



## **REQUEST FOR QUOTATION – PROVISION OF BUYING CREATIVE AGENCY SERVICES – OLD MUTUAL INSURANCE RWANDA PLC.**

### **INSTRUCTIONS TO BIDDERS**

Old Mutual Insurance Rwanda Plc hereby solicits your quotation for Provision of Creative Agency Services as described in the scope of work schedule.

Kindly read the instructions carefully in order to provide a responsive quote.

### **1. OVERVIEW**

Old Mutual Insurance Rwanda is part of the Old Mutual Group, a leading African financial services group with over 182 years of operating history. Established in Cape Town in 1845, the Group was founded to provide financial security in uncertain times and continues to be guided by long-term thinking, disciplined risk management, and customer trust.

Old Mutual has operated in Rwanda since 2015, following the acquisition of a majority stake in UAP Insurance Holdings. In Rwanda, Old Mutual Insurance Rwanda operates as a licensed insurer, providing general insurance solutions to individuals, Small and Medium Enterprises, corporates, and institutions.

Old Mutual Insurance Rwanda's purpose is to help customers sustain, grow, and protect their prosperity, enabling them to achieve their lifetime financial goals. This purpose is reflected in a strong focus on protecting livelihoods, strengthening enterprise resilience, and supporting sustainable economic growth across segments that play a central role in employment creation and local value chains. The company leverages the Group's regional expertise and financial strength while remaining deeply grounded in the local market. Through tailored insurance solutions, digital distribution channels, and customer-focused initiatives, Old Mutual Insurance Rwanda continues to expand access to relevant risk protection and build long-term trust within Rwanda's financial sector.

### **2. INTENT AND PROJECT DESCRIPTION**

Old Mutual Insurance Rwanda (OMIR) is soliciting proposals from qualified creative agencies for a one-year, renewable contract to manage and execute its creative design, digital marketing, and overall brand presence.

The selected firm will be responsible for creative design work around the Old Mutual brand and the Old Mutual Insurance Rwanda brand presence both traditional and digital to enhance market visibility, engagement, and lead generation.

### **3. TIME OBJECTIVES**

The Company wishes to commence a process of identifying a right partner to for the period February 2026.

#### **OLD MUTUAL INSURANCE RWANDA.**

Grand Pension Plaza - 7th Floor, BP 6644 Kigali, Rwanda

Tel: +250 788 168 000 / 788 384 008

Email: [OMinsurance@oldmutual.rw](mailto:OMinsurance@oldmutual.rw)

[www.oldmutual.rw](http://www.oldmutual.rw)



Activity	Tentative Timeline
Release of Request for Quotation	11 <sup>th</sup> Feb 2026
Proposals due date	20 <sup>th</sup> Feb 2026 at 10:00 AM
Evaluation	23rd Feb 2026
Tentative date for - award	TBA

Note that the Company may, at its discretion, extend this deadline for the submission of quotations by amending the tender documents, in which case all rights and obligations of the bidders previously subject to the deadline will thereafter be subject to the deadline as extended. All parties will be notified of any changes simultaneously by email.

#### 4. SCOPE OF WORK SCHEDULE

The selected Creative Agency will be responsible for delivering comprehensive services across creative production and digital marketing.

##### A. Creative Services

- Development of creative content, including artwork, GIFs, videos, and animations, for internal and external communication.
- Artwork creation, resizing, and editing of art materials according to specific requests.
- Design of annual and quarterly reports.
- Development of office, branches, and outlet branding, and supervision of its implementation.
- Update of promotional materials design and supervision of the purchase of the company's promotional materials.
- Development of various visual assets as required.
- Concept creation for integrated campaigns encompassing radio, TV, billboards, and digital platforms.
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##### B. Digital Marketing Services

- Management of OMIR's digital marketing across online platforms, including but not limited to Facebook, Instagram, TikTok, Twitter, YouTube, LinkedIn, and Google Ads.
- Activities focused on increasing brand awareness and engagement.
- Development of a monthly social media and online adverts content calendar.
- Initiatives to improve website visits and lead generation through social media and Google Ads.

