



PREQUALIFICATION CRITERIA FOR OFFLINE/TRADITIONAL MEDIA STRATEGY, PLANNING & BUYING 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 OFFLINE/TRADITIONAL MEDIA STRATEGY, PLANNING & BUYING 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

- Minimum of 5 years' demonstrable experience in strategic planning and buying of traditional media (TV, radio, print, OOH, roadshows & activations) across Kenya and any of the countries KCB operates in.
- Proven experience managing high-value media budgets (minimum KShs. 100 million annually).
- Provide a list of at least three (3) major clients within the financial services, telecommunications or FMCG handled within the last 3 years.

3. Media Planning & Buying Capability

- Demonstrated capability to develop data-led media strategies with proven ROI tracking mechanisms.
- Ability to negotiate and secure premium media inventory across major traditional platforms.
- Evidence of strong media relationships with media houses – mainstream, internet-based, community, etc.



- The agency must demonstrate sufficient financial capacity to purchase media and, where required, make payments to media partners on behalf of the client.