



Automobile Association of Kenya
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TERMS OF REFERENCE FOR ENGAGING AN AGENCY FOR ADVERTISING, COMMUNICATION AND MEDIA CONSULTING

Background

The Automobile Association of Kenya (AAK) is a National motoring Members Club founded in 1919; that is dedicated to promoting and safeguarding the interests and safety of Member motorists while on the road. We offer diverse and unique range of technical products and services to over 30,000 members all aimed at keeping them safe on the road. Our long heritage and International affiliations, coupled with countrywide network of 28 branches and a team of highly qualified technical professionals, is an assurance for a stress free motoring experience.

Our Members include Individuals, the Private Sector, Government of Kenya, International Organizations, Non-governmental organizations and Diplomatic Missions.

Scope of Service

Broadly the assignment shall include the following activities:

- Promoting and maintaining the AA brand articulating the strategic thought for the corporate brand
- Making a master customized collateral grid based on potential drivers for each project

To achieve the above scope of services, the below mentioned tasks/outputs, but not limited to, needs to be undertaken.

a) Brand Identity for AAK

i) Designing of stationary items covering the following items, but not limited to:

- Letterhead
- Visiting cards
- Envelopes
- CD covers
- CD Stickers
- Membership cards
- Membership stickers

ii) Preparation of Presentation Templates for the Association

b) Creative Support Services:

- i) Communication support services, which include preparing creative and final material for various media.
- ii) Conceptualizing, designing of items like; brochures, magazine & newspaper advertising, leaflets / fliers, banners, backdrop hoardings, kiosk designs, folders, invitation cards, e-cards etc.
- iii) Graphic design of the advertisements.
- iv) Co-ordination with all media vehicles – print, radio, TV, video including electronic and internet

c) Public Relations Services:

- A sustained presence in the print and electronic media such as press releases at regular intervals, interviews with AAK officials, feature stories in business magazines and dailies etc.

Eligibility Criteria

AA Kenya invites agencies/organizations having expertise in Advertising, Communication and Branding satisfying the following said conditions:

1. Agency should have minimum experience of 5 years in the field of Advertising and Communications.
2. The agency should be registered in Kenya
3. The agency should have basic infrastructure and other necessary tools and equipment.

If you meet the above criteria and you would want form a business partnership with us, then write to us attaching your profile, a one page write-up on what your strategy for AA Kenya would be, and your pricing structure on or before 4th July 2018 to procurement@aakenya.co.ke