



Federal Republic of Nigeria
The Federal Ministry of Education
Adolescent Girls Initiative for Learning and Empowerment (AGILE) Project

Selection of a Consulting Firm for National Communication Campaign Phase III

REQUEST FOR EXPRESSIONS OF INTEREST

The Federal Government of Nigeria (FGN) has received financing from the World Bank for the Adolescent Girls Initiative for Learning and Empowerment (AGILE) Project.

The Project Development Objective is to improve secondary education opportunities for adolescent girls in targeted areas in the implementing states of Adamawa, Bauchi, Borno, Ekiti, Gombe, Jigawa, Kaduna, Katsina, Kano, Kebbi, Kogi, Kwara, Nasarawa, Niger, Plateau, Sokoto, Yobe, and Zamfara.

Madubi was adopted as the brand identity for the National level campaign which is helping to raise public awareness and action on the key objectives of the project, most especially positive social norms that provide an enabling environment for girls' education.

Objective: Is to engage the services of a reputable communication firm to assist in the implementation of Phase III of the National Communication Campaign through a transparent procurement process taking cues from the Communication Framework for a period of two (2) years.

Scope of Work: The Communication firm will be expected to work with the NPCU in implementing the Phase III campaign to propagate the benefits of educating the Girl-child, using various media, platforms, brands, personalities, etc. The selected Consultant will be required to perform tasks that include but not limited to the following:

A. Content Development

1. **Madubi Website Development:** Creation of content for biweekly upload on the Madubi campaign website and social media outlets. Feature stories related to girls' education and empowerment in the project states, interviews with AGILE ambassadors, success and human angle stories and production of four (4) thematically relevant television documentaries.

2. **National Media Dialogue:** Organize and conduct a total of six (6) sensitization workshops for media personalities and social media influencers to get their buy in/support for the Madubi campaign/AGILE Project.

3. **High-Level Dialogue:** Organize annual high-level dialogue with relevant stakeholders including but not limited to religious and traditional rulers, government functionaries, girlchild education advocates, influential personalities, etc. to raise awareness on girl-child education and receive their commitments.

4. **Movie:** Produce a full-length movie with thematic areas focused on adolescent girls' education and its relevance in the society. Production costs of the movie along with the launch will be incorporated along with the relevant publicity.

5. **Television Drama Series:** Development, Production, and dissemination of 52 episodes of 30 minutes television drama series on the benefits of girl-child education and empowerment. The Drama series will be aired in Hausa, Igbo, and Yoruba on three (3) television stations with National reach. It will be converted into shorter formats for dissemination on AGILE Social media handles and commercial social media platforms. The drama must be shot with a minimum of 4k digital camera resolution.

6. **Production of Television and Radio jingles.** Development and production of 20 television and radio (Ten each for radio and television) jingles of 60 seconds duration. Broadcast 750 television slots and 1000 radio slots on broadcast stations with mass appeal and wide reach. The television jingles must be shot with a minimum of 4k digital camera resolution.

7. **Radio Drama series:** Development, production, and broadcast of 52 episodes of a 30minutes radio drama series on the essence of girl child education in English and pidgin languages as well as the major national languages (Hausa, Igbo, and Yoruba) in four radio stations. The series will be converted to podcasts for streaming on the Project's Social media handles and website.

8. **Event Partnership:** Leverage commemorative events like the International Day of the Girl Child to lobby for policy dialogue regarding Girl child education in the country.

9. **Phone-in programmes:** Leverage at least 3 existing education-related programmes monthly on Radio and Television stations in the Federal Capital Territory with large following whereby people can call in to air their views on Girl- Child education and empowerment.

10. **National Debate Competitions:** Organize and conduct regional debates culminating in regional winners competing in the annual national debate/quiz competitions on girls' education and empowerment.

11. Leverage relevant platforms to lobby government for more enabling policies on Girl child education and empowerment.

B. BRANDING

12. **Influencer engagement:** Engage 4 celebrity ambassadors with at least 3 million followers across all platforms to influence the Madubi brand; 10 tier 1 and 2 influencers and 10 Nano influencers to act as AGILE ambassadors.

13. **OOH Advertising:** Develop and deploy billboards in at least 15 locations; wall drapes in at least 10 locations. **Mandatory/Specific locations for some of the billboards (Three Arms Zone, Airport Road Axis and Central Business District)** Transit ads on 50 buses, 5000 tricycles (Rickshaws) in the Federal capital Territory and its environs.

C. MEDIA PLACEMENT & BUYING

14. **Television broadcast:** Procure 4 slots of 30mins broadcast time for National debate, 10 slots of 30secs slots for Television adverts promoting the debate

15. **Social Media campaign:** Pay annual social media subscription to allow full access to the tools for implementing social media ads that include, Facebook, Instagram, Twitter, LinkedIn, and YouTube, and Google ads and pop-ups.

16. Including any other activity that may arise during the course of the assignment.

Method of Application/Submission of EOIs:

Interested Consultants should submit Expression of Interest detailing the following information as basis for pre-qualification:

- Profile of firm/consortium including technical and managerial capacities of the firm (managerial and organizational structure, office equipment, etc.), with full contact details of each firm as well as understanding of the assignment).
- Proof of valid registration (i.e. certificate of incorporation with CAC) in the last 5 - 10 years plus;
- Evidence of successful delivery of at least two similar assignments within the last 5 years plus PenCom, NSITF, etc.
- Evidence of designing and implementing comprehensive communication and Behavioural Change Campaigns.
- Track record/experience of successful delivery/completion of at least two similar communication assignments within the last 5 years
- Proof of having organized and conducted at least total of six (6) sensitization workshops for media personalities and social media influencers to get their buy in/support.
- Evidence of Multilateral experience (World Bank, AfDB, Dfid etc.) in communication and or media particularly in West African region with similarity in size, complexity, technology, operational context, and economic and social settings of the client country.

The full Terms of References (TORs) for this assignment can be accessed through the link below:

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The attention of interested Consultants is drawn to Annex iv of the Procurement Regulations for IPF Borrowers dated July 2016 and revised November 2017, August 2018 and November 2020..

Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications. The Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) Method set out in the Procurement Regulations for IPF Borrowers dated July 2016 and revised November 2017, revised August 2018 and November 2020, available on www.worldbank.org/procure.

Further information can be obtained at the address below during office hours **9.00 am to 4.00 pm, Monday through Friday (except public holidays) on Phone No. +234-09050153632, E-mail: agilefmc.npcu@gmail.com and Phone No. +234 - 8035991117; E-mail: aminamohammadbirma@gmail.com**

Expressions of Interest shall be in English and must be submitted in four (4) hard copies (One original and three copies **plus one word version flash drive**), in a sealed envelope clearly marked **“Expressions of Interest for AGILE National Communication Campaign Phase III”**

Expressions of interest must be delivered to the address below in person or by courier mail, not later than **3:00pm on Thursday, February 27, 2025.**

NOTES/DISCLAIMER

- i. NPCU shall verify any or all documents and claims made by applicants and will disqualify bidders with falsified documents and claims.
- ii. If it is determined that submitted documents and claims have been falsified, the bidder may face prosecution in a court of Law.
- iii. NPCU shall not be held responsible for any disqualified proposal because of any omission or deletion relating to the submission guidelines.
- iv. This advertisement shall not be construed as a commitment on the part of NPCU to award a contract to any Contractor, nor shall it entitle any Contractor submitting documents to claim any indemnity from NPCU.
- v. NPCU is not bound to shortlist any bidder and reserves the right to annul the bidding process at any time without incurring any liabilities.

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Only short-listed Consultants will be contacted.