

REQUEST FOR QUOTATION

YOU ARE HEREBY INVITED TO SUBMIT WRITTEN PRICE QUOTATIONS FOR THE REQUIREMENTS OF THE POSTBANK SOC LIMITED

REQUEST FOR QUOTATION (RFQ) NUMBER:	RFQ 19/2025 (Please use this number as reference when sending quotations and supporting documentation)
DESCRIPTION	The Appointment of a renowned creative agency to devise a strategy, a comprehensive integrated marketing communication plan and visual creative direction for a successful and impactful campaign for a period of twelve (12) months
RFQ ISSUED DATE	21 July 2025
RFQ VALIDITY PERIOD	60 days from the closing date.
CLOSING DATE AND TIME	Date: 25 July 2025 Time: 15:00 PM (South African Time)
OFFICE ADDRESS	National Postal Centre (NPC) Cnr 497 Sophie de Bruyn & Jeff Masemola Streets Pretoria 0002
RFQ RESPONSES MUST BE EMAILED TO:	Quotations should be emailed to: Vusi.Maditsi@postbank.co.za rfq.procurementvm@postbank.co.za Failure to follow these instructions will result in your quote not being considered.
ENQUIRIES REGARDING THIS RFQ SHOULD BE SUBMITTED VIA E-MAIL TO	Enquires can be directed at this e-mail address Vusi.Maditsi@postbank.co.za rfq.procurementvm@postbank.co.za

Important Notes to this RFQ:

Bidders /suppliers should ensure that RFQ responses are emailed to the correct email address, (rfq.procurementvm@postbank.co.za) and (Vusi.Maditsi@postbank.co.za)

- If the quotation is late, it shall not be accepted for consideration.
- The Postbank reception is generally accessible 8 hours a day (07h30 to 16h00); 5 days a week (Monday to Friday) for delivery of goods.
- Bidders /Supplier to complete and sign all Annexures to this document (including Standard Bidding Document)
- Supplier must ensure compliance with their tax obligations

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SERVICE PROVIDER/SUPPLIER:

REGISTRATION NUMBER:

CSD UNIQUE SUPPLIER REGISTRATION NUMBER:

ADDRESS:

CONTACT PERSON:

EMAIL:

TEL:

- (I) Postbanks standard conditions of purchase shall apply.
- (II) Late submissions will not be accepted.
- (III) The recommended service provider/supplier will be required to complete and sign the Standard Bidding Documents (SBD) and Annexures. All Bidders /suppliers must adhere to the General Conditions of Contract as prescribed by National Treasury.
- (IV) It is the responsibility of the service provider/supplier to ensure that the Postbank has updated information on the status of their business.
- (V) No goods or services shall be delivered before the issuing of an official Postbank's Award Letter or Purchase Order (PO) signed by the authorised Postbank official. The Postbank reserves the right not to make payment or accept the goods or services should the goods or services be delivered to the Postbank before the Postbank Award Letter or PO is issued.
- (VI) Please note that RFQ responses should be sent to email address mentioned on the cover page of the RFQ document, failure to do so, it shall not be accepted for consideration.
- (VII) Bidders /suppliers are required to be registered on the Central Supplier Database (CSD).
- (VIII) Postbank reserves the right to cancel or reject any quote and not to award the RFQ to the lowest bidder or award parts of the RFQ to different bidders, or not to award the RFQ at all
- (IX) Postbank reserves the right to procure commodities from more than one service provider depending on the stock and/or service availability.

I, the undersigned (NAME).....certify that :

I have read and understood the conditions of this RFQ;

I have supplied the required information and the information submitted as part of this RFQ is true and correct.

1. INTRODUCTION

Postbank SOC Ltd (“Postbank”) is looking to appoint a creative agency to help develop a strategic creative approach for Postbank to tactically and impactfully communicate messages pertaining to the Postbank Black Card and SASSA Gold Card, as well as a clear call to action for customers. In addition to campaign-related deliverables, the appointed agency will also support the development of strategic documents (i.e. Annual Report and Corporate Plan) by providing services including proofreading, editing, and design.

2. OBJECTIVE

The objective of the bid is to appoint a renowned creative agency with traceable previous executions to team up with the Postbank Commercial team to devise a strategy, a comprehensive integrated marketing communication plan and visual creative direction for a successful and impactful campaign for a period of twelve (12) months. This includes not only campaign development but also creative and editorial support in producing key strategic documents such as the Annual Report and Corporate Plan. Therefore, this bid’s objective is to invite creative agencies to submit their written price proposals to deliver on the expected deliverables outlined in the scope of work.

