# KAPITA

**Request for Proposal (RFP)**
**Submission Deadline:9ᵗʰ Dec 2023**

## Overview on KAPITA

KAPITA is a private sector development company that aims to empower small and medium-sized enterprises (SMEs) and large corporations through investment, research, incubation/acceleration, and market development programs. KAPITA is committed to empowering human capital, building youth capacity, and equipping them with the necessary skills, access to data, research, and capital. KAPITA strives to provide entrepreneurs, founders, business owners, stakeholders, and investors with the toolkit and the roadmap to navigate the Iraqi market and further scale-up their businesses.

KAPITA has a proven record of research through its rich previous experience of conducting market research with various clients and institutions. Over the past three years, since its establishment, KAPITA has strived to become a pioneer and a trusted reference for market research in various sectors.

Through a multitude of experiences catering to clients and institutions with diverse backgrounds, professional levels, and regions, KAPITA has emerged as a pioneer in the Iraqi market, particularly in business development. With an in-depth understanding of the needs and challenges of the market, as well as a profound grasp of market demands, deficiencies, and regulatory frameworks, KAPITA has earned a distinguished reputation as a leading provider of market research in Iraq.

## Background and Project Description

KAPITA, a leading private sector company focused on private sector development through policy development, research, consultations, and training programs for SMEs and startups. KAPITA is embarking on a new venture that includes digital economy promotion through launching a series of initiatives aimed at advancing the digital economy in Iraq.

Our aim is to build a brand awareness about the Digital Transformation in Iraq through a comprehensive marketing campaign on Facebook, Instagram, LinkedIn, and TikTok to promote digital economy and showcase its urgent need in a fast transformable digital world.

The digital economy, driven by digital technologies, data-driven strategies, and online platforms, offers the digital economy, powered by digital technologies and data-driven strategies, has the potential to transform Iraq's economic landscape. It offers opportunities for economic growth, innovation, and overcoming challenges. Iraq's digital economy encompasses various activities aimed at modernizing industries and promoting entrepreneurship. However, the lack of robust technological infrastructure hinders the realization of its full potential.

Despite significant challenges, Iraq's digital economy is making promising strides, with a vibrant e-commerce sector, digital payment options, and entrepreneurial innovation, showcasing the nation's potential for technological advancement. However, sustained growth requires a comprehensive and collaborative effort. Iraq's ICT infrastructure needs to be developed, lagging behind in technology adoption, and needing digitization policies. There is a profound lack of awareness about the importance of digitization among citizens, leading to digital exclusion and a widening digital divide, aggravated by inadequate infrastructure. Addressing these issues is crucial for Iraq's collective transformation towards a robust digital economy.

Our project's primary goal is to initiate a transformative process in Iraq, setting in motion a shift toward a digital economy that will create jobs for the country's youthful population. Key areas of focus include research, innovation, awareness-raising, and investments in tech-enabled businesses, which will not only expand the digital economy but also motivate others to join the digital transformation movement through success stories.

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The project adheres to a systematic approach for implementing various components comprising essential activities. Its key objectives are to promote awareness of the digital economy and employment prospects within it. These components are closely interconnected, forming a cohesive and synergistic framework where the success of one directly impacts the effectiveness of subsequent stages.

## A. Scope of Work

The Project consists of four important components which are awareness, community, public sector, and the private sector. The project will start as an initiative to end up as a summit. The scope of work for this RFP will be specially for the awareness component, the digital communications of the project which will support the Digital Transformation Initiative. The work will commence with designing a new brand Identity for the project which will be reflected into digital channels and offline materials (handouts, roll-up banners and other printed materials). The design must fall have a logo that will represent the Digital Transformation Initiative and tagline/slogan for our campaigns.

The scope of work will include creation of social media channels over Facebook, Instagram and LinkedIn to further promote the concept of digital transformation and its effect on economy. The channels will be maintained by the selected agency through developing communication strategies, content calendars, audience segmentation and key messages according to a carefully crafted communication plan.

