
REQUEST FOR PROPOSAL

SUBJECT:

**TENDER FOR THE PROVISION OF MEDIA INTELLIGENCE AND MEDIA
MONITORING SERVICES**

REF: AGF/RFP/COMMS/2025/001

Launching Date: 16th September 2025

Closing Date: 30th September, 2025

1700Hrs EAT

PROVISION OF MEDIA INTELLIGENCE AND MEDIA MONITORING SERVICES FOR AFRICAN GUARANTEE FUND

Introduction

The African Guarantee Fund (AGF) seeks to procure the services of a qualified and reputable company to provide comprehensive media intelligence, media and social media monitoring, analytics, and reporting services. The service will support AGF's communications and public relations function, enabling real-time reputation management, performance tracking, stakeholder intelligence, and strategic communication planning.

The selected provider will deliver actionable insights by continuously tracking AGF's media and digital footprint across key geographies, platforms, and thematic areas, with a focus on accuracy, timeliness, sentiment analysis, and audience engagement.

About AGF

African Guarantee Fund (AGF) is a specialized guarantee provider whose mission is to facilitate economic development and poverty reduction in Africa. To achieve this, AGF increases access to finance for Small and Medium-sized Enterprises (SMEs) across key economic sectors through an array of guarantee products and capacity development assistance. Since inception, AGF has unlocked more than USD 5 billion in SME financing, through partnerships with over 250 partner financial institutions across 44 African countries.

AGF is backed by the following shareholders and sponsors: The Government of Denmark through the Danish International Development Agency (DANIDA), the Government of Spain through the Spanish Agency for International Cooperation (AECID), the African Development Bank (AfDB), French Development Agency (AFD), Nordic Development Fund (NDF), Investment Fund for Developing Countries (IFU), German Development Bank (KfW), French Agency for Private Sector (PROPARCO), West African Development Bank (BOAD), Global Affairs Canada (GAC), TechnoServe, Norad, Mastercard Foundation and African Intellectual Property Organization (OAPI).

African Guarantee Fund is rated AA- by Fitch Ratings.

Purpose and Objectives of the Assignment

AGF requires the service provider to assess and analyze the effectiveness of media and social media coverage by tracking key metrics such as audience reach, impressions, engagement levels, and sentiment trends over time. This will include providing a monthly media value estimation, such as Advertising Value Equivalency (AVE) or an equivalent metric, to quantify the impact of coverage received. The provider will also deliver clearly summarized, weekly and monthly reports

capturing the volume of mentions, sentiment analysis, media reach, top-performing posts, and other relevant engagement metrics.

The service provider will support AGF's media engagement efforts by providing access to a centralized and regularly updated database of relevant journalists and media contacts across local, regional, pan-African, and international outlets aligned with AGF's thematic focus areas. Additionally, the service should include the creation and maintenance of a centralized, searchable digital archive of all media and social media mentions, complete with downloadable clippings, source links, and transcripts where applicable.

Scope of Work

1. Media Monitoring (Traditional and Digital)

Monitor a defined list of media sources including print, radio, television, online news outlets, and blogs, for any mentions of the organization. Monitor a defined and evolving list of media sources across multiple platforms, including:

- Print media (national and regional newspapers, magazines, trade publications)
- Broadcast media (radio and television stations)
- Online platforms (digital news outlets, blogs)
- Social media channels (including but not limited to Meta [Facebook], X [Twitter], Instagram, LinkedIn, YouTube)

The service provider will identify, collect, and curate all relevant mentions of the organization, its leadership, partners, projects, events, key thematic areas or peer/industry-relevant news. This includes proactive tracking of coverage across sectors relevant to the organization's mandate. All identified content will be summarized with clear contextual framing and provided in a structured, timely, and accessible format.

2. Social Media Monitoring and Performance Analytics

The service provider will:

- Monitor and assess the performance of AGF's official social media accounts.
- Provide regular reports (weekly/monthly) highlighting key performance indicators such as:
 - Audience reach and impressions
 - Engagement rates (likes, comments, shares, saves, reposts)
 - Follower growth and demographics
 - Top-performing posts and engagement drivers
 - Sentiment trends and brand perception
- Conduct benchmarking analysis with peer/partner institutions such as AGF.
- Offer actionable recommendations to improve content effectiveness, community engagement, and digital presence.

