

TENDER NO. KP1/9A.2/OT/051/CS/24-25

PROVISION OF ANIMATION VIDEO PRODUCTION SERVICES FOR CUSTOMER EDUCATION

1. Background

Kenya Power is committed to empowering its customers through clear, engaging, and informative communication. As part of our customer education strategy for the 2024–2025 financial year, we seek to produce a series of animated videos focused on educating customers about electricity consumption, energy efficiency, digital self-service tools, and our service offerings.

These videos will be shared through digital platforms, broadcast media, and public outreach initiatives. The creative execution must build on our previous successful campaign that introduced the “Nuru” 3D mascot—an engaging character that embodies the Kenya Power brand and simplifies complex concepts for the average consumer. The videos must be culturally relevant, fun, easy to understand, and consistent with Kenya Power’s visual identity and communication tone.

2. Scope of Work Summary

The service provider shall be responsible for the end-to-end conceptualization and production of animation videos. This includes content development, scripting, voiceover recording, animation, music, and delivery of final videos in required formats. The scope includes the following:

- Develop concepts and scripts in consultation with Kenya Power.
- Produce eight (8) animation videos, each not exceeding 90 seconds in duration.
- Ensure each video includes the Kenya Power logo, corporate colors, announcer voiceover, background music, and follows brand guidelines.
- Mirror the creative style of previous “Nuru” campaign videos, incorporating the 3D Nuru mascot and familiar local settings.
- Create and license a Kenyan-themed jingle to be used across all videos.
- Deliver both final high-resolution videos and raw project files.
- Accommodate up to three rounds of revisions per video based on Kenya Power feedback.
- Ensure videos are suitable for deployment on social media, broadcast, and internal platforms.



3. Specific Deliverables

No.	Description	Quantity
1	Energy Efficiency Series (Topics: How to be Energy Efficient, E-Cooking, Reducing Bills)	3 Videos
2	How to Apply for a New Connection (Application Process)	1 Video
3	My Power App - Kenya Power Self-Service App (Various Features)	4 Videos
4	Jingle Production with Kenyan undertones + Licensing	1 Jingle
5	Total Animation Videos to be Delivered	8 Videos

4. Technical Production Requirements

- All videos must be no more than 90 seconds long.
- Include announcer voiceover in English, with the possibility of Swahili or vernacular translation.
- Include Kenya Power branding: logo, brand colors, and background music.
- Use 3D animation that reflects the previous "Nuru" campaign look and feel.
- Videos must be engaging, easy to understand, and locally relevant.
- Delivery to include final outputs in high-resolution and all raw working files (e.g., .aep, .blend).

5. Details of Service Table

No.	Description	Bidders Response (Tick where appropriate)	Compliant or Non-Compliant (For KPLC use ONLY)
5.1	How to be Energy Efficient	Yes <input type="checkbox"/> No <input type="checkbox"/>	Compliant <input type="checkbox"/> Non-Compliant <input type="checkbox"/>
5.2	E-Cooking	Yes <input type="checkbox"/> No <input type="checkbox"/>	Compliant <input type="checkbox"/> Non-Compliant <input type="checkbox"/>
5.3	Reducing Electricity Bills (2 Videos)	Yes <input type="checkbox"/> No <input type="checkbox"/>	Compliant <input type="checkbox"/> Non-Compliant <input type="checkbox"/>



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5.4	How to Apply for a New Connection	Yes <input type="checkbox"/> No <input type="checkbox"/>	Compliant <input type="checkbox"/> Non-Compliant <input type="checkbox"/>
5.5	Kenya Power Self-Service App (4 Videos)	Yes <input type="checkbox"/> No <input type="checkbox"/>	Compliant <input type="checkbox"/> Non-Compliant <input type="checkbox"/>
5.6	Jingle Production and Licensing	Yes <input type="checkbox"/> No <input type="checkbox"/>	Compliant <input type="checkbox"/> Non-Compliant <input type="checkbox"/>
5.7	All Videos to Include 3D Mascot ("Nuru"), Kenya Power branding, and music	Yes <input type="checkbox"/> No <input type="checkbox"/>	Compliant <input type="checkbox"/> Non-Compliant <input type="checkbox"/>
5.8	Delivery of Raw Files and High-Resolution Outputs	Yes <input type="checkbox"/> No <input type="checkbox"/>	Compliant <input type="checkbox"/> Non-Compliant <input type="checkbox"/>



