank's communications and key performance indicators;
- Developing appropriate brand visual elements, promotional materials, brochures, including a corporate design manual, etc.
- Propose an appropriate internal engagement programme that ensures staff live the brand/image;
- Propose a sustained communication programme that enhances confidence in the Central Bank's public pronouncements;
- Propose an appropriate CSR strategy and approach.

#### **3. REGISTRATION INFORMATION (REQUIREMENTS TO QUALIFY)**

Interested consultants/ firms are invited to apply for short-listing indicating their competency, qualifications and experience by submission of the following documents as Mandatory Requirements. Failure to comply with these requirements will lead to automatic disqualification:

- a) Certified copy of Certificate of Incorporation/Registration;
- b) Certified copy of a current Tax Compliance Certificate from KRA;

- c) Demonstrate readiness to provide Bid Security from a commercial bank for Kshs.50,000.00 if short-listed and invited to provide Request for Proposal;
- d) Past Experience: Applicants should demonstrate experience on similar projects. Provide evidence of the contracts and contract sums and further demonstrate that they currently have adequate financial and technical resources to undertake such works.

#### **4. THE CONSULTANT**

The ideal Consultant, firm or firms shall have the following attributes among others:

- Proven expertise on corporate communications;
  - Be specialists in corporate branding and strategic organizational culture change;
  - Have the expertise and capacity to carry out the assignment;
  - Demonstrate previous experience of having carried out comparable projects, with references or letters of recommendation of previous clients;
  - Demonstrable ability to put together a multi-faceted team of relevant experts;
  - Ability to evaluate the success of the brand;
  - Demonstrate a good understanding of the mandate of the Central Bank
5. Interested firms/consultants must provide information indicating that they have requisite experience and qualifications to perform the assignment. In addition, a list of CVs of the professional staff expected to take part in the assignment should also be provided. Consultants may partner to enhance qualifications.
6. Interested parties should download Expression of Interest Document from the Bank's Website; [www.centralbank.go.ke](http://www.centralbank.go.ke). NO FEE is to be charged for the document.
7. CBK will prepare a shortlist of firms to whom the **Request for Proposals** will be distributed.
8. Complete Expressions of Interest documents (**original and two (2) copies**) should be enclosed in a separate sealed envelope and clearly marked and labeled "**EOI FOR CONSULTANCY SERVICES FOR COMMUNICATIONS AUDIT AND CORPORATE REBRANDING**" addressed to:

**Director, Estates, Supplies and Services  
Central Bank of Kenya  
P.O. Box 60000-00200  
Nairobi  
Kenya.**

and be deposited in the **Green Tender Box No. 3 on Ground Floor, Central Bank of Kenya** so as to be received on or before **16<sup>th</sup> December, 2014 at 10.30 am**

9. The submitted Expressions of Interest will be opened immediately thereafter in the Staff Canteen on 6<sup>th</sup> Floor, CBK Building.

**NOVEMBER 26, 2014**

## REGISTRATION INFORMATION (REQUIREMENTS TO QUALIFY)

Interested consultants/ firms are invited to apply for short-listing/prequalification indicating their competency, qualifications and experience by submission of the following documents as Mandatory Requirements. Failure to comply with these requirements will lead to automatic disqualification:

- e) Certified copy of Certificate of Incorporation/Registration;
- f) Certified copy of a current Tax Compliance Certificate from KRA;
- g) Demonstrate readiness to provide Bid Security from a commercial bank for Kshs.50,000.00 if short-listed and invited to provide Request for Proposal;
- h) Past Experience: Applicants should demonstrate experience on similar projects. Provide evidence of the contracts and contract sums and further demonstrate that they currently have adequate financial and technical resources to undertake such works.

### PART 1: MANDATORY REQUIREMENTS

NO	REQUIREMENTS	Marks
MR1	Certified copy of Certificate of Incorporation/Registration	<b>MANDATORY</b>
MR 2	Certified copy of a current Tax Compliance Certificate from KRA	<b>MANDATORY</b>
MR 3	Demonstrate readiness to provide Bid Security from a commercial bank for Kshs.50,000.00 <b>if short-listed and invited to provide Request for Proposal</b>	10%
MR 4	Provide an understanding of the terms of reference	60%
MR 5	Past Experience: Applicants should demonstrate experience on similar projects. Provide evidence of the contracts and contract sums of at least five projects	30%

The bidders will be ranked from the highest to the lowest and a shortlist of qualified consultant drawn. **The shortlisted firms will be given the “Request for Proposal” (RFP) to respond to.**

### PART 2: COMPANY PROFILE

#### (Confidential Business Questionnaire)

(You are advised that it is a serious commission to give false information under this section as your bid may be automatically disqualified)

#### I: GENERAL INFORMATION

The questionnaire must be fully and comprehensively completed in all respects. Information given by the applicant shall be treated in strict confidence.

Any information given and later found to be incorrect shall lead to disqualification of the Tenderer. Deliberately incorrect information leads to disqualification of the application. Canvassing will lead to automatic disqualification of the applicant.

## II: BIDDER DETAIL

The purpose of this section is to provide the required background information of the bidder organization.

1)	<b>Provide documentary evidence of the registered name and number of your company and date of Registration.</b>		
	Company Name	Company Registration Number	Registration Date
	Country of Registration		
2)	<b>Give full details of your Bankers.</b>		

## III: CONTACT PERSON(S) DETAIL

3)	<b>Provide the contact person (s) name(s), addresses, phone numbers etc.</b>	
	Contact Person Name	
	Landline Telephone Number	
	Cellular Telephone Number	
	Facsimile Telephone Number	
	E-mail	
	Postal Address	
	Physical Address	
4)	<b>Please provide evidence of the registered street and postal addresses of the bidding organization</b>	
	Registered Street Address	Registered Postal Address of your organisation
	LR No.	
5)	<b>Please provide evidence of current registration with relevant regulatory body within your industry, if any.</b>	

## IV: BIDDER ORGANIZATION PROFILE

6)	<b>Who owns your organization? Provide details of the holding company and the main shareholders indicating percentage of shares held.</b>
7)	<b>What is your organisation's primary business activity? Provide a list with the estimated percentage of revenue earned from each of the primary business activities.</b>

**PART VIII: CERTIFICATION**

**I/We do hereby certify that the above information is correct in all respects.**

**FULL NAME:** .....

**DESIGNATION/POSITION:** .....

**SIGNATURE:** .....

**DATE:** .....

**COMPANY NAME AND ADDRESS:**

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**SEAL:** .....

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