



REQUEST FOR INFORMATION (RFI)

RFI: ECIC04I-2023/24

PROVISION FOR ECIC MEDIA ADVERTISING CAMPAIGN PLANNING, BUYING, IMPLEMENTATION AND MANAGING SERVICES FOR A PERIOD OF FIVE YEARS.

CLOSING DATE: 26 February 2024

TIME: 17H00 (SAST, OBTAINABLE BY DIALLING TELKOM ON 1026)

This document allows for filling of forms, please complete electronically by filling out the indicated sections below and choosing the relevant items on the dropdown areas. Once completed, you can convert the document into PDF and send via email (procurement@ecic.co.za) to ECIC.

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Terms of Reference

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A. INTRODUCTION

1. Introduction

1.1 The Export Credit Insurance Corporation of South Africa (SOC) Limited (ECIC or Corporation)¹ is a self-sustained state-owned entity listed under Schedule 3B of the Public Finance Management Act 1 of 1999 (as amended) and established in terms of the Export Credit and Foreign Investments Insurance Act 78 of 1957 (as amended).

1.2 The mandate of ECIC is to facilitate and encourage South African export trade, by underwriting export credit loans and investments outside the country, to enable South African contractors to win goods and services contracts in countries outside South Africa. ECIC is a registered Financial Service Provider and is regulated by the Financial Sector Conduct Authority and Prudential Authority (FSP No: 30656). Currently exempted in terms of FAIS Notice 78 of 2019.

1.3 ECIC operates from offices at:

Byls Bridge Boulevard Office Park
Building 9,
Fourth Floor,11
Highveld Extension 73
Centurion
0157

2. Purpose

2.1 ECIC intends appointing a service provider to provide professional service assisting with the supply of media advertising campaigns planning, buying, implementation and management for a period of five years.

2.2 The purpose of this Request for Information (RFI) is an information gathering and market testing exercise, intended only to inform and assist the ECIC to source the services of media advertising campaigns planning, buying, implementation and management for a period of five years.

2.3 Potential suppliers who do not respond to this RFI **will not** be precluded from bidding in future open bid(s) issued by ECIC. Information provided in this RFI is for industry research only and will not be used to any respondent's advantage or disadvantage in future open tenders.

3. Enquiries

3.1 All enquiries regarding this RFI must be sent in writing to the Head of Procurement on/or before **13 February 2024** to the following email address:

¹ Further information on the ECIC can be found at www.ecic.co.za

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procurement@ecic.co.za

- 3.2 All questions must reference specific paragraph numbers, where applicable.
- 3.3 ECIC will not entertain any enquiries regarding this request for information sent to any other email address or received through any other means, except as instructed in paragraph 3.1.
- 3.4 All enquiries received by ECIC will be consolidated and responded to in one response, which will be published on the website of ECIC (www.ecic.co.za), next to the respective bid on **16 February 2024**.

4. Submission of responses

- 4.1 **This document allows for filling of forms, please complete electronically by filling out the indicated sections below and choosing the relevant items on the dropdown areas. Once completed, you can convert the document into PDF and send via email (procurement@ecic.co.za) to ECIC.**
- 4.2 Responses must be clearly marked for ease of reference.
- 4.3 All responses must be submitted on PDF format on/or before the closing date and time to the following email address:

procurement@ecic.co.za

5. Right of cancellation

- 5.1 ECIC reserves the right to discontinue the tender procedure at any stage and not continue with a Request for Proposal (RFP), Request for Bid (RFB) or Request for Quotation (RFQ). Responding to this RFI does not mean that the vendor will be requested to submit a formal RFP or RFB or RFQ.

6. Confidentiality

- 6.1 Any information relating to the submissions, through the process or otherwise shall be treated in strict confidence. In submitting a response, the responder agrees that it shall not be entitled to any information disclosed by another respondent to ECIC, which ECIC has determined to be of a confidential nature. The content and details of the evaluation of submissions will remain confidential to ECIC.

7. Protection of personal information

- 7.1 ECIC recognises that when a Responder respond to this RFI, the Responder may provide personal information, which ECIC will process for the sole purpose of evaluating the Responder's response. By submitting its response in responding to this Request for Information, the Responder hereby provide its consent to the processing of its Personal Information by ECIC.
- 7.2 The following terms shall have the meaning ascribed to them:

