



African Virtual University
Université Virtuelle Africaine
Universidade Virtual Africana

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Multinational-African Virtual University Support Project- Phase II

Grant No.2100155021616

EOI No: AVU/EOI/MNP2/0001/2016

**REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING
SERVICES FOR DIGITAL CAMPAIGN (FIRMS ONLY)**

Country: Republic of Kenya

Financing Agreement reference: **Grant No.2100155021616**

Project ID No.: P-ZI-IAZ-006

The African Virtual University has received financing from the African Development Bank toward the cost of the Multinational-African Virtual University Support Project-Phase II, and intends to apply part of the agreed amount for this grant to payments under the contract for consulting services for marketing activities using digital media in the year 2016

The services included under this project are to design, launch, and monitor a digital campaign for the African Virtual University with social network campaign, Google ads and display campaign, Monitoring e-reputation and monitoring reach through data analytics

The African Virtual University now invites eligible consulting firms to indicate their interest in providing these services. Interested consulting firms must provide information indicating that they are qualified to perform the services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Consultants may constitute joint-ventures to enhance their chances of qualification.

Eligibility criteria, establishment of the short-list and the selection procedure shall be in accordance with the African Development Bank's "*Rules and Procedures for the use of Consultants*" *May 2008 Edition revised July 2012* which is available on the Bank's website at <http://www.afdb.org>.

Interested consultants may obtain further information at the address below during office hours 9.00 to 1630 Hrs.

Expressions of interest must be delivered to the address below so as to be received not later than 12.00 pm on **28 January 2016** and clearly marked "**REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES FOR DIGITAL CAMPAIGN**"

Expression of Interests will be opened in the presence of bidders' representatives who wish to attend the opening of Expression of Interest on the same day starting immediately after 12.00pm (Kenya time).

Attention: **The Front Office,**
The African Virtual University,
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