



Terms of Reference

Kenya Bankers Association Request for Proposals to Conduct Media Monitoring on
Behalf the Association

Table of Contents:

- About Kenya Bankers Association
- Specific Objectives
- Scope of Work
- Submission Details
- Timelines

- Payment Terms
- Contact Information

About Kenya Bankers Association (KBA)

Kenya Bankers Association (KBA) was registered as an Industry Association on 16th July 1962 by the Registrar of Trade Unions. In its formative years, the main aim of the Association was to cater for the interests of the member banks in negotiating terms and conditions of service of its unionisable employees and as far as possible standardize management practices so as to ensure harmony in the industry.

Over time, the ambition of the Association evolved to include promoting industry development and economic growth by engaging the government and sector regulator, Central Bank of Kenya (CBK). This KBA ambition was reinforced in 2012 when the Association launched its new brand and ambition statement: One Industry. Transforming Kenya.

As the umbrella body of the institutions licensed and regulated by CBK with a current membership of 44 financial institutions, KBA continues to reinforce a reputable and professional banking sector in a bid to best support Kenyans, who entrust their ambitions and hard-earned resources with its member banks.

Specific Assignment Objectives

In view of its mandate, the Association requires extensive media monitoring services to measure the impact of its activities. The objectives of the assignment are as follows:

1. To provide daily updates on media coverage on KBA, the banking industry and its various stakeholders.
2. Ensure tonality of stories covered by the media are highlighted.
3. Provide credible data that captures the number of people reached in campaigns.

This will enable the Association to measure the effectiveness of its messages.

4. To evaluate and identify any emerging issues in the banking industry.

Scope of Assignment

1. The firm should carry out daily monitoring activities on various key words that the association will provide. It should target both traditional (print, tv and radio) and digital media (online and social media). Ensure coverage spans both local and international media outlets.
2. The firm should collate and provide timely and daily briefs to the Association by 7:00am. Each article should have links to the stories covered. Daily email alerts and access to an online portal services should be provided.
3. The media monitoring firm should submit to the Association in a timely manner comprehensive quarterly reports benchmarking on other players with similar mandates. The reports should contain an analysis of traditional and digital media.
4. Provide consumer surveys and opinion polls services upon the Association's request.
5. Send periodic analysis reports specifically on press conferences and campaigns held by the Association. Tonality and reach (impressions) should be included in the report.

Submission Details

Interest companies should submit the following:

1. Letter expressing interest and availability to undertake the assignment for one-year. The contract will be renewable based on performance and quality of service.
2. Three reference letters from reputable institutions citing past experiences for similar projects. At least one of the firms must be within the financial services sector.
3. Brief summary of why the firm is suited to undertake the assignment.
4. Financial proposal detailing contract price, supported by breakdown of costs.

Below is a guide on how to quote:

- Assist the client by giving them access to daily, weekly, monthly and quarterly news updates/briefs. The briefs should be shared via email and through an online portal that can be accessed by up to eight users. They should contain the journalist, media house, paragraph of the story and date of issue.
- Provide on a quarterly basis reports analysing news coverage. The report should be both quantitative (reach, frequency) and qualitative (capture tone of the article) in nature.
- Upon the Association's request, conduct opinion polls and surveys on target public's.

Timeline for the Assignment

1. Circulation of the RFP document: 5th June 20
2. Proposal submission deadline 14th June 2018
3. Review of proposals and meetings with shortlisted firms: 18th June 2018
4. Award of the contract: 21st June 2017

Payment Terms

Fees and payment terms are negotiable.

Contact Information

Proposals and correspondence should be addressed to:

Ms. Roselyne Njino

KBA Senior Communications Officer

rjino@kba.co.ke and events@kba.co.ke