While delivering the services above, the Creative Agency shall adhere to the following principles:



- Dynamic execution of briefs and ability to interpret brand guidelines into aesthetically pleasing designs.
- Demonstrated creative flair in execution.
- Cost-effectiveness without compromising on the quality of work.
- Responsiveness and timeliness in deliverables.
- Ability to internalize and execute briefs with minimal supervision.

***The above list of Services is not exhaustive, and the Supplier may be required to perform any other additional services within this digital marketing management Agreement as may be requested by the Company from time to time at no additional cost unless otherwise agreed between the parties in writing***

## **5. CRITERIA OF SELECTION**

All proposals must include the following:

### **A. Technical Capacity and Mandatory Requirements – 50%:**

#### **TECHNICAL SPECIFICATIONS**

#### **Minimum required personnel**

<b>Required personnel</b>	<b>Qualification</b>	<b>Minimum Years of Experience</b>
Account Manager	<ul style="list-style-type: none"> <li>• With at least 5 years of experience in marketing and Communications for high profile organisations</li> <li>• Having managed communications/marketing department for organisations</li> <li>• With a university degree in communication, marketing or business management from recognized university</li> </ul>	5 years
Content development	<ul style="list-style-type: none"> <li>• Having worked as in a content development capacity for high profile organizations</li> <li>• With at least 3 years of proven work experience as a journalist or in a content development capacity</li> <li>• With a university degree of at least in marketing or communications or bachelor's degree in project management from recognised universities</li> </ul>	3 years



Graphic designer	<ul style="list-style-type: none"> <li>• Fluent in Adobe Creative Suite and Microsoft Office</li> <li>• PC and Apple Mac proficient</li> <li>• A good communicator: verbally, written and visually</li> <li>• Able to work on multiple projects at once, and deliver within tight time frames</li> <li>• High level of understanding in digital and print processes, including new technologies and software</li> </ul>	3 years
Photographer, Videographer & Motion graphics creator	<ul style="list-style-type: none"> <li>• With at least 3 years of experience in audio-visual filming for high profile organisations.</li> <li>• With at least 3 years of proven experience working as videographer on Television or news presenter in one of regional TVs or radios.</li> <li>• With at least a certificate in video production and shooting from recognised institute</li> </ul>	3 years

#### **B. Financial Proposal – 50%:**

The supplier's competitive financial proposal and terms of payment should include summary of costs and breakdown of price per activity where applicable.

#### **INSTRUCTIONS OF RESPONDING:**

##### **6. SUBMISSION OF REQUIREMENTS**

A response to this RFP must include the following sections in the order listed:

1. A cover letter confirming the firm's interest in providing the services required
2. A technical proposal containing the following content:
  - Executive summary
  - Business experience/Profiles
  - A sample campaign proposal to promote Old Mutual Insurance Rwanda product
  - Mission team experience/profiles
  - Updated Curriculum Vitae for the team and academic certificates requested
  - Duly signed and stamped recommendation certificates/letter
  - Company registration certificates and tax clearance
  - Provide a detailed note on the value addition that your company will bring to Old Mutual Insurance Rwanda



### **Experience required**

Please note that the bidding firm or consortium must demonstrate at least 5 years of experience executing digital marketing campaigns and creative assets for organizations similar to Old Mutual Insurance Rwanda.

The bidder must not have filed for bankruptcy or been declared insolvent in any jurisdiction within the last 5 years.

