



KAA/OT/MKT/I532/2018-2019

27th June 2019

To: All Tenderers

RE: PROVISION OF BRAND MARKETING, ADVERTISING, COMMUNICATION AND PUBLIC RELATIONS SERVICES

TENDER NO. KAA/OT/MKT/I532/2018-2019

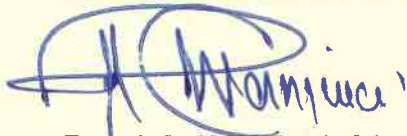
ADDENDUM NO.4

The following are tender clarifications/addendum issued regarding the above tender in accordance to instructions to tenderers clause no. 2.2 and 2.2.1 of the bidding document for the referenced tender.

NO	QUERIES	RESPONSE
I	<p>One of the requirements in Article 2.7.1 Evaluation Criteria, Section A. Tender Mandatory Requirements, Clause II requires that participating agencies hold certificates issued by the Advertising Association of Kenya in good standing for three years.</p> <p>Given the complementary role that is played by the Association of Practitioners in Advertising and the Marketing Society of Kenya in certifying, promoting and self regulating firms practicing PR, Marketing and Advertising crafts, we hereby write to request that certification by either body be considered as a mandatory requirement. The roles are often complimentary and it would be fair for you to consider assigning certification by the two organizations.</p>	<p>Certificates issued by the Advertising Practitioners Association (APA) or the Marketing Society of Kenya (MSK) will be accepted.</p>

The closing/opening date remains as **28th June, 2019** at the same time and venue.

This addendum forms part of the bidding document and is binding on all bidders. All other conditions remain the same.



Patrick K. Wanjuki
GM PROCUREMENT AND LOGISTICS
For: MANAGING DIRECTOR/CEO