3. SCOPE OF WORK

The appointed bidder will be expected to provide the following services:

- Creative services: design and production of visuals and material to be used across various platforms.
- Integrated marketing and communications plan (including public relations (PR)) and execution strategy: an all-around communication plan and ensure message consistency across various communication channels.
- Copywriting and copy-editing services: message development.
- Proofreading, editing, and design of strategic documents (i.e. Annual Report and Corporate Plan documents).
- Printing of a maximum of 30 hard copies of the Annual Report document.
- Digital and social media content development.
- Translation and Language Adaption Services: For multilingual audiences.
- Crisis communication support: PR response planning in case of reputational risk during campaign roll-out.
- Project management
- Research and analytics.
- Campaign reporting and close-out analysis (evaluation).

4 DUE DATES AND DURATION

4.1 STRATEGIC DOCUMENTS

The Annual Report related requirements (proofreading, editing, and design) are urgent and the bidder must be able to accept an urgent brief on it and deliver as per the timelines to be aligned to during the brief.

4.2 CAMPAIGN

The campaign must commence and be in full motion five (5) days after the appointment of the successful bidder, and the campaign is expected to run for a period of twelve (12) months.

1. EVALUATION PROCESS

The bid will be evaluated as follows:

- **Phase 1:** Mandatory Requirements Criteria - Only bidders that have complied with all mandatory requirements will be eligible for further evaluation on Commercial.
- **Phase 2:** Commercial - Price on (80/100) and Specific Goals on (20/100)

1.1 Mandatory Requirements Criteria

Bidders must complete and submit the following mandatory documents. Failure to comply will result in the disqualification of the bidder.

No	Mandatory Requirements	Documentary Proof	Comply (Y/N)
1	Company Profile The service provider must attach a detailed company profile with a portfolio of evidence	<ul style="list-style-type: none">• Company Profile• Portfolio of evidence – visuals and proof of creative services rendered for a client in the financial services sector or telecommunications.	
2	Approach and Methodology	A detailed twelve (12) month project plan detailing the approach and methodology the firm will use to assist in developing a strategy, a comprehensive integrated marketing communication plan and visual creative direction for a successful and impactful campaign.	

3	<p>Team Composition</p> <p>The bidder must provide an experienced team to execute the project</p>	<ul style="list-style-type: none"> • Profiles of the key team members who will be involved in the project, highlighting their relevant experience and qualifications. • The proposed staffing plan which includes the role and level of involvement of each team member. <p>It is a requirement that the person(s) proposed for this engagement, particularly the account lead or key resources, must possess demonstrable and verifiable experience in delivering similar services, preferably having worked with reputable organisations or on comparable campaigns.</p>	
4	<p>References</p> <p>Bidders must have done similar work not limited to graphic design and brand management.</p> <p>Bidders should provide a minimum of three (3) signed reference letter(s) on their clients' letterhead and these must not be older than five (5) years.</p> <p>The referees may be contacted for further confirmation of services performed.</p>	<p>Provide a minimum of three (3) signed reference letters from different clients for similar work, not limited to graphic design and brand management, were rendered and covering the following:</p> <ul style="list-style-type: none"> • Contact person, • Contact details, • Description of the project, • Duration 	

Failure to comply with the above mentioned will result in disqualification of the bid.

1.2 PRICE AND SPECIFIC GOALS

Commercial - Price (80) and Specific Goals (20) Evaluation

EVALUATION CRITERIA		POINTS
1.2.1	PRICE	80
1.2.2	SPECIFIC GOALS	20
	Specific Goals points allocation:	
	• Historically Disadvantaged Individuals/Company (51% and above)	8
	• Women (51% and above)	7
	• Disability (51% and above)	5
NB: it is upon the bidder to provide supporting document for the points claimed.		

Annex D : COST BREAK DOWN

1. The service provider/supplier is required to provide a full cost breakdown for each item required on an official company letterhead.
2. All prices must be VAT inclusive (if VAT registered) and must be quoted in South African Rand (ZAR);
3. No price changes will be accepted after official Purchase Order (PO)/Award Letter is issued.

Item	Description	Monthly Retainer	Annual Retainer Fee
1.	Retainer Fee	R	
Total Price (Excl. VAT)			
VAT 15%			
Total Price (Incl. VAT)			

The Service Provider warrants that the pricing quoted above is free of any errors and omissions and that the service will be executed at the price quoted.