The following model will be used to evaluate all respondents and proposals submitted:

Item	Point Range
Sample campaign proposal	
Approach & Methodology      20	/40
Creative samples.                15	
Work plan.                         5	
Staff experience	
Account Manager	

### **Deliverables**



Service	KPI	Performance Measure
Content Creation	<ul style="list-style-type: none"> <li>High quality content (artwork, video, copy)</li> <li>Engaging informative, convincing, and creative content</li> <li>Sell the brand and products</li> </ul>	<ul style="list-style-type: none"> <li>Deliver creative content within agreed timelines</li> <li>Creation of social content calendar which is to be submitted on the first day of every last week of the month. The content calendar is to be approved by OMIR</li> <li>Minimum 6 social media post per week platform (FB, Insta, Twitter, LinkedIn)</li> <li>Post on Youtube when needed</li> <li>Engaging content (At least 1 highly engaging post per week)</li> <li>Social media coverage of events (Photography and video per major event)</li> <li>Minimum of 1 animated video per month</li> <li>1 blog article per month</li> <li>3 Quarterly or as and when needed</li> <li>Facebook/Instagram live/Webinar/Live tweeting engagements</li> <li>Social media campaigns</li> <li>Obtain and oversee influencers</li> <li>1 testimonial recorded video per quarter</li> </ul>
Website	<ul style="list-style-type: none"> <li>Increase brand and product awareness</li> <li>Increase conversions</li> <li>Improve quality of website using analytics from website and ads</li> </ul>	<ul style="list-style-type: none"> <li>Min of 70% new users per month</li> <li>Quality Leads</li> <li>Click Through Rate on average 5%</li> </ul>
Google Ads Paid Search /Display/YouTube	<ul style="list-style-type: none"> <li>Increase brand awareness, conversions, leads</li> <li>Monthly/weekly ads</li> </ul>	<ul style="list-style-type: none"> <li>Dynamic search ads</li> <li>At least 3 ad extensions: sitelinks, structured snippets, call out extensions</li> <li>Ensure ads are relevant: intent, device, interest, time, location</li> <li>Conversion focused bidding</li> <li>Page ranking not exceeding number 3 with key word 'insurance' (within monthly report, advise on improvements)</li> <li>Quality score not exceeding 5 for any online adverts</li> <li>Increase of Impressions month on month</li> <li>Lead Conversation Rate min 2.5%</li> </ul>



		<ul style="list-style-type: none"> <li>The bounce rate to be low and to improve month on month</li> </ul>
Social Media Facebook, Instagram, Twitter, LinkedIn, YouTube	<ul style="list-style-type: none"> <li>Increase brand awareness, conversions, leads</li> <li>Monthly/weekly ads</li> </ul>	<ul style="list-style-type: none"> <li>Facebook: On average 3\$ Max cost per lead. Min 200 Leads per month (Narrow focus on target audience to ensure better quality leads are obtained)</li> <li>Min Facebook engagement per month: 60,000</li> <li>Min Twitter Impressions: 285,860</li> <li>YouTube adverts: 50% view rate on average and 50% interaction rate on average</li> <li>LinkedIn average click through rate for adverts: 2.5%</li> <li>LinkedIn Min post impressions: 1,800</li> <li>Min 2.5% conversion rate</li> <li>Daily tracking of customer feedback (negative and positive sentiments)</li> </ul>

## 7. AWARD

Award of this bid shall be to the lowest evaluated responsive quotation which is in substantial conformance with the terms, conditions, and the scope of work as specified in this request for quotation.

## 8. SUBMISSION OF QUOTATIONS

Eligible and qualified bidders should submit their quotations within timelines provided in section 3.

The RFQ documents should be deposited in the tender box not later than **20<sup>th</sup> February 2026** addressed to:

**PROCUREMENT COMMITTEE,  
Old Mutual Insurance Rwanda Plc  
Grand Pension Plaza,  
7<sup>th</sup> Floor, B.P 6644  
Kigali, Rwanda**

The Envelope should be clearly marked with category number: **002/S/RFQ/2026/2027/ OMIR/SU/ih.** and description.

**'REQUEST FOR QUOTATION – PROVISION OF CREATIVE AGENCY SERVICES'** and dropped in the tender box located on **7<sup>th</sup> Floor reception area** at the above address.

