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Reg No: MOHSS 003

**REQUEST FOR PROPOSAL (RFP) FOR THE PROVISION OF MARKETING AND  
ADVERTISING SERVICES FOR NAMIBIA HEALTH PLAN (NHP)**

**DESCRIPTION OF BID: Marketing and Advertising Services**

**CLOSING DATE: 22 November 2024**

**SUBMISSION EMAIL ADDRESS: [tmungoba@nhp.na](mailto:tmungoba@nhp.na)**

**Board of Trustees**

S Jacobs (Chairperson), H Volschenk (Vice Chairperson), W Duvel, L E Botes, T Iileka-Amupanda, T Titus,  
P Nghifitikeko, D Jimmy-Melani, J Maass, N Auala, B Neumbo, N Kock (Dr)



**Principal Officer D Garosas**

## 1. Overview

### 1.1 Introduction

NHP is issuing this RFP to invite qualified marketing and advertising agencies to submit proposals to develop and execute a marketing strategy across 4 (four) strategic pillars. The Agency must be in the business of providing advertising agency, marketing, design and image branding services for a fee.

### 1.2 About NHP

NHP is an open Medical Aid Fund and has been in operation since 1997, registered in terms of the Medical Aid Funds Act 23 of 1995. NHP is registered (Registration No. 0003) with the Ministry of Health and Social Services and regulated by the Namibia Financial Institutions Supervisory Authority (NAMFISA). NHP offers comprehensive healthcare solutions to over 81,000 lives across a wide member demographic. We focus on value-for-money healthcare and are dedicated to making quality medical care accessible for all members. For more information about the Fund, please access the website at [www.nhp.com.na](http://www.nhp.com.na).

## 2. Project Scope and Objectives

### 2.1 Project Scope

We seek an Agency with experience in healthcare or customer-centric industries. The Agency will work under the supervision of the **Manager: Corporate Communications** and in close collaboration with the **Principal Officer**. NHP aims to achieve the following objectives across these strategic pillars:

1. Member Education
2. Member Retention and Loyalty
3. Brand Awareness and Community Engagement
4. Industry Leadership and Thought Leadership

### 2.2 Objectives

The work entails the provision of the following services in close cooperation with NHP:

1. Development of Campaign Strategies in line with the four content pillars
2. Implementation of NHP Campaign Strategies
3. Management of Campaigns, formulation of media strategies including Media Scheduling and Advert Placing (Print and Electronic Media) and Influencer Marketing

4. Development and Production of Campaign Materials
5. Social Media Management
6. Event and Brand Activation Management
7. Outdoor Advertising
8. Production (Design, Layout and Distribution) of E-Newsletters
9. Any other activities related to NHP Brand Promotion, Reputation, Public/Member Education, Talk Shows and all other Public Relations and Marketing Interventions as may be agreed between the Parties
10. Track and assess the outcome of all activities

**2.3 NHP expects the Agency to operate as follows:**

1. Flexibility and work under tight deadlines
2. Regular contact/meetings with client, with actionable minutes/status reports produced by the Advertising Agency
3. All creative work, once paid for, will be the sole property of NHP and the Agency should provide an electronic copy of this at no charge

**2.4 NHP will be responsible for:**

1. Provide all necessary information and support
2. Provide initial briefing of campaigns and projects once awarded
3. Provide input to the creative concept
4. Approve final work before publication or printing
5. Pay invoices within 30 days after delivery of services
6. Payment will be made by NHP in 30 days following receipt of a statement supported by valid and complete invoices

**3. Request For Proposal (RFP) Guidelines**

The Fund will call any shortlisted Bidders for a presentation regarding any aspect of their bid. Shortlisted Bidders will be notified of the date, time, and venue at least three (3) business days in advance.

Shortlisted Bidders will be required to present their proposals in relation to Capacity, Technical Capability, and relevant Infrastructure of the bidding entity. It must be noted however, that under no circumstances will a presentation by any Bidder constitute an award or promise/undertaking to award the contract. The Fund reserves the right to conduct site visits or call for supporting documentation to confirm any information provided by a bidder. It will be the responsibility of the bidder to ensure access to such premises within a reasonable time.

### **3.1 Namibia Health Plan Contacts**

The following people will be the only Namibia Health Plan contacts for this RFP:

Tunohole Mungoba  
Corporate Communications Manager  
Tel: +264 (61) 242 821 | Email: [tmungoba@nhp.na](mailto:tmungoba@nhp.na)  
Ausspann Plaza, Unit 2, First Floor  
Dr Agostino Netto, Ausspanplatz, Windhoek

### **3.2 Request for Proposal (RFP) Delivery**

Please submit all proposals electronically to [tmungoba@nhp.na](mailto:tmungoba@nhp.na). All responses to the RFP must be received by 16h30 on Friday, 22 November 2024.

### **3.3 Technical Proposals should be submitted outlining the following:**

- The Agency should have a strong track record with proven experience in successful marketing campaigns, and must provide at least three examples for campaigns carried out in the past with corresponding comprehensive reference letters
- The Agency must have a track record with event management and provide at least two examples of successfully carried out events
- The agency needs to have knowledge of current trends in marketing, media planning, and online marketing
- The agency should give methodologies of Brand Activation services provided
- The Curriculum Vitae (CV's) of the experts designated for the project should be in tabular form, and should cover the following points in the given order: Name, Nationality, Professional Training/Higher Education, Professional experience, specifying the employer, duration of employment, scope of duties and periods of employment, management experience and scope, particular professional skills
- A full description of the premises and equipment of the agency
- A full business portfolio

### **3.4 Financial proposals should specify charges (where applicable) for:**

- Strategy development (in consultation with NHP)
- The pricing should be outlined in a detailed financial proposal based on the scope of services
- Concept development
- Design and layout per hour
- Commission rates on media and print bookings made on NHP's behalf in Namibian dollars inclusive of VAT and inclusive of all costs.

### **3.5 Eligibility**

All supporting documents should be included in the Technical Proposal. The following documentation are mandatory and should therefore form part of the proposal:

- Certificate of Incorporation/ Founding Statement
- Valid Good Standing Certificate – Social Security Commission
- Valid Good Standing Certificate – Ministry of Finance: Inland Revenue
- Valid Affirmative Action Compliance Certificate or Exemption in terms of Section 42 of Affirmative Action Act, 1998

### **3.6 Deciding Award of Contract**

- Proposals will be examined to determine whether they substantially comply with the Request for Proposal document
- A successful bidder will be required to draft an agreement setting out the terms, conditions, and deliverables which the Fund will enter with the preferred bidder which will be negotiated and finalised as part of the contracting agreement process.
- A draft service level agreement for review
- The appointed Agency will enter into a two-year contract with NHP

For any enquiries regarding this RFP, please reach out to the designated contact listed in this document.