Bidder's Name:

Signature:

Date:

BIDDER'S DISCLOSURE**1. PURPOSE OF THE FORM**

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

2. Bidder's declaration

- 2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest¹ in the enterprise, employed by the state? **YES/NO**

- 2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

- 2.2 Do you, or any person connected with the bidder, have a relationship with any person who is employed by the procuring institution? **YES/NO**

- 2.2.1 If so, furnish particulars:

.....
.....

- 2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? **YES/NO**

- 2.3.1 If so, furnish particulars:

.....
.....

3 DECLARATION

¹ the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.

I, the undersigned, (name)..... in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

- 3.1 I have read and I understand the contents of this disclosure;
- 3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
- 3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium² will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.5 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 1.6 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.
- 1.7 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
Signature

.....
Date

.....
Position

.....
Name of bidder

² Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.

PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2022

This preference form must form part of all tenders invited. It contains general information and serves as a claim form for preference points for specific goals.

NB: BEFORE COMPLETING THIS FORM, TENDERERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF THE TENDER AND PREFERENTIAL PROCUREMENT REGULATIONS, 2022

1. GENERAL CONDITIONS

1.1 The following preference point systems are applicable to invitations to tender:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

1.2 **To be completed by the organ of state**

(delete whichever is not applicable for this tender).

- a) The applicable preference point system for this tender is the 90/10 preference point system.
- b) The applicable preference point system for this tender is the **80/20** preference point system.
- c) Either the 90/10 or 80/20 preference point system will be applicable in this tender. The lowest/highest acceptable tender will be used to determine the accurate system once tenders are received.

1.3 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:

- (a) Price; and
- (b) Specific Goals.

1.4 **To be completed by the organ of state:**

The maximum points for this tender are allocated as follows:

	POINTS
PRICE	80
SPECIFIC GOALS	20
Total points for Price and SPECIFIC GOALS	100

1.5 Failure on the part of a tenderer to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.

- 1.6 The organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

2. DEFINITIONS

- (a) “**tender**” means a written offer in the form determined by an organ of state in response to an invitation to provide goods or services through price quotations, competitive tendering process or any other method envisaged in legislation;
- (b) “**price**” means an amount of money tendered for goods or services, and includes all applicable taxes less all unconditional discounts;
- (c) “**rand value**” means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;
- (d) “**tender for income-generating contracts**” means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and
- (e) “**the Act**” means the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).

3. FORMULA FOR PROCUREMENT OF GOODS AND SERVICES

3.1. POINTS AWARDED FOR PRICE

3.1.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \\ Ps = 80 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right) & \text{or} & Ps = 90 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right) \end{array}$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

3.2. FORMULA FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \\ Ps = 80 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right) & \text{or} & Ps = 90 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right) \end{array}$$

Where

- Ps = Points scored for price of tender under consideration
Pt = Price of tender under consideration
Pmax = Price of highest acceptable tender

4. POINTS AWARDED FOR SPECIFIC GOALS

- 4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this tender:
- 4.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—
- (a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or
 - (b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system,

then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

Table 1: Specific goals for the tender and points claimed are indicated per the table below.

(Note to organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such.

Note to tenderers: The tenderer must indicate how they claim points for each preference point system.)

The specific goals allocated points in terms of this tender	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (80/20 system) (To be completed by the tenderer)
Historically Disadvantaged individuals/Companies (51% and above)	8	
Women (51% and above)	7	
Disabled (51% and above)	5	

DECLARATION WITH REGARD TO COMPANY/FIRM

- 4.3. Name of company/firm.....
- 4.4. Company registration number:
- 4.5. TYPE OF COMPANY/ FIRM
- ☐ Partnership/Joint Venture / Consortium

- ☐ One-person business/sole propriety
- ☐ Close corporation
- ☐ Public Company
- ☐ Personal Liability Company
- ☐ (Pty) Limited
- ☐ Non-Profit Company
- ☐ State Owned Company

[TICK APPLICABLE BOX]

4.6. I, the undersigned, who is duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the specific goals as advised in the tender, qualifies the company/firm for the preference(s) shown and I acknowledge that:

- i) The information furnished is true and correct;
- ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
- iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;
- iv) If the specific goals have been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the organ of state may, in addition to any other remedy it may have –
 - (a) disqualify the person from the tendering process;
 - (b) recover costs, losses or damages it has incurred or suffered as a result of that person's conduct;
 - (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
 - (d) recommend that the tenderer or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and
 - (e) forward the matter for criminal prosecution, if deemed necessary.

 