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- 7.2.1 “**Personal Information**” shall bear the same meaning as ascribed to it under POPI.
 - 7.2.2 “**POPI**” means Protection of Personal Information Act, No. 4 of 2013.
 - 7.2.3 “**Responsible Party**” shall bear the same meaning as ascribed to it under POPI; and
 - 7.2.4 “**bid**” means this Request for Information.
- 7.3 ECIC as the Responsible Party undertakes to:
- 7.3.1 comply with the provisions of POPI as well as all applicable legislation as amended or substituted from time to time;
 - 7.3.2 treat all Personal Information strictly as defined within the parameters of POPI.
 - 7.3.3 process Personal Information only in accordance with the consent it was obtained for, for the purpose agreed, as permitted by law;
 - 7.3.4 secure the integrity and confidentiality of any Personal Information in its possession or under its control by taking appropriate, reasonable technical and organisational measures to prevent loss, damage, unauthorised destruction, access, use, disclosure, or any other unlawful processing of Personal Information;
 - 7.3.5 not transfer any Personal Information to any third party in a foreign country unless such transfer complies with the relevant provisions of POPI regarding transborder information flows; and
 - 7.3.6 not retain any Personal Information for longer than is necessary for achieving the purpose in terms of bid or in fulfilment of any other lawful requirement.
- 7.4 ECIC will ensure that all reasonable measures are taken to:
- 7.4.1 identify reasonably foreseeable internal and external risks to the Personal Information in its possession or under its control.
 - 7.4.2 establish and maintain appropriate security safeguards against the identified risks.
 - 7.4.3 regularly verify that the security safeguards are effectively implemented.
 - 7.4.4 ensure that the security safeguards are continually updated in response to new risks or deficiencies in previously implemented safeguards;

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- 7.4.5 provide immediate notification to the Responder if a breach in information security or any other applicable security safeguard occurs; provide immediate notification to the Bidder where there are reasonable grounds to believe that the Personal Information has been accessed or acquired by any unauthorised person;
 - 7.4.6 remedy any breach of a security safeguard in the shortest reasonable time and provide the Responder with the details of the breach and, if applicable, the reasonable measures implemented to address the security safeguard breach;
 - 7.4.7 provide immediate notification to the Responder where the Responder has, or reasonably suspects that, Personal Information has been processed outside of the purpose agreed to or consented to;
 - 7.4.8 provide the Responder, upon request, with all information of any nature whatsoever relating to the processing of the Personal Information for the purpose of the bid and any applicable law; and
 - 7.4.9 notify the Responder, if lawful, of receipt of any request for access to Personal Information, in its possession and relating to the Responder.
- 7.5 The Responder has the right to inspect the Personal Information processing operations, as well as the technical and organisational information security measures employed by the ECIC to ensure compliance with the provisions of this paragraph 7.

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B. REQUEST FOR INFORMATION RULES

8. Completeness

8.1 Respondents must check number of pages submitted and ensure that there are no missing pages or information. ECIC shall not accept any liability for any missing pages or information.

9. Costs

9.1 ECIC shall in no manner be responsible for any costs incurred by the Responder in preparation and submission of response in relation to this RFI.

10. Ownership of responses

10.1 All responses in response to this RFI, will become the property of ECIC.

11. Form of RFI

11.1 RFI documents must be completed by the Respondent in non-erasable, legible and ²visible ink.

11.2 Where the space provided in the RFI document is insufficient, separate schedules may be drawn up in accordance with the prescribed formats. These schedules must be bound with a suitable contents page and submitted with the RFI documents.

12. Signing of RFI

12.1 The RFI must be signed by a person who is duly authorised to do so.

13. Jurisdiction

13.1 This RFI and any subsequent tender and contract or order is governed by the laws of the Republic of South Africa.

14. Language

14.1 The RFI is drafted in English and any responses will be interpreted and construed in English.

14.2 All responses must be submitted in English language.

15. Gender

15.1 Any word implying any gender shall be interpreted to imply all other genders.

² Visible to human eye.

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16. Headings

16.1 Headings are incorporated into this proposal and submitted in response thereto, for ease of reference only and shall not form part thereof for any purpose of interpretation or for any other purpose.

17. Confidentiality

17.1 Any information relating to the submissions, through the process or otherwise shall be treated in strict confidence. In submitting a response, a Responder agrees that it shall not be entitled to any information disclosed by another respondent to ECIC, which ECIC has determined to be of a confidential nature, except instructed so by a court of law. The content and details of the evaluation of submissions will remain confidential to ECIC.

18. Disclaimer

18.1 The ECIC has produced this RFI in good faith. However, the ECIC, its agents and its employees and associates, do not warrant its accuracy or completeness. The ECIC will not be liable for any claim whatsoever and howsoever arising (including, without limitation, any claim in contract, negligence or otherwise) for any incorrect or misleading information contained in this RFI due to any misinterpretation of this bid.

18.2 This RFI is solely for information gathering and not an offer document; answers to it must not be construed as acceptance of an offer or imply the existence of a contract between the ECIC and the Responder.

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C. Request for Information

19. Background information

- 19.1 ECIC's main business is to promote trade with foreign countries or buyers in foreign countries by providing insurance cover in connection with export transactions, investments and loans or similar facilities connected with such transactions. It underwrites losses as a result of commercial causes of loss (insolvency or non-payment) or political causes of loss (nationalisation, expropriation, change in law or currency risk and other related events).
- 19.2 The insurance cover is provided to South African registered financial institutions who provide the necessary funding or loans to finance export transactions, South African exporters who provide both goods and services to foreign buyers and South African investors who invest in foreign entities.
- 19.3 ECIC is attempting to determine if there are potential buyers who can provide services media advertising, campaign planning, purchase, implementation, and management for five years.

