

Annexure N1 : Shortlisting Questionnaire

Very Important: If you have formed an association (Joint Venture, Partnership or Consortium) for this tender you must complete a questionnaire for each of the association partners as well as the additional Association Questionnaire (Annexure B)

General Information

1	Legal name							9	VAT number			
2	Trading name							10	Date on which company was registered			
3	Registration no.							11	Annual value of current billings (if you are not permitted to disclose this information please provide a range e.g. R1m – R3m. DO NOT leave this blank.)			
4	Postal address							12	Contact person			
5	Physical address							13	Designation			
6	Web address							14	Mobile number			
7	Telephone (B)							15	E-Mail address			
8	B-BBEE level (attach certificate)	1	2	3	4	5	6	>6	Not rated			
9	Percentage black ownership											



SHORTLISTING QUESTIONNAIRE

Creative Services (ATL and BTL)
MWP1004CX

10 Provide a brief overview of your company (history, services, key strengths/competencies, achievements, clients, etc) (Attach company profile)

Client Profile

11 Provide information on the agency's top 5 current clients, you must provide the following supporting documents for each listed client.

- At least two contact names for each listed client and two contact numbers for each name for verification.
- A reference letter (not older than 6 months) from each client listed, confirming the service rendered.

Client	Duration of relationship	Small, medium or large account	Nature of relationship (retainer or PAYG based)
i.			
ii.			
iii.			
iv.			
v.			
I / we confirm that the clients listed above are all current clients in terms of the definition above			YES NO



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Resource Strength

12	Indicate the number of full-time and part-time employees in your staff complement.	Full-Time:	Part-Time:
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13		Name	Number of years' experience (CV's must be included)
	Name of creative director who will be assigned to the Eskom account		
	Name of accounts executive who will be assigned to the Eskom account		
		Campaign	
	What work/campaign is the creative director best known for (not older than 24 months)?		

Services

14	Indicate the strength of the company's offering across the following services by marking an X in the appropriate box	Service	Core strength	In-house	Outsourced	Number of years' experience
		a) Communication/campaign strategy				
		b) BTL creative				
		c) ATL creative				
		d) Production				
		e) Account management				

		f) Traffic management				
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15	Indicate the type of creative work done by the agency	Type of campaign	Number of campaigns for each client in past 2 years	Client(s)	Elements used (radio outdoor, tv etc.)
		g) BTL campaign only			
		h) ATL campaign only			
		i) TTL integrated campaign			
		j) B2B campaigns			
		k) Service industry campaigns			

16		Name of campaign (include contact details of client for verification)	More than 14 million	R10 – 14 million	R6 – 10 million	R2 – 6 million	Less than R2 million
	What is the biggest campaign the agency has executed? In terms of value including media (Mark with an X)						

17		Number of	Name the campaigns and provide a short description of each				
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		campaigns	
	How many TTL campaigns has the agency run at a single point in time?		

Awards

18		Name of Award	Year received
	Provide information on awards (or industry recognition) the company received in the past 30 months		

I hereby declare that all the information provided in this shortlisting questionnaire is correct at the time of submission.	Name & Designation:	Signature:
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