Furthermore, the work will have many visuals placed on the newly established channels, developing info graphs, GIFs and videos to reach a wider audience. However, the reach is only important if it could result into higher sensitization to people with regards to digital transformation. The selected agency must put a plan to make sure people are sensitized through social media engagements, polls, online questionnaires and CTAs in the visual products and articles which will be published in the entire period of the project.

Some work might include arrangements with certain influencers to further increase the reach, thus, increase the sensitized people. We are aiming at reaching at least 5,000 sensitized individuals through carefully put metrics of measuring not the reach, but sensitized people, either by comments, or re-shares and clicks on website and CTAs.

## B. Institutional arrangements (duties and reporting requirements)

- Tracking Metrics:
  - Engagement Metrics: Monitor important engagement metrics like likes, shares, comments, and mentions on all social media channels. Identify trends and patterns, monitor these indicators every day, every week, and every month.
  - Following Growth: Pay special attention to how Facebook, Instagram, LinkedIn, and TikTok following is expanding. Examine the marketing and content that result in the biggest gains in following.
  - Track website traffic: by using web analytics tools such as Google Analytics. Track the quantity of visitors, views on pages, bounce rates, and amount of time spent on the website. Observe where traffic is coming from, and which pages are getting the most traffic.
  - Conversion Rates: Measure the conversion rates on website, such as the number of newsletter sign-ups, resource downloads, or contact form submissions. Identify which CTAs and landing pages are most effective in driving conversions.

- Data Analysis:

  - Audience Insights: Utilize social media analytics to learn about the online habits, psychographics, and demographics of the audience. Recognize the most active followers and adjust the material to suit their tastes.
  - Content Performance: Determine how well the material is performing by looking at the posts and formats that get the most interaction. Determine the themes and trends that the audience finds most interesting, then utilize this knowledge to inform the content strategy.
  - A/B Testing: Constantly test different campaign components, like headlines, landing page designs, and ad creatives. Examine which variants are more successful, then adjust the tactics accordingly.
  - Attribution Modelling: To comprehend the customer journey and how various touchpoints affect conversions, use attribution modelling. This will assist in efficiently allocating resources.

  Adjust Strategy:
  - Iterative Approach: Based on the insights gathered from ongoing measurement and analysis, be prepared to adjust the communication strategy. If certain types of content or platforms consistently underperform, consider reallocating resources to more effective channels.
  - Content Optimization: Continuously optimize the content based on what works best. Experiment with different content formats, posting times, and messaging to improve engagement and conversion rates.
  - Budget Allocation: Adjust the advertising budget allocation based on the performance of different platforms and campaigns. Allocation of more resources to channels that deliver the best return on investment.

- Competitive Analysis:
  - Competitor Benchmarking: Monitoring the social media and online presence of key players in the digital transformation space. Analyze their strategies, content, and engagement levels. Identify opportunities to differentiate DTI.
  - Learn from Best Practices: Identifying industry leaders and organizations with successful digital transformation campaigns. Learning from their best practices and adapt strategies that align with DTI's goals and target audience.

- Reporting and Communication:
  - Regular Reporting: Prepare regular reports summarizing the campaign's performance, key insights, and recommendations for improvements. Share these reports with stakeholders within the DTI team to maintain transparency and alignment.
  - Communication with Stakeholders: Engage in ongoing communication with stakeholders, including the DTI team, partners, and influencers. Keep them informed about the campaign's progress and results and seek their input and feedback.

