



CALL FOR EXPRESSION OF INTEREST

Placement of Jingles, Poster and Banner Ads on blogs/newspapers/Radio/TV website

Introduction

CLEEN Foundation (formerly known as Centre for Law Enforcement Education) is a non- governmental organization established in January 1998 with the mission of promoting public safety, security and accessible justice through the strategies of empirical research, legislative advocacy, demonstration programmes and publications, in partnership with government, civil society and the private sector is implementing a Project aimed at Strengthening Accountability and Transparency in the Administration of Criminal Justice System through Sustained Monitoring of the Criminal Justice Reform Process in Nigeria.

Background

The Administration of Criminal Justice Act (ACJA 2015) was enacted to address several challenges in the administration of criminal justice process with a view to enhancing efficiency and effectiveness in the justice delivery system in Nigeria. However, despite the passage of the Act, its effective implantation into the criminal justice system has remained slow and the age-long challenges in the criminal justice process for which the Act was enacted still persist. Findings from public perception surveys previously conducted by CLEEN Foundation on the effectiveness of the Administration of Justice in Nigeria, reveal a general low-level awareness about the ACJA 2015 amongst the civil populace and criminal justice actors/agencies whose service delivery and efficiency it seeks to improve. While initial efforts have been made to increase public awareness about the ACJA 2015 and issues within the criminal justice system by CLEEN Foundation, there is need for continued and sustained public enlightenment and sensitization to encourage public demand for effective implementation of the Act in Nigeria.

In view of this, we are seeking the services of a reputable consultant/vendor to undertake the placement of jingles (in the following languages - English, Pidgin, Yoruba, Igbo, Hausa), posters and handbills ads on Administration of Criminal Justice Act (ACJA 2015).

Overall Objective: The overall objective of this engagement is to ensure that, five(5) jingles (English, Pidgin, Yoruba, Igbo, Hausa), posters and handbills ads on the Administration of Criminal Justice Act (ACJA 2015) are hosted online on blogs/newspapers/radio/TV blog website and social media (at least to reach out to 5,000 followers) for the period of seven (7) months.

Outputs/Deliverables

Expected deliverables are

1. Hosting of the jingles on ACJA on the categories/pages of online newspapers/blog pages and social media for seven(7) month.
2. Airing and running of the jingles and e-banner ads online for seven month on all the categories/pages of the online newspaper/blog
3. Hosting of Ads Banner/Poster/Handbills in the following languages formats: Ads Banner Size 280×270 pixels, Banner Size 300×250 pixels, Banner Size 468×60 pixels, Banner Size 120×600 pixels for seven month on your online newspaper/blog pages.

Expertise Required

The vendor required to undertake the assignment must have;

- Extensive practical knowledge and experience on media campaign and advocacy
 - Good knowledge of placement of ads on blogs/websites
 - Experience in online adverts and branding
 - Prior experience of facilitating similar activities. Evidence of past works to be provided

Application Duration: Two weeks after the date of publication, Monday, 9th March Friday, 20th March, 2020

Application Closing Date: Friday, 20th March, 2020

How to Apply:

Interested organizations should submit their proposals, detailing relevant experience of similar work done at a national scale described above to procurement@cleen.org

NO PHONE CALLS PLEASE