

Annexure B : CASE STUDY/PRICING SCENARIO 2021				
CLIENT	GCIS			
CAMPAGN	Vukuzenzele			
TARGET AUDIENCE	Mainly - GSM Segment 1: Rooted Realist (Rural areas)			
LAST PRINTING DATE	08 November 2021			
DELIVERY TO DEPOTS BETWEEN 08h00 and 17h00	Up until 09 November at 12h00 midday.			
SUBMISSION OF DISTRIBUTION DATES PER POINT OR PER AREA	2021/11/05 (3 days prior to distribution)			
DISTRIBUTION DATES	10 November 2021 - 16 November 2022 (Max 5 working days - no distribution on public holiday's or weekends) *Note that distribution will not necessarily start on a Monday during the contact period.			
POST DISTRIBUTION MEETING	15 December 2021			
ITEMS TO BE DISTRIBUTED				
QUANTITY	TYPE	SIZE	MASS	DELIVERY AREA
850 000	Newspaper	Tabloid	50 grams per newsj	Nationwide
<i>Special note: The 850 000 consist of 11 official languages, partially translated, 16 pages</i>				
50 ("twice a year")				
<i>Special note:</i>				
PACKING CONFIGURATION FOR DELIVERY TO DEPOTS				
1) 850 000 newspapers packed in shrink-wrapped packs of 100 units each as per breakdown per depot.				
2) max 20 000 - newspaper per pallet or as per breakdown per depot				
1) 50 x Posters flat on pallet or in tubes				
Nationwide				
Nationwide				
MATERIAL DELIVERY POINTS				
All distribution depots (e.g. 30 depots will receive stock from printer)				

DISTRIBUTION OUTLETS									
DELIVERY AREA	RURAL / PERI URBAN SPLIT	Total Pallets Per province	Branches per province	Average Pallets per branch	Number of outlets	Average quantity per outlet	Total Quantity	Posters	
Outlets - Bulk									
Outlets - EASTERN CAPE (REG)	90 / 10		4	1	6	735.50	4413	6	
Outlets - FREE STATE (REG)	90 / 10		2	1	4	222.00	888	4	
Outlets - GAUTENG (REG)	90 / 10		4	1	9	452.22	4070	9	
Outlets - KWA-ZULU NATAL (REG)	90 / 10		3	1	4	200.00	800	4	
Outlets - LIMPOPO (REG)	90 / 10		4	1	5	524.20	2621	5	
Outlets - MPUMALANGA (REG)	90 / 10		2	1	3	495.00	1485	3	
Outlets - NORTH WEST (REG)	90 / 10		3	1	7	482.86	3380	7	
Outlets - NORTHERN CAPE (REG)	90 / 10		3	1	6	232.83	1397	6	
Outlets - WESTERN CAPE (REG)	90 / 10		4	1	6	812.33	4874	6	
Homes - Knock and Drop									
Homes - EASTERN CAPE (REG)	90 / 10	7	6	3	137507	1.00	137507		
Homes - FREE STATE (REG)	90 / 10	2	2	1	42562	1.00	42562		
Homes - GAUTENG (REG)	90 / 10	4	5	1	64610	1.00	64610		
Homes - KWA-ZULU NATAL (REG)	90 / 10	8	6	3	152657	1.00	152657		
Homes - LIMPOPO (REG)	90 / 10	10	4	4	195320	1.00	195320		
Homes - MPUMALANGA (REG)	90 / 10	6	3	3	106550	1.00	106550		
Homes - NORTH WEST (REG)	90 / 10	4	2	3	66634	1.00	66634		
Homes - NORTHERN CAPE (REG)	90 / 10	2	3	1	12964	1.00	12964		
Homes - WESTERN CAPE (REG)	90 / 10	2	4	1	20268	1.00	20268		
Activations									
				9			27 000		
							850 000		

CHARGES* please note that the rate per copy per distribution methodology will be used during the tender period on Vukuzenzele to avoid inflated rates when there are quantity changes per edition and to work out the value of each copy.

