



PREQUALIFICATION CRITERIA FOR DIGITAL CAMPAIGN STRATEGY AND CREATIVE & CONTENT MANAGEMENT AGENCY

KCB Group Plc is East Africa's leading financial institution with an asset base of KShs 2 trillion and the region's largest banking network. Operating under its purpose "For People. For Better," KCB oversees banking subsidiaries across 7 countries; KCB Bank Kenya (including rep office in Ethiopia), KCB Bank Tanzania, KCB Bank South Sudan, KCB Bank Burundi, KCB Bank Uganda, BPR Bank Rwanda and Trust Merchant Bank (including rep office in Brussels). The Group also oversees non-banking subsidiaries namely; KCB Bancassurance, KCB Investment Bank, KCB Asset Management, KCB Foundation and Riverbank Solutions Ltd.

As one of the leading financial institutions in East and Central Africa with 1.3M agents & merchants, 10,900 employees, 1,300 ATMs and 451 branches serving over 32.5M customers, KCB Group is committed to maintaining a strong and cohesive brand presence across all touchpoints.

This document serves to prequalify firms/organisations experienced in DIGITAL CAMPAIGN STRATEGY AND CREATIVE & CONTENT MANAGEMENT AGENCY for KCB Group.

Prequalification Criteria

1. Legal, Regulatory & Compliance

- Certificate of Incorporation
- KRA PIN
- Audited financial statements for the last two (2) years.
- Organisation Organogram indicating physical presence in Nairobi or environs.
- Workplace compliance documents e.g., Health & Safety, Fire Safety, etc.
- Clear internal processes for data privacy and brand safety.

2. Company Profile & Experience

- At least 5 years' experience in planning, executing, and optimizing paid digital media campaigns (Google Ads, Meta Ads, Programmatic, YouTube, LinkedIn, etc.).
- Certification and partnership status with key digital platforms (e.g., Google Partner, Meta Business Partner).
- Provide case studies highlighting performance-driven digital media campaigns with KPIs such as CTR, CPC, conversions, or ROI.

3. Strategy & Campaign Planning

- Minimum of 5 years' experience in conceptualizing and executing digital campaigns.
- Ability to translate brand objectives into compelling digital campaign strategies
- Proven experience in audience and trend insights
- Provide at least three (3) recent case studies demonstrating strategic thinking and execution for digital campaigns (preferably for Financial Services, Telco, or FMCG)

4. Creative & Content Production and Management Capability



- In-house ability to produce diverse content formats: video (short and long-form), animation/motion graphics, interactive content, social graphics, static ads, blogs, and email creatives.
- Experience in daily community management, content scheduling, engagement response, and platform moderation
- Demonstrated ability to tailor content for platform-specific formats and user behaviour
- A portfolio showcasing creative campaigns that drove engagement and/or conversion.
- Evidence of using new and emerging digital formats and technologies

5. Performance & Reporting

- Ability to define, measure, and report creative effectiveness — such as engagement rates, completion rates, recall, or share of voice.
- Familiarity with A/B testing creative variants and optimizing based on performance feedback.
- Examples of real-time campaign tracking dashboards or retrospective campaign performance reports