## C. Expected outputs:

The expected outputs for the Promoting Digital Economy project and the Digital Transformation Initiative will be the following:

1. Develop a comprehensive brand book and a new visual identity for the Digital Transformation Initiative to establish a strong and cohesive brand presence.
2. Formulate and implement a robust communication strategy after conducting thorough research and benchmark exercises on digital platforms and social media channels.
3. Establish and manage social media channels over Facebook, Instagram, and LinkedIn, with potential expansion to other platforms based on strategic recommendations.
4. Execute three distinct social media campaigns targeting the identified audience to raise awareness of the digital transformation and its impact on economy throughout the project duration.
5. Create six informative videos on digital transformation, each featuring clear Calls to Action (CTAs) to increase the number of sensitized individuals.
6. Develop a monthly content calendar featuring 15-20 posts per month, including articles, GIFs, pictures, and videos, aligning with the overarching communication strategy.
7. Provide monthly performance reports that include key insights and recommendations for improvements. This will enable the project team to make data-driven decisions and optimize strategies as needed.
8. Design a clear mechanism and plan of metrics to reach a goal of sensitizing at least 5,000 individuals over social media. Metrics should focus on engagement indicators such as comments, re-shares, and other relevant interactions.


## D. Deliverables and timeline (including milestones)

The below deliverables are expected to be delivered by the service provider and as follows:

1. Design a brand book and a new visual identity for the Digital Transformation Initiative (Deliverable due: First month of the contract).
2. Develop a comprehensive communication strategy (Deliverable due: Week one of the contract).
3. Create and launch social media channels over different platforms based on the outcomes of the communication strategy (Deliverable due: Week one of the contract).
4. Post a minimum of 15-20 visually appealing posts per month, including GIFs, branded images, and videos, (Deliverable due: monthly basis, for the duration of the 6-month contract).
5. Develop and execute three social media campaigns targeting the audience to raise awareness of the digital transformation. (Deliverable due: Campaigns will run in the first, third, and fifth months of the contract).
6. Create six informative videos on digital transformation, (Deliverable due: one video per month).
7. Develop a monthly content calendar with 15-20 posts, including articles, GIFs, pictures, and videos. (Deliverable due: First week of each month of the contract).
8. Provide monthly reports on performance, including key insights and recommendations (Deliverable due: Last week of each month of the contract).
9. Establish a clear mechanism and plan of metrics to reach 5,000 sensitized individuals over social media (Deliverable due: First month of the contract).

10. Submit a final report, including actual figures of sensitized individuals (Deliverable due: End of the 6-month contract).

**E. Duration:** The period (6 Months).

The project is slated to unfold over a six-month timeline, commencing from the initiation date and concluding in June 2024. This timeframe encompasses the strategic planning, execution of campaigns, ongoing content creation, and comprehensive reporting activities outlined in the RFP. The six-month duration allows for a systematic and phased implementation of the Digital Transformation Initiative, ensuring sustained momentum and adaptability to evolving project needs. Upon completion of the initial six-month period, there exists the possibility of contract renewal, subject to mutual agreement between KAPITA and the selected service provider.

**F. Minimum qualifications (as well as personal experience)**
Digital Transformation Initiative project requires the following qualifications to have the core team:

- AR/EN language speaking, writing.
- Communication skills.
- Online Marketing experience minimum 4 years ex.
- Research and Data analyzing skills.
- Ability to adapt different working styles (freelancer, part time, with teams)
- Digital infrastructure.
- Continuous learning and improvement