Activity	Specification	Charge incl VAT
RECEIVE, VERIFY, SPLITTING & PACKAGING, STORE	<p>Receive, verify, split& package in less than 1/2 day and store copies at depots for a period of max 5 days</p> <p>Prepare :</p> <p>1) 50 shipments to outlets, shrink-wrapped packs of 100 need to be repacked to be delivered to the outlet in correct quantities and language breakdown . average kg delivery per outlet calculates to 50kg. Volumetric weight of the poster in the tube is 390g</p> <p>2) Knock and drop copies per language, per area and per day.</p>	
FINAL DISTRIBUTION :		
OUTLETS	Total cost from branch to final outlet as per distribution plan	
POSTERS	Cost of delivery if not included in the above cost already	
HOMES	Final distribution cost from branch to final knock and drop area as per distribution plan	
Activations x 9 per edition (separate from Loud Hailer) Loud Hailers x 9 per edition (separate from activations) In total 18 different points, 2 per province, 1 x activation and 1 x loud hailer per province.	9 x brand activations (1 per province per edition) at high convergence points e.g we prefer taxi ranks (Keep in mind the Vuk quantities to be handed out per point and refer to Annexure D for activation brief in order to quote correctly) 9 x Loud Hailers at high convergence points e.g we do prefer taxi ranks.	
MANAGEMENT OF PROJECT OR ANY OTHER ITEM NOT COVERED	Please state :	
TOTAL CHARGE		



government communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

Private Bag X745, Pretoria 0001. Tshedimosetso House, cnr Frances Baard and Festival streets, HATFIELD, Pretoria 0028
Tel: (+27 12) 473-0000/1 Fax: (+27 12) 473 0593 Website: www.gcis.gov.za. Coordinates: 25.746096 28.232331

SUBJECT: ANNEXURE D- ACTIVATIONS AND LOUD HAILER FOR DISTRIBUTION TENDER

1. HOW MANY ACTIVATIONS PER EDITION?

- 1.1. One (1) per edition, per province. (9 activations per edition)

2. WHAT DOES THE ACTIVATION ENTAIL?

- 2.1. Number of promoters per activation (x 8).
- 2.2. Branded uniforms (t-shirt/ bib and cap).
- 2.3. 2000 x copies of Vuk'uzenzele per activation. (Total of 18 000 copies per edition)
- 2.4. Activations at taxi ranks in rural areas unless otherwise indicated by GCIS.

3. HOW MANY LOUD HAILERS PER EDITION?

- 3.1. One (1) per edition, per province. (9 Loud hailers per edition)

4. WHAT DOES THE LOUD HAILER ENTAIL?

- 4.1. 1 x branded vehicle = two flags, two vehicle decals, triangular branded frame on the back + 1 x driver with branded bib/ t-shirt and cap + 1 x promoter with branded bib/t-shirt and cap.
- 4.2. Sound system capabilities with microphone, speakers, music, cordless (on vehicle).
- 4.3. 1000 x copies of Vuk'uzenzele per loud hailer per province at taxi ranks unless otherwise indicated by the GCIS.



5. DURATION OF THE ACTIVATION

- 5.1. KM >>> 100km radius of nearest depot.
- 5.2. Minimum five (5) hours shift during peak commuter periods e.g. 6am to 11am or 2pm to 7pm unless copies handed out are depleted.

6. ABILITY TO BE FLEXIBLE

- 6.1. E.g. Activations may be moved for strategic reasons to Parliament or other requirements from time to time.
- 6.2. E.g. All 9 activations to be combined to one major roadshow in one province.

7. POST ACTIVATION REPORT

- 7.1. Presentation
- 7.2. Photo's
- 7.3. Accounting for all copies handed out.

8. RESEARCH

- 8.1. Ability to conduct ad-hoc research during activations with consumers.
- 8.2. Research report + analysis post activations.

9. GENERAL

- 9.1. Procurement + branding + printing of all promotional elements; to be re-ordered every 3 months to ensure it is in good condition.
- 9.2. The activation and loud hailer take place at two different areas per province.
- 9.3. In total 18 area/points per edition broken down as 9 x activations (18 000 x Vuk'uzenzele copies) and 9 loud hailers (9 000 x Vuk'uzenzele copies) with a total of 27 000 copies.