

Term of Reference (TOR) for Marketing and Advertising Services.

.Job by: Yalelo Uganda in Partnership with Master card Foundation and Private Sector Foundation.

Category: Marketing and Advertising Services.

Job Description.

Term of Reference (TOR) for Marketing and Advertising Services.

1.0 Background.

Yalelo Uganda Limited (Referred to as Yalelo) operates in the Aquaculture industry. Yalelo is a pioneer in African aquaculture, combining local resources with world-class aquaculture practices. Yalelo began its operations in 2019 and has grown to become Uganda's market leader in sustainable fish production. Our cages are among the largest in Africa providing an open environment for our fish to swim far and deep against the natural lake currents.

Yalelo's main drive is to lead Uganda in becoming a regional Aquaculture powerhouse by sustainably developing region-wide fish Protein and stabilizing regional food security by sustainably producing reliable and affordable supply of fresh fish.

Yalelo Uganda (YU) in partnership with the Private Sector Foundation of Uganda (PSFU) under the Young Africa Works Uganda program sponsored by Master Card Foundation aims at creating employment opportunities for both the youth and women entrepreneurs in the fish value chain (Advancing Women and Youth 's entrepreneurs in the fish value chain for wealth creation) in the age range of 18-35 years.

YU strives to engage 7215 youth entrepreneurs in different sales channels to avail fresh fish to consumers in the Kampala Metropolitan Areas (KMA), Wakiso, Mukono and then countrywide over the course of the next 3 years

YU, therefore, invites competent consultant/s to implement the assignment of Marketing and Advertising Services.

2.0 Purpose of the Marketing and Advertising Services

The purpose of the advertising is to create brand visibility and product awareness which will subsequently lead to sustainability of the small businesses in the fish value chain.

3.0 Scope of Work for the Marketing and Advertising Services.

- The advertising agency would manage the advertisements as asked by YU on time.
- The agency would be responsible for providing a rate for advertisements.
- The agency should have a keen understanding of proposing the advertisement size in the newspaper/OOH according to the requirement.
- The agency should prepare the advertisement's content, keeping in view the comprehensible language to grab public engagement.
- The agency should be registered with the Uganda Advertising Association (UAA).

- Agency will be responsible for publication/flighting of the advertisements in newspapers/OOH, media buying, placement and management.
- The company will provide media analytics reports and present them for evaluation.
- Agency will propose relevant media buy and budgets to support the proposed overall strategy while adhering to the UCC guidelines.
- Key Account Manager to be assigned for YU.

-
- The agency would be responsible for advertising on major digital platforms and social media platforms to promote YU-PSFU's activities and events.
 - Social Media Marketing by creating creative ad posts and videos of YU to grab public engagement. Content should be original and exclusively designed.
 - The agency will be responsible for developing innovative and creative marketing campaigns when required. This includes images, infographics, videos, and other multimedia content.
 - All the content should be designed according to the given colour scheme and fonts to maintain brand harmony over digital media platforms.
 - The pictures to be posted must be in high resolution, and stock images to be posted with copyrights. Videos are required to be at least 1080p or 4k quality.
 - The company will provide social media analytics reports and present them for evaluation.
 - Agency will propose relevant media buy and budgets to support the proposed overall strategy while adhering to the UCC guidelines.
 - "Key Account Manager" should be assigned to our organization.

5.0 Major Deliverables.

The agency is expected to deliver the following upon completion of the tasks.

No		Timeline
1	Prepare and submit a Strategy, Concept and Go-To-Market plan	
2	Implement the Go-To-Market plan (Creative, Launch plan, Media plan, BTL plan, PR plan and Digital plan)	
3	Monitoring and Reporting	

Duration.

The project will run for 3 years

6.0 Reporting Lines.

- The agency shall report directly to the Marketing consultant on matters of progress and completion of the assignment who shall be responsible for approving the quality of work

and the extent to which the reports fulfil the requirements stated in the TOR before the respective payments are done.

7.0 Responsibilities of Yalelo .

- Provide ToR for the assignment
- Provide communication briefs
- Mobilize all partners and other stakeholders for communication reverts
- Payment on retainer basis

8.0 Pre-Qualification requirements

No.		
1	Proposal	<ul style="list-style-type: none"> • Complete details of the year of establishment of the agency and experience • Project Organization and Management Plan • Team details (No. of members, skills, experience) • Details of Advertisement Projects completed. • Graphic designing samples for posts, Successful campaigns, project profiles, and graphics and, growth record • Details of registration with Income Tax, Sales Tax, and UAA. • The firm's financial strength proves the firm's capacity to carry out projects.
2	Qualification	<ul style="list-style-type: none"> • Client list and testimonials for whom advertising has been done. • Bank statement • Incorporation status • National Tax Certificate and sales tax registration certificate • Registration with UAA • Affidavit to the effect that any government department has not blacklisted the company • Brief description of the top three print and digital media projects by your company, which closely match the objective of this project. Those three customers' contact information includes name, title, organization, and mobile number.

Application Process.

Interested Consultancy Firms may obtain further information by sending an enquiry to the email procurement@yalelo.ug. Detailed Terms of reference can be accessed on the Yalelo (u) Limited Website www.yalelo.ug

Yalelo (u) Limited will only consider Physical sealed proposals submitted to Steadman Global, 1ST Floor Britam House, Plot 24A, Akii Bua Road – Nakasero by 29th September 2022 before 1600hrs