3. Media Contact Database Management

The service provider shall maintain and provide AGF with access to a centralized, updated, and searchable database of journalists and/or media houses with a proven track record of covering themes relevant to AGF's mandate, such as development finance, MSME growth, gender finance, green finance, blue economy, trade, innovation and investment among others. This database should:

- Include local, regional, pan-African, and international media contacts across print, broadcast, digital, and wire services.
- Be categorized by:
 - Country, region, reach
 - Media type (TV, radio, print, online, blogs, news wires)
 - Sector or thematic relevance (e.g., finance, economy, environment, development, entrepreneurship)
 - Journalist designation (editor, reporter, business correspondent, independent etc.)
- Be searchable and exportable by keyword or filter.
- Be updated quarterly, at minimum, to maintain relevance and accuracy.
- Allow tagging of media engagement history and outreach outcomes.
- Support media outreach efforts, such as press releases, event invitations, social media posts and campaign amplification.

The provider is expected to assist the AGF communications team in identifying strategic media contacts for high-priority campaigns or region-specific outreach.

4. Access to Monitoring Platform

The service provider will provide access to a digital monitoring platform/dashboard that enables the AGF to track mentions, analyse sentiment, and generate reports as needed. The service provider shall provide us with access to a robust, user-friendly media monitoring platform or dashboard that:

- Aggregates content across all monitored channels in real-time.
- Allows for customized keyword tracking and filters.
- Provides sentiment analysis and trend identification.
- Enables data export and reporting functionalities.
- Maintains a secure archive of all monitored content for reference and retrieval.

5. Capacity Building and Technical Support

The service provider shall ensure the adequate training and onboarding of relevant AGF staff and communications team onto the platform. This will ensure seamless adoption, efficient use, and long-term sustainability of the monitoring solution. Key responsibilities under this component should include:

- Providing initial onboarding and training sessions for all designated users upon.
- Ensure training covers:
 - Platform navigation and functionalities

- Custom dashboard configuration
- Keyword and topic tracking
- Generating reports and exporting data
- Sentiment and trend analysis interpretation

6. Reputational Risk and Issue Monitoring

Identify potential reputational or public relations issues that may require a formal response. Where applicable, the service provider should advise on and prepare appropriate communication responses for the organization's review and action.

The service provider will play a proactive role in reputation management by:

- Monitoring the media landscape for emerging risks or public relations concerns.
- Identifying coverage or conversations that may negatively impact the AGF's public image or stakeholder trust.
- Alerting the communications team to issues requiring attention, with urgency-based categorization.
- Where appropriate, drafting suggested communication responses, key messages, or holding statements for internal review.
- Advising on response strategies, media handling, and potential mitigation approaches.

Expected Outcomes and Deliverables

Daily Media Digest/Alerts

A summary of all relevant media mentions/industry news (print, radio, TV, online, social media) delivered daily, this includes source, date, headline, summary and link or clipping.

Real-Time Alerts

Immediate alerts on critical issues or reputational risks, including trending negative sentiment, misinformation, or crises requiring urgent attention.

Weekly Summary Reports

Overview of media and social media coverage for the week. This should include sentiment analysis, top stories, most engaged posts, volume of mentions, and engagement metrics.

Monthly Insights Report

Detailed analysis covering trends, AVE/PR value, KPIs, insights, and any recommendations for media and social media engagement improvement.

Social Media Performance Analytics

Performance tracking of the organization's official social media platforms (reach, impressions, engagement, audience growth).

Digital Archive of Media Coverage

A centralized, searchable archive of all AGF's media and social media mentions with downloadable articles, links, audio/video clips, and transcripts where applicable.

Media Contact Database

Access to a regularly updated database of media contacts with local, regional, continental, and international reach, categorized by geography, sector, and relevance to AGF's focus areas

Access to Monitoring Platform

Continuous access to a digital platform for the organization's communications team to view, filter, and extract media and social media insights.

Evaluation Criteria

A two-stage process shall be adopted in evaluating proposals. Proposals shall be ranked according to technical score (Nt) and financial score (Nf) using the weights (T = the weight given to the technical proposal, 70%), (F = the weight given to the financial proposal 30%) (T + f = 1). .

