

TERMS OF REFERENCE

ESTABLISHMENT OF A PANEL OF AGENCIES (MEDIA PRODUCTION AND MARKETING SERVICES)

BID NO: RFB 005 2014 2015

1. Background

- 1.1 The Government Communication and Information System (GCIS) is responsible for the co-ordination of government's communication system and assisting national government and provincial departments with planning, implementation and management of communication activities including media buying, production and marketing services.

2. Purpose

- 2.1 The GCIS seeks to establish a panel of industry registered agencies to provide marketing and media production services for the department. The agencies will be required to provide the following marketing services.

- integrated campaign management
- creative concept generation
- digital online creative services
- social media campaign management
- graphic design
- multi – media production (including TV and radio and photograph)
- promotions, activations, and events management
- public relations and reputation management
- exhibitions
- branding
- promotional materials and branding

- 2.2 The service required EXCLUDE media buying.

3. Special requirements

- 3.1 Bidders are required to submit two copies of a detailed credentials presentation outlining their experience, methodology, services they render, past clients and resources (offices, staff, awards and recognition) that they have.

- 3.2 In addition Bidders must submit one case study of a successful campaign they have implemented including at least three samples of different products produced for the campaign (e.g.: TV advert, radio advert, outdoor advert, print advert, online treatment, exhibition, activation, event management including RSVP solutions, décor, catering and the production of branding).

- 3.3 NB: Bidders who do not submit a credentials presentation and samples of their work as per 3.1 and 3.2 will not be considered for evaluation.**

- 3.4 Appointed agencies will be required to enter into a service level agreement with the GCIS.

- 3.5 Bidders will be required to conduct skills transfer training with the GCIS on selected campaigns.

3.6 Bidders must submit an original valid tax clearance certificate.

4. Panel membership

4.1 At least **three** of the marketing services indicated under paragraph 2 must be the core business function of the bidding agency. If the full marketing services are currently not being supplied by the agency, the agency must provide detailed information of how other services outside their core business function will be provided in order to meet the requirements of the GCIS and its' clients.

4.2 Bidding agencies must be financially secure and have sufficient resources to fund the production cost of large scale campaigns as payment will be effected within 30 days of the service being rendered. Shortlisted bidders may be required to prove financial security.

4.3 Successful agencies will be required to enter into a service level agreement and a binding confidentiality agreement with the GCIS.

4.4 Staff members of the successful agencies may also be required to undergo periodic background security clearance. Failure of such security clearances will disqualify staff from participating in GCIS campaigns.

5. Bidding procedures

5.1 Prospective bidders are invited to a compulsory briefing session to be held on **29 August 2014 at 10:00**, Tshedimosetso House, 1035 Frances Baard Street (cnr Festival), Hatfield, Pretoria. Bidders that do not attend the briefing session will not be considered for evaluation.

5.2 The closing date for bid submissions is **12 September 2014 at 11:00am**, and all agencies who are interested in this opportunity must submit their proposals no later than this date and time.

5.3 At least three of the required services must be the core business of the bidding agency. The bidding agency will be allowed to outsource the marketing services they cannot provide for in-house as per National Treasury regulation stipulation that "a person awarded a contract may not subcontract more than 25% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level than the person concerned, unless the contract is subcontracted to an EME that has the capability to execute the subcontract". Full company details of the outsourced companies must be provided along with the bidding agency proposal.

5.4 The submission must contain a case study with at least three samples of previous work done. The previous work done by the bidding must be saved onto a compact disc and be submitted with the bid proposal. Agencies that do not submit samples of previous work of will be disqualified.

5.5 Bid documents and compact disc must be placed in a secured envelope. The bid number and the name of the bidding agency should be written on the front of the envelope. The envelope is to be deposited in the tender box at the reception of the GCIS head office.

6. Cessation of membership

6.1 The panel of agencies will be reconstituted every 36 months. Should there be a need, at the discretion of GCIS, the panel may be re-constituted earlier than the stipulated period.

7. Intellectual Property rights

7.1 All products print or electronic and the content thereof, commissioned by the GCIS and produced by the agencies shall be deemed to be the intellectual property of the GCIS.