20. Media Campaign Services Required:

- 20.1 ECIC requires media companies to:
- 20.1.1 develop and implement a comprehensive digital programmatic media campaign, social media activation (key focus Twitter/X and LinkedIn) and including a mix of traditional media that i.e outdoor and print, considering that the focus is on digital media.
- 20.1.2 The campaigns should focus on elevating export growth and brand resonance, by promoting and creating understanding of the ECIC mandate, role, and impact in economy and its insurance products.
- 20.1.3 The campaigns should also create communication tactics to harness the potential of the Africa Continental Free Trade Agreement (AfCFTA) framework to drive trade and investment of the ECIC's export credit insurance service for both Medium-to-Long-Term insurance (MLT) and Short-Term insurance (STI) products.

21. The objectives of the campaign are:

- 21.1.1 Promotion of brand and raising awareness of the ECIC insurance products (STI and MLT).
- 21.1.2 Position ECIC as a leading Export Credit Agency from an AfCFTA perspective.
- 21.1.3 Support lead generation through call-to-action activation.

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22. The media campaigns and strategy should encompass:

22.1.1 Local media advertising campaign (targeting South African exporters of goods and services, South African investors into foreign markets, Banks, DFI's, Institutional investors and SMEs)

22.1.2 . Africa focused media advertising campaign (targeting importers of SA goods and services, foreign governments, private sector, and investors)

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D. Request for Information Response Form

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2. Contact Details:

Contact details	
Company Name:	
Contact Person:	
Position within the company:	
Email Address:	
Telephone Number:	
Physical address	
Company Website:	

3. Company Profile:

Please tell about your organisation															
Company Category: Which category best describes your organisation?	<table border="1"> <thead> <tr> <th>Company Category</th> <th>Staff Headcount</th> <th>Turnover</th> </tr> </thead> <tbody> <tr> <td>Large/Generic</td> <td>> 250</td> <td>> R50 m</td> </tr> <tr> <td>Qualifying Small Enterprise</td> <td>50 < 250</td> <td>≥ R10 m and ≤ R50 m</td> </tr> <tr> <td>Small Medium Enterprise (including Micro)</td> <td>0 < 50</td> <td>≤ R10 m</td> </tr> </tbody> </table>	Company Category	Staff Headcount	Turnover	Large/Generic	> 250	> R50 m	Qualifying Small Enterprise	50 < 250	≥ R10 m and ≤ R50 m	Small Medium Enterprise (including Micro)	0 < 50	≤ R10 m		
	Company Category	Staff Headcount	Turnover												
	Large/Generic	> 250	> R50 m												
	Qualifying Small Enterprise	50 < 250	≥ R10 m and ≤ R50 m												
Small Medium Enterprise (including Micro)	0 < 50	≤ R10 m													
Please Choose (Dropdown)															
When was your company established?															
Total Number of Full Time Employees															
B-BBEE Contributor Level		Choose an item.													

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4. Section 1: Questions

Q1.1.	What Is Your Core Business?
Answer:	
Q1.2.	Describe any third-party alliances/relationships that you have formed with other service providers for the provision of these services, i.e. which services are provided by subcontractors / via consortiums etc.
Answer:	
Q1.3.	Is your solution comprising both traditional and digital media ?
Answer:	
Q1.4.	Have your company worked on media campaigns in the insurance sectors, development finance institutions, multilateral institutions? Any other information you can provide to ECIC.
Answer:	
Q1.5	Do you have a dedicated team member to assist with queries as in when required?
Q1.6.	Does your company has the experience on the media data analysis??
Answer:	

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5. Section 2: Public Sector Tendering:

Q2.1.	What would encourage or prevent you from submitting a proposal for the upcoming <i>provision for media advertising campaign planning, buying, implementation and management</i> ?
Answer:	
Q2.2.	What are the “must haves” that need to be included in any tender specification in order for you to be able to provide a realistic solution to ECIC?
Answer:	

6. Section 3: Additional Information:

Additional Information:	
Q3.1.	Are there any other areas of interest that we have not addressed in this RFI that you wish to mention? Please provide any additional commentary, insights, lessons learnt, views or suggestions that may be relevant to ECIC in this RFI process.
Answer:	

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Annexure A: Pricing template/example

- 1. For budgeting purposes, ECIC requires information on expected costs as provided for in **Annexure A**.
- 2. **The information provided above will be utilised for budgeting and sourcing strategy purposes.**

I, the undersigned (full name) _____ certify that the information furnished on this checklist is true and correct.

Position/Title of declarer			
Name of responder (Name of Company/Entity Name)			
Signature of declarer		Date of signature	