

TERMS OF REFERENCE

Request for Proposals — Growth Marketing & Campaign Implementation Agency

onfleeQ Technologies Limited

Assignment	Growth Marketing and Campaign Implementation for onfleeQ in Abuja and Lagos
Client	onfleeQ Technologies Limited
Locations	Abuja and Lagos
Duration	5 months, including a 3-week Preparation Phase
Budget	₦10,000,000, all-inclusive
Minimum Targets	8,000 verified registrations · 5,000 completed bookings
Award Structure	One agency for both cities, OR two agencies split 50/50 by city and budget. Proposals must state which they are bidding for — see Section 2.
Process	Single-stage. No further call for proposals — the award decision is made directly from this submission.
Submission Deadline	18th August 2026
Submission Email	bmc@onfleeq.com Subject: RFP – onfleeQ Growth Marketing and Campaign Submission

1. Background & Objective

onfleeQ Technologies Limited operates onfleeQ, a platform connecting customers with beauty professionals for hair styling, makeup, nails, lashes and brows, gele, barbering, and spa and massage services, currently live in Abuja and Lagos.

Despite genuine customer need, awareness, trial and completed bookings remain below target. onfleeQ is inviting qualified marketing agencies to submit technical and financial proposals for a focused five-month customer-acquisition campaign.

This is a single-stage process. onfleeQ will not issue a further call for proposals — the award decision, including whether the assignment goes to one agency for both cities or is split between two agencies, will be made directly from the technical and financial proposals submitted in response to this document. See Section 2 for the award structure and Section 10 for what each proposal must state.

This is a performance mandate, not an awareness campaign. Proposals will be judged on the ability to convert marketing activity into measurable registrations and completed bookings, moving customers through:

Attention → Registration → Booking → Completed Service → Repeat Booking

The agency is expected to attract relevant customers, drive first-time platform use, build booking trust, convert registrations into completed bookings, encourage repeat bookings and referrals, and continuously identify and fix points of customer drop-off.

2. Locations, Duration & Preparation Phase

The campaign runs in Abuja and Lagos over five months, including a three-week Preparation Phase at the start of Month 1. Agencies should recommend priority neighbourhoods, communities, audience segments and service categories within each city — concentrated penetration is preferred over broad, unfocused citywide promotion.

Award structure: onfleeQ may appoint a single agency to deliver both Abuja and Lagos, or split the assignment between two agencies, each responsible for one city. If split, the ₦10,000,000 budget and the 8,000/5,000 targets are divided equally — ₦5,000,000, 4,000 registrations and 2,500 completed bookings per city (see Section 4). Every proposal must clearly state whether it is submitted for Abuja only, Lagos only, or both cities — see Section 10.

Preparation Phase (first 3 weeks of Month 1): no registration or booking targets are counted. The agency completes tracking and attribution set-up, professional onboarding and readiness checks, approval of creative direction, confirmation of the media/activation/partnership calendar, and a controlled, limited-scale soft launch to validate tracking.

Full performance counting begins at the start of Week 4. The five-month end date does not move — the milestones in Section 5 already account for the shortened first month of counted activity.

3. Available Budget

Maximum available budget: ₦10,000,000, inclusive of agency professional fees, strategy and campaign management, creative development and production, digital media expenditure, community and field activations, creator and influencer engagements, partnership activities, logistics, tracking and reporting, applicable taxes, approved third-party costs and contingency.

Customer-facing discounts, cashback or booking incentives are excluded from this scope and this budget. If introduced, an incentive programme will be designed and funded separately by onfleeQ.

Proposals exceeding ₦10,000,000, or submitted as a lump sum without a detailed cost breakdown, will not be considered.

4. Mandatory Minimum Performance Targets

The agency must commit to the following minimum results over the five-month campaign. This is the master target table; all other references to targets in this document refer back to these figures.

Performance Indicator	Mandatory Minimum
Verified new customer registrations	8,000
Completed campaign-attributed bookings	5,000

Targeted physical or community activations	12
Usable customer testimonials or booking stories	150

Geographic split — the baseline is an equal 50/50 split between the two cities, matching the equal budget split if two agencies are appointed (Section 2):

Location	Min. Registrations	Min. Completed Bookings
Abuja	4,000	2,500
Lagos	4,000	2,500
Total	8,000	5,000

Where a single agency is proposing for both cities, it may recommend a different city allocation with market evidence, provided neither city falls below 35% of total registrations or bookings without onfleeQ's prior written approval. Where the assignment is split between two agencies, the 50/50 split above is fixed for both budget and targets and is not open to reallocation.

Minimum required registration-to-completed-booking conversion rate: 62.5%. Agencies must set out the proposed funnel, expected conversion by stage, expected results by channel/city/segment/service category, proposed cost per registration and per completed booking, key assumptions, and how low-quality registrations that don't convert will be avoided.