### A. Old Mutual Contacts.

Any request for clarification must be sent in writing to

- Finance Manager - Joel Nkezabera [JNkezabera@oldmutual.rw](mailto:JNkezabera@oldmutual.rw) and copied to
- Company Procurement Officer – Ignace Hirwa [IHIRWA@oldmutual.rw](mailto:IHIRWA@oldmutual.rw)
- Senior Accountant Operations – Olivier Kayisire [OKayisire@oldmutual.rw](mailto:OKayisire@oldmutual.rw)
- Rwanda Procurement – [procurementrw@oldmutual.rw](mailto:procurementrw@oldmutual.rw)



## B. Confirmation of interest:

Please send an email acknowledging receipt of this solicitation and your intent to respond or not to respond no later than **20<sup>th</sup> February 2026**. Send the confirmation to the contact listed above.

## C. Fact-finding questions:

Questions on this solicitation will be accepted via email to the contacts listed above by **20<sup>th</sup> February 2026**. Questions and answers to all questions will be provided to all participants who confirmed interest. Please note that responses will **not** be confidential except in cases where proprietary information is involved.

Inquiries after this date cannot be accepted.

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## D. Selection of short-list

Old Mutual Insurance Rwanda Plc reserves the right to select a short list from the bids received. Old Mutual Insurance Rwanda Plc has the option to interview and discuss specific details with those candidates who are on the short-list.

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## E. Conclusion of process

Applicants will be notified of Old Mutual' s decision as soon as the process of evaluation is completed. Final award is subject to the terms and conditions included in this solicitation, as well as successful final negotiations of all applicable terms and conditions affecting this work.

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## 9. TERMS AND CONDITIONS OF RFQ

1. The proposals shall remain valid for 90 days from the date of opening.
2. All information provided by OMIR as part of this RFQ must be treated as confidential. If any information is inappropriately released, OM Insurance Rwanda PLC will seek appropriate remedies as allowed.
3. OMIR reserves the right to modify by written notice the terms of this RFQ at any time in its sole discretion. OMIR may cancel the RFQ at any time.
4. OMIR may reject any or all proposals received.
5. Issuance of RFQ does not constitute award commitment by OMIR.
6. OMIR reserves the right to disqualify any quotation based on the vendor's failure to follow RFQ instructions.
7. OMIR will not compensate Vendors for their response to the RFQ.
8. OMIR may contact Vendors to confirm the contact person and address, and that the proposal was submitted for this RFQ.
9. OMIR may contact listed past performance references without notice to the Vendor. OMIR also reserves the right to contact other past performance information sources that the Vendor did not list in the proposal.





10. By submitting a proposal, the Vendor confirms he/she understands the terms and conditions.
11. By the selected for the bidder will be subjected to fill out the form of Anti Money Laundering.
12. OMIR reserves the right to conduct due diligence for the successful bidder(s).
13. Proposals, discussions, and all information received in response to this EOI will be held strictly confidential, except as otherwise noted.

## **10. CORRUPT AND FRAUDULENT PRACTICES**

The Company requires that bidders observe the highest standards of ethics during procurement process and in execution of contracts. A bidder shall sign a declaration that he has not and will not be involved in corrupt and fraudulent practices.

## **11. GIFT POLICY**

The Company does not allow giving and receiving of gifts except for an amount not exceeding USD250 per quarter per individual. Gifts in the form of cash, travel or accommodation to staff are also not allowed. Any gifts items above allowable limit but are considered acceptable require formal approval from a senior management.

## **12. CONCLUSION OF PROCESS**

Applicants will be notified of the Company's decision as soon as the process of evaluation is completed. Final award is subject to the terms and conditions included in this solicitation, as well as successful final negotiations of all applicable terms and conditions affecting this project.

HABIYAKARE Chantal

Managing Director, Old Mutual Insurance Rwanda Plc.

