

T2.2-01: Evaluation Schedule – Method Statement (20 Points)

The Tenderer to submit a Method Statement which responds to the *scope of works* and outlines the proposed approach.

The Method Statement should cover:

1. Detail the integrated marketing communication campaign in accordance with the scope of work.
2. Full details on how the works will be executed with reference to the scope of works
3. Determining potential risks and mitigations aligned to Scope of works
4. Techniques and Tools to be used to achieve the scope objectives.
5. Process of the campaign architecture, brand and reputation and media buying
6. Determining potential risks and mitigations aligned to Scope of works

Tenderers to note that the Method Statement should not be more than 40 pages.

Index of documentation attached to this schedule

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The scoring of the method statement will be as follows:

Elements: Weight 20 Points		Method statement is clearly articulated and demonstrates a clear understanding of the project objectives
	Points	20
	Score	
Method Statement (reference points)	0	The Tenderer has submitted no information or inadequate information to determine a score.
Please illustrate a specific method for:	20	The method statement covers two (2) of the reference points specified in this returnable
Capability: Approach & Methodology	40	The method statement covers three (3) of the reference points specified in this returnable
Bidder must provide an approach and methodology on a integrated marketing communication campaign in accordance with the scope of work. The Approach and Methodology must include:	60	The method statement covers four (4) of the reference points specified in this returnable
	80	The method statement covers five (5) of the reference points specified in this returnable
1. Process of campaign architecture including the internal communication activation	100	The method statement covers all six (6) of the reference points specified in this returnable
2. Process of PR & Segment Marketing Communication		
3. Process of brand insight, awareness and brand positioning campaign		

4. Process of formulating a media strategy		
5. Process of media buying and placement		
6. Determining potential risks and mitigations aligned to Scope of works		