



**COR7834/2025- REQUEST FOR BIDS FOR THE PROVISION OF COMMUNICATIONS AND PR MANAGEMENT SERVICES FOR A PERIOD NOT EXCEEDING 3 YEARS AT AIRPORTS COMPANY SOUTH AFRICA.**

**CLARIFICATION 02**

1. Media playbook: please clarify what the expectation is for what it is to entail.

**The playbook serves as ACSA's central communications guide, providing a structured and strategic approach to all messaging activities. It is anchored in five core streams: External Communications, Internal Communications, Digital Communications, and Crisis and Reputation Management. A key feature of the playbook is its monthly themed storytelling framework, designed to align with ACSA's strategic priorities and deliver focused, relevant content throughout the year.**

2. Staff engagement platform: what platform/s are you currently using?

**Microsoft Viva Engage and WhatsApp and Email**

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