The final score shall be calculated as follows: Final Score (NG) = (Nt x T%) + (Nf x F%)

a) Technical Evaluation (Weight 70%)

Bidders shall obtain a minimum of 70 points following evaluation of technical proposals ("Qualifying Technical Score") to be considered for financial evaluation. Bidders obtaining less than the Qualifying Technical Score shall be rejected. AGF shall carry out the evaluation applying the evaluation criteria and point systems specified in the below table. Each responsive proposal shall be attributed a technical score based on the Technical Evaluation (weighing 70%) and live Demonstration (weighing 30%).

Proposals will be evaluated based on the following criteria:

Criteria	Description	Weight
Technical Approach and Methodology	<p>Clear understanding of the scope of work, proposed approach to media and social media monitoring, tools to be used and delivery timelines. The service provider must demonstrate experience in carrying out media monitoring services in AGF's priority geographies. (5 marks)</p> <p>Provides a detailed, practical and realistic methodology for delivering each element of the TOR: media tracking, social analytics, sentiment analysis, crisis alerts, platform access, and media database management (5 marks)</p>	10
Relevant Experience	Proven track record in media and social media monitoring for development institutions or organizations with a continental or multi-country footprint. (5 marks)	15

	<p>At least 5 years of experience delivering comparable services across Africa, with examples in AGF's priority geographies. (5 marks)</p> <p>Submission of relevant case studies, examples and reference letters from at least 5 reputable organizations. (5 marks)</p>	
Team Capacity and Expertise	The lead consultant or team leader must have a minimum of Bachelor's Degree in Marketing, Communications, Data Analytics, or demonstrated 3 years of experience in managing media monitoring for corporate institutions. (10 marks)	10
Media Contact Intelligence	<p>Assessment of the scope, relevance, and usability of the media contact database proposed. This includes the diversity and depth of media contacts across AGF's priority geographies, the alignment of contacts with AGF's thematic focus areas, the frequency of updates, categorization capabilities and the database's potential to support targeted outreach, stakeholder engagement and media campaign amplification. (10 marks) Bonus consideration will be given for platforms that allow tagging of engagement history and integration with press release or media/social media management tools.</p> <p>Provide a comprehensive list of media/platforms that will be monitored to ensure that AGF is able to effectively improve its visibility to its key stakeholders (including financial service providers, regulators, policymakers, governments, development partners, researchers and academicians). (5 marks)</p>	15
Technology and Tools	<p>Access to or provision of a secure, user-friendly monitoring and analytics dashboard (real-time feeds, sentiment tagging, export functionality) (5 marks)</p> <p>Availability of digital archives, customizable alerts, and data visualization tools</p>	10
Reporting and Deliverables	Submission of quality and format of sample reports submitted (daily summaries, monthly reports, alerts, etc.) showing structure, clarity, and analytics depth (5 marks)	10

	Capability to deliver real-time alerts and value-added insights for decision-making. (5 marks)	
Cost Proposal	Overall cost-effectiveness and value for money. Detailed pricing must be provided.	30
TOTAL		100

An offer is declared technically valid and is considered for the financial analysis if it obtains a minimum score of **Seventy (70) points**.

b) Financial Evaluation

The financial proposals shall be checked for completeness and corrected for computational errors.

For the purpose of evaluation, AGF will convert all bid prices expressed in the currency of the RFP in which the bid price is payable, into the AGF's Units of Accounts (UA) by using its monthly moving average rate for the applicable month (deadline for submission of proposals).

The financial proposals shall be evaluated in accordance with the formula below. The bidder or bidders with the lowest financial proposal (Fm) shall be given 100 points. The financial scores of the other bidders (F) shall be computed as follows:

$$\text{Nf (financial score)} = 100 \times \text{Fm} / \text{F}$$

(F = amount of financial proposal converted in the common currency)

c) Final Ranking

Final Ranking: Proposals shall be ranked according to the Total Technical Score (Nt) and financial score (Nf) using the weights $T + F = 1$ (T = the weight given to the technical proposal, 70%), (F = the weight given to the financial proposal 30%).

$$\text{Final Score (NG)} = (\text{Nt} \times 70\%) + (\text{Nf} \times 30\%)$$

The bidder or bidders with the highest combined technical and financial score will be ranked first and eligible for award of the contract.

5.0 SUBMISSION OF PROPOSAL

Interested firms with the required qualification and experience may submit their **Technical & Financial Proposals** to the following address: procurement@africanguaranteefund.com on or before **Tuesday, 30th September 2025 at 1700hrs EAT**

Awardees will be contacted directly via email.

NOTE: -

AGF reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged in, other than to inform the bidders of the outcome of the process.