7.2 All products (design concepts, artwork and photographs, text and scripts) and the content thereof shall remain the property of the GCIS regardless of whether the agency responsible for the creation of such content is no longer on the panel of agencies. Creators of the content (photographs, articles, video, graphic designs and radio programmes) may not use the content for their portfolios without authorization from GCIS.

8. Skills transfer

8.1 The GCIS will deploy some of its staff to work with appointed agencies on specific projects so that the GCIS can acquire greater experience and skills in areas identified as rare skills.

9. Evaluation process

9.1 There will be a two-phase evaluation process in terms of the Preferential Procurement Policy Framework Act (Act 5 of 2000) and Regulation (December 2011) on the basis of functionality. An evaluation panel constituted by the GCIS will be responsible for both phases of the evaluation. The GCIS will evaluate the submissions according to the set evaluation criteria and weighting. The following two-stage approach will be followed:

9.2 **Phase 1:** The evaluation panel will evaluate qualifying bids according to the criteria in the table below. All bids that score 70% or more will proceed to the second phase.

ASPECT	COMMENT	SCORE
Credentials & Relevant Experience	Describe the experience the agency and its outsourced companies have in the field of marketing.	20 points (10)
	Describe why the agency is ideally suited to provide marketing services to government.	(10)
Strategic Approach	Describe the processes and methodology that the agency uses to develop and implement marketing strategies for campaigns, and the range of services offered to clients.	25 points (10)

	Demonstrate how the agency evaluates the effectiveness of its work for clients i.e. post campaign analysis and reporting emphasizing measurable results.	(15)
Client list	Name 5 clients that the agency has done work for. (Provide a list of contactable references) Indicate the duration of the campaign and list the products/services provided.	10 points
Creative execution of products provided.	Evaluation of samples provided: <ul style="list-style-type: none"> • integrated campaign management • creative concept generation • digital online creative services • social media campaign management • graphic design • multi – media production (including TV and radio and photograph) • promotions, activations, and events management • public relations and reputation management • exhibitions • branding • promotional materials and branding • activations • event management 	30 points
Resources	What capacity does the agency have in-house regarding the following? <i>(please elaborate on staff experience operational tools, awards and recognition)</i> : <ul style="list-style-type: none"> • integrated campaign management • creative concept generation • digital online creative services • social media campaign management • graphic design • multi – media production (including TV and radio and photograph) • promotions, activations, and events management. • public relations and reputation management. • exhibitions • branding • promotional materials and branding. • activations • event management 	15 points
		100

- 9.3 **Phase 2:** Agencies shortlisted in the first phase will be required to make a presentation of their bid to the evaluation panel which will be followed by a question and answer session. Bidding companies need to involve members of the envisaged project team in this presentation .The same evaluation criteria will be used as in the first phase with a required threshold of 70% in addition to their BBBEE credential level.

AREAS OF EVALUATIONS	POINTS
Functionality	90
BBBEE Level of Contribution	10
TOTAL	100

- 9.4 The evaluation panel reserves the right to visit the premises of short-listed bidders to inspect facilities and to interview staff members who will be dealing with the GCIS. Such visits will be scheduled per prior arrangement with the agency.

10. Operational procedures

- 10.1 Once agencies have been appointed the following procedures will apply:
- 10.2 The panel will consist of agencies appointed to provide marketing services for the GCIS. When services are required, the GCIS will brief one or more agencies from the panel to submit proposals for the work. It will be at the discretion of the GCIS on how many agencies from the panel are briefed depending on the size of the campaign and turnaround times. All proposals must consist of a detailed quotation and treatment. The GCIS and its clients will decide on the best proposal received for each campaign based on the overall concept and financial implications.
- 10.3 Appointed agencies will be responsible for ensuring that they have obtained all the necessary intellectual property rights for any material used in the creative that has been sourced from a third party.

CONTACT DETAILS FOR ENQUIRIES

Bidding procedures

Leshoka Mahloromela 012 473 0151
 George Storey 012 473 0093
 Keneilwe Mafa 012 473 0130

Bid specifications

Andrew Mohamed 012 473 0015

Mr Harold Maloka
 Deputy Chief Executive Officer
 Content Processing and Dissemination
 Date:

Approved\not approved