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| Item/Service | QTY | Unit | Unit Cost (IQD) | Total (IQD) (QTY*Unit Cost) |
|---|---|---|---|---|
| 1. Design a brand book and a new visual identity for the Digital Transformation Initiative (Deliverable due: First month of the contract). | 1 | L.S | | |
| 2. Develop a comprehensive communication strategy (Deliverable due: Week one of the contract). | 1 | L.S | | |
| 3. Create and launch social media channels over different platforms based on the outcomes of the communication strategy (Deliverable due: Week one of the contract). | 1 | L.S | | |
| 4. Post a minimum of 15-20 visually appealing posts per month, including GIFs, branded images, and videos, (Deliverable due: monthly basis, for the duration of the 6-month contract). | 6 | Month | | |
| 5. Develop and execute three social media campaigns targeting the audience to raise awareness of the digital transformation. (Deliverable due: Campaigns will run in the first, third, and fifth months of the contract). | 3 | SM campaigns | | |
| 6. Create six informative videos on digital transformation, (Deliverable due: one video per month). | 6 | Videos | | |
| 7. Develop a monthly content calendar with 15-20 posts, including articles, GIFs, pictures, and videos. (Deliverable due: First week of each month of the contract). | 6 | Month | | |
| 8. Provide monthly reports on performance, including key insights and recommendations (Deliverable due: Last week of each month of the contract). | 6 | Month | | |
| 9. Establish a clear mechanism and plan of metrics to reach 5,000 sensitized individuals over social media (Deliverable due: First month of the contract). | 1 | L.S | | |
| 10. Submit a final report, including actual figures of sensitized individuals (Deliverable due: End of the 6-month contract). | 1 | L.S | | |
| Total | | | | |

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## 1. Payment Method:

1.1 The due payments will be according to the payment request/Invoices from the Service providers/Suppliers based on the actual working days (timesheet) and approved desirables.

1.2 The requested payment will be made within 14 working days after the receipt of the original signed and stamped invoice, and after Kapita has verified the delivered services.

1.3 All Payments will be made in **cheque** OR **Bank transfer** form and paid to the name of the person indicated in the agreement, or officially authorizing another person to receive the payment accordingly.

## 2. Award:

2.1 KAPITA reserves the right to award the agreement to one or more contractors.

2.2 KAPITA reserves the right to withdraw the award in whole or in part should the successful contractor be unable to provide uptake capacity necessary or the delivery within the specific period and/or is unable to provide in full the agreed services.

2.3 Award Criteria:

2.4 The criteria for evaluation: Technical 70% and Financial 30%.

## 3. Duration and Termination:

3.1 The contract will be valid to (June 2024) and may be renewed for an additional period of time subject to the consent of both parties.

3.2 KAPITA may terminate this Agreement at its option by giving the contractor not less than two weeks' notice in writing.

## 4. Submission:

| Submission requirements (e.g., CV, certificates, references … etc) |
|---|
| a. Bidder Profile.<br>b. Bidder Credentials.<br>c. Team Structure and CVs of team including (Communications Specialist, Graphic Designer and Content Creator/Copy Writer)<br>d. Technical Proposal, signed and stamped (no more than 10 pages)<br>e. Financial proposal, signed and stamped (See above Bid sheet) |

4.1 If you are interested in submitting a quotation in response to this RFP, please prepare your quotation in accordance with the requirements and conditions as set out in this RFP and submit it hand-delivered in a sealed envelope to KAPITA, to the following address:

**Baghdad office, AL Mansour 609, Ally 13, House 10,**
The envelope should be marked as follows:
**To: Kapita Business Hub**
**RFP No.: PR/GIZ/14**
**Subject: Creative agency Design**

**KAPITA**

If you experience any difficulties in locating the above address or submitting your offer, please contact **07503628633 - 07748013066**

**OR,**
**The applicant has to submit to the  email :** procurement@kapita.iq, no later than **9ᵗʰ Dec 2023**, at 15:00 (Baghdad time)

Due to the volume of applications, we receive, we will only contact short-listed candidates for further screening.

Please note that given the urgency of the vacancy the position may be filled before the due date.

4.2 Your quotation must remain Valid for a minimum of thirty days from the date that it is issued to KAPITA in response to this requirement.

4.3 By issuing this RFP, KAPITA is not bound in any way to enter into any contractual or other arrangement with you or any other potential Service providers/Suppliers.

4.4 Your offer should be in IQD mentioning the total cost per item.

4.5 In addition to the pricing offer, all applicants should submit the Personnel CV and reference to the above.

4.6 Female Candidates are encouraged to apply for this role. Kapita is an equal opportunity employer, and we actively seek out diverse backgrounds, perspectives, and skills.