



KENYA REINSURANCE CORPORATION LTD

ADDENDUM 1

The Kenya Reinsurance Corporation Ltd has found it necessary to issue addenda to further clarify various aspects of the tender for Request for Proposal for Provision of Digital, Creative, Design Prints, Photography, Videography, Media Relations and Monitoring Consultancy Services **KRC/ 2025/040** as stated below, the tender was advertised on MY GOV and the Kenya Re website **www.kenyare.co.ke** on 11th March 2025.

S/ N	REQUEST FOR PROPOSAL FOR PROVISION OF DIGITAL, CREATIVE, DESIGN PRINTS, PHOTOGRAPHY, VIDEOGRAPHY, MEDIA RELATIONS AND MONITORING CONSULTANCY SERVICES TENDER NO. KRC/ 2025/040	
	BIDDER'S QUERY	KENYA RE'S RESPONSE
1	What is the estimated number of corporate documents, magazines, brochures, posters, and other print materials to be designed on a monthly basis?	On average, we anticipate designing 4-10 corporate documents, including brochures, posters, and other print materials, monthly.
2	What is the estimate e-concepts need to be designed for the internal magazine Re-news (biannual edition)?	For the biannual edition of the internal magazine Re-news, we estimate the need for approximately 3-5 e-concepts to be developed.
3	For advertisements (print, TV, radio, banners, digital, outdoor), how many designs are expected on a monthly?	We expect around 5-8 designs for advertisements across various media (print, TV, radio, banners, digital, outdoor) every month.
4	How many content pieces (posts, images, videos) are expected per month across all platforms	Across all platforms, we are looking at approximately 10-20 content pieces (including posts, images, and videos) to be created each month.
5	What Is the Estimate number and Length of short films and documentaries	The estimate is for about 2-3 short films and 1-2 documentaries per year, with each short film typically being around 3-5 minutes in length and documentaries around 10-15 minutes.
6	Are we responsible for drafting the media articles	Yes, the agency will be responsible for drafting media articles as part of the media relations service. Including drafting speeches.

NOTE TO ALL INTERESTED BIDDERS:- All the content must be professional, informative, and visually engaging with emphasis on brand values. As a corporation, we are committed to innovation and excellence. The overall content style and tone should align with our brand identity, reflecting professionalism while being engaging and accessible to our audiences.

The addendum has been sent to all bidders who have so far downloaded the respective tender documents. Any bidder who has not received their relevant addendum may download the same from the Kenya Re website **www.kenyare.co.ke**. All other conditions and requirements in the respective principal tender documents remain the same.

Prospective bidders may download the principal tender document from the Kenya Re website **www.kenyare.co.ke** free of charge.

Tenders in sealed envelopes bearing the correct **tender number** should be deposited in the Tender Box located on the 16th floor of Reinsurance Plaza Aga Khan Walk Nairobi or be sent to:-

Managing Director
Kenya Reinsurance Corporation, Ltd
Reinsurance Plaza, Nairobi
Aga Khan Walk
P.O. Box 30271 - 00100
NAIROBI

To be received by **25th March 2025 at 10.00 a.m.** Tenders will be opened the same day and time in the Corporation's Boardroom in the presence of bidders or their representatives who choose to attend.