5. Definitions, Milestones & Recovery

What counts

Result	Counts only when
Verified Registration	New account, completed on the onfleeQ platform, valid required information, attributable to an approved campaign channel, and not duplicated, fraudulent or a test account.
Completed Booking	Booked through onfleeQ, accepted by the professional, service delivered and marked complete, not fraudulent, duplicated, cancelled or fully refunded, and attributable to the campaign.

Downloads, impressions, clicks, enquiries, unfinished bookings, and organic activity that cannot reasonably be linked to the campaign do not count.

Cumulative monthly milestones (from the date counting begins)

Campaign Period	Verified Registrations	Completed Bookings
End of Month 1 (incl. Preparation Phase)	450	150
End of Month 2	2,050	850
End of Month 3	4,350	2,150
End of Month 4	6,600	3,850
End of Month 5	8,000	5,000

Agencies may propose alternative pacing supported by evidence, provided the Month 5 totals are unaffected. Where cumulative performance falls more than 15% below an agreed milestone, the agency must submit a recovery plan within 5 working days covering: cause of the gap, results by city/channel, spend to date, activities to change, budget reallocation, and expected effect on final targets.

onfleekQ reviews performance weekly and monthly, and may require a recovery plan, budget reallocation, a pause on underperforming activity, team changes, a scope review, or — where material underperformance continues — termination. Accountability considers both parties' responsibilities under Section 8.

6. Scope of Work

Work Area	Key Responsibilities
Research & Strategy	Review the customer journey and past performance; identify barriers to registration/first booking, priority segments, locations and service categories; build the acquisition and conversion model.
Concept & Messaging	Develop the campaign idea and customer-facing, channel-specific messaging; keep materials clear and visual, not text-heavy; a new creative direction may be proposed if it demonstrably improves acquisition.
Creative Production	Short-form video, booking demos, testimonials, social ads, static graphics, WhatsApp and landing-page content, activation and partner materials, QR-code materials, creator briefs, retargeting content.
Digital Acquisition	Plan and manage paid media, audience targeting/retargeting, creative and audience testing, always-on optimisation; dedicated flows for customers who register-but-don't-book and start-but-don't-complete a booking.
Community & Physical Activations	Trackable activations across estates, offices, universities, gyms/wellness centres, hotels/short-lets, event centres, bridal and fashion businesses, photography studios and lifestyle communities — every activation needs a measurable path to registration or booking.
Creators & Influencers	Select micro-creators and community voices for audience fit over follower size; brief, negotiate and manage deliverables; track registrations/bookings per creator; secure content usage rights.
Partnerships	Identify and activate trackable acquisition partnerships across hospitality, bridal/fashion, wellness, and corporate/residential channels.
Campaign Management	Own the campaign calendar, suppliers, creators and partners; weekly performance reports; monthly progress reports; risk management; expenditure reconciliation.

7. Expected Deliverables

Phase	Deliverables
Inception	Inception report; customer and market assessment; confirmed audiences and geographic priorities; measurement and attribution plan; implementation timetable.
Strategy	Full campaign strategy; creative concept; acquisition and conversion plan; media, activation, and creator/partnership plans; final costed implementation plan; risk-management plan.
Implementation	Approved campaign materials; live digital campaigns; community activations; creator and partnership campaigns; weekly performance dashboard; monthly report and financial reconciliation.
Completion	Final report with results against every target, by city, channel, service category and segment; cost per registration and per booking; repeat-booking analysis; campaign-attributed revenue; transfer of all campaign data and approved creative source files.

8. Agency & onfleekQ Responsibilities

Growth Agency	onfleekQ Technologies Limited
Campaign strategy, creative development, media planning/buying, implementation, creator/influencer and partnership management, optimisation, tracking, reporting, supplier management, and delivery of the agreed targets.	Access to relevant campaign and platform information; timely approvals; a functional booking platform; adequate professional availability and readiness support; access to agreed registration/booking data; support resolving customer or professional issues; an authorised campaign contact person.

The agency is not responsible for documented performance shortfalls directly caused by prolonged platform downtime, unavailable professionals, or delayed onfleekQ approvals.

9. Eligible Applicants & Minimum Requirements

Open to registered growth, integrated, advertising, digital, or experiential marketing agencies and communications firms — including small or independent agencies with a lean, capable team — and consortiums of registered firms with an identified lead agency. Individual consultants and freelancers are not eligible; a consortium's lead agency carries full contractual responsibility.

This is a ₦10,000,000, five-month assignment. Boutique and independent agencies that can demonstrate relevant results are encouraged to apply and will not be disadvantaged for lacking the scale of a large integrated agency.

Applicants must evidence: valid business registration; experience implementing consumer marketing and performance/acquisition campaigns; capacity to execute in Abuja and Lagos; experience managing digital media, creative production, activations and third-party suppliers; measurable results from previous campaigns; and adequate reporting/analytics capability and personnel. Experience in tech platforms, marketplaces, beauty, lifestyle, hospitality, e-commerce or consumer services is an advantage.

Evidence should be proportionate to this assignment — up to three relevant case studies are sufficient; an exhaustive credentials deck is not required.

