



**NOTIFICATION OF INTENT TO AWARD  
MiDA OUTDOOR COMMUNICATION AND VISIBILITY  
CAMPAIGN**

The identification number comprising this NCS is 5810900-02/RFP/NCS/03/18.

The name of the winning Firm Recommended for Award and the Price is:

Winning Bidder	Contract Price GHS
Messrs. Innova DDB Ghana	154,224.00

The Delivery Period is: Twelve (12) weeks from Contract date.

The Summary of the Scope of Contract to be awarded is for the Firm to (i) Conduct the necessary background research of the Compact II Program to be able to design and develop creative concepts and scenarios for the overall visual communication campaign; (ii) Identify and propose websites, social media platforms, magazines, and available roadside billboard sites at which the campaign will be deployed to achieve the intended impacts.

Note that any Bidder who has any objection to the results, and wishes to Challenge the recommended award decision, may submit a claim (as per the provision of the MiDA Bid Challenge System) within 5 working days from the date of publication of this Notice.

At the following address:

**Martin Eson-Benjamin  
The Chief Executive Officer  
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