



REQUEST FOR EXPRESSION OF INTEREST

DEVELOPMENT OF AN INVESTOR AWARENESS CAMPAIGN – ADVERTISING AND MEDIA CONSULTANCY SERVICES

The Securities & Exchange Commission of Zimbabwe (SECZ) is a regulatory body for capital markets in Zimbabwe. The SECZ was established through the Securities Act (chapter 24:25) in 2004, and has been operational since 2009. Its mandate is to register, supervise and regulate traders dealing in securities. It is also responsible for promoting investor education, amongst its other mandates. The SECZ set up the Investor Protection Fund (IPF) for the purpose of providing compensation to investors in the event of losses suffered as a direct financial collapse of a capital market player which is licensed by the Commission.

The SECZ, in conjunction with the IPF invites reputable advertising agencies interested in developing and managing an investor awareness campaign on how the stock market operates for the capital markets in Zimbabwe. The agency will be engaged on an ad hoc basis.

The services will involve developing and managing an investor awareness campaign to educate the public about the capital markets, its operations and how to invest. It is envisaged that by understanding the markets more, the public will gain confidence to participate in buying shares, which will increase investor participation on the stock markets. The objective of the advertising agency, therefore, will be to provide comprehensive advertising and media services to the SECZ, the IPF and the capital markets in relation to its mandate of broadening and deepening the markets. The agency is expected to manage the capital markets awareness budget and to produce its expected outcome.

The minimum criteria for shortlisting shall include, but not limited to the following:

- i) Advertising agencies must be registered with the Procurement Regulatory Authority of Zimbabwe (PRAZ) in terms of Section 4 of the Public Procurement and Disposal of Public Assets Regulations S.I. 5 of 2018.
- ii) A minimum of 2 traceable organisations with whom similar projects of similar magnitude, size and scope have been carried out.
- iii) Proven experience in creative advertising and copywriting, video production and other media related services. Proof of ability to work in stringent timelines
- iv) List and resumes of key personnel that are proposed for the project and their certified certificates.

Minimum qualifications: Degree in Advertising or Media studies/ Marketing or related. Relevant Certificates will be an added advantage.

The Request for proposal shall be issued to only three shortlisted agencies.

This Expression of Interest shall close on 28 May 2018 at 1000 hours.

Expressions of Interest marked with the title “DEVELOPMENT OF AN INVESTOR AWARENESS CAMPAIGN-ADVERTISING AND MEDIA SERVICES”

Shall be addressed to:-

The Chief Executive Officer

Securities and Exchange Commission of Zimbabwe

20 York Avenue, Newlands

Harare.

Late submissions shall not be considered.