10. Proposal Requirements

Technical Proposal

Must state at the outset whether the proposal is submitted for Abuja only, Lagos only, or both cities (see Section 2 for the award structure). Must also cover: understanding of the onfleekQ challenge; proposed strategy and creative direction; target segments and priority locations; registration and booking-conversion approach; digital, activation, creator and partnership approach; campaign funnel; five-month implementation plan including the Preparation Phase; monthly performance projections; measurement and attribution framework; relevant experience; team structure; key risks, assumptions and dependencies. Agencies must clearly confirm commitment to the minimum targets in Section 4 — proposals that do not commit to the applicable minimum registrations and completed bookings for the city or cities bid for may not be considered.

No page limit is set for the technical proposal. Agencies are nonetheless encouraged to keep it concise and are not expected to submit an extended agency-credentials deck.

Financial Proposal (submitted separately)

Cost Category	Proposed Amount
Agency professional fees	
Strategy and campaign management	
Creative development and production	
Digital media expenditure	
Creator and influencer engagements	

Community activations	
Partnership activities	
Logistics	
Tracking and reporting	
Taxes	
Contingency	
Total	

11. Evaluation & Selection

Evaluation Criterion	Weight
Understanding of the onfleekQ challenge	10%
Strength and originality of the strategy	20%
Ability to achieve registration and booking targets	20%
Customer-acquisition and conversion methodology	15%
Abuja and Lagos execution capacity	10%
Relevant experience and case studies	10%
Measurement and optimisation framework	5%
Financial proposal and value for money	10%
Total	100%

The lowest-priced proposal will not automatically be selected. Shortlisted agencies may be invited to a presentation of no more than 20 minutes, which may be conducted virtually — no dedicated presentation deck beyond the submitted technical proposal is required. Focus: understanding of the challenge, campaign idea, path to the targets, funnel, proposed use of the ₦10 million budget, key risks/assumptions, and evidence of past performance.

12. Payment Structure

Payments are linked to verified performance against the milestones in Section 5, not merely to submission of deliverables. Amounts shown are for a single agency delivering both cities; where the assignment is split between two agencies (Section 4), each agency is paid against this same schedule applied to its ₦5,000,000 share.

Milestone	Payment	Amount (₦10,000,000 base)
Mobilisation, approved strategy/media plan/creative direction, and Month 1 milestone (incl. Preparation Phase) verified	35%	3,500,000
Month 2 cumulative milestone verified	15%	1,500,000
Month 3 cumulative milestone verified	15%	1,500,000
Month 4 cumulative milestone verified	15%	1,500,000
Month 5 target verified, final report submitted and assets transferred	20%	2,000,000
Total	100%	10,000,000

The first tranche (35%) is the only tranche that is partly process-based (mobilisation and strategy approval); it still requires the Month 1 milestone to be verified before release. The remaining 65% releases only once the corresponding monthly milestone is verified against onfleeQ's platform and attribution data. A tranche for a milestone missed by more than 15% is withheld pending the Section 5 recovery plan, and may be paid pro-rata to actual performance. Advance payment needs for media, production, creator or activation costs will be considered against approved budgets and supporting documentation; payments may be withheld where deliverables are incomplete or expenditure cannot be verified.

13. Data, Attribution & Confidentiality

Attribution

Approved methods may include trackable links, unique QR/referral/creator/partner/activation/professional codes, advertising-platform data, onfleeQ registration and booking records, and approved attribution surveys — finalised at inception. Organic activity that cannot reasonably be linked to the campaign does not count toward performance.

Data & asset ownership

All campaign data, approved final materials and editable source files belong to onfleeQ. onfleeQ has access to all advertising and analytics accounts, which should be created or operated under its ownership where possible. Creator-content usage rights must be documented, customer information handled securely, and campaign data not reused without approval.

Confidentiality & subcontractors

The agency and any approved subcontractors must protect confidential onfleeQ, customer and professional information, comply with data-protection requirements, and return or delete confidential information when required. All subcontractors and material third-party suppliers must be disclosed; none may be appointed or replaced without onfleeQ's approval, and the agency remains responsible for their performance.

14. How to Apply

Submit: technical proposal (PDF); separate financial proposal (PDF); company registration documents; up to three relevant case studies; contact details for at least two previous clients; proposed team structure; and a signed declaration confirming accuracy. Late or incomplete submissions may not be considered.

Item	Detail
Email subject	RFP – onfleeQ Growth Marketing and Campaign Implementation
Submission email	[Insert submission email address]
Submission deadline	[Insert submission date and time]
Clarification email	[Insert clarification email address]
Clarification deadline	[Insert date and time]

Responses to clarification questions may be shared with all participating agencies.

15. onfleeQ's Rights

onfleeQ reserves the right to accept or reject any proposal; request clarification or additional information; verify claims and references; invite presentations; negotiate strategy, scope or budget; award in full or in phases; cancel or modify this process; and decline to appoint an agency where proposals do not meet the required standard. Submission of a proposal does not obligate onfleeQ to award a contract.

*Submission via email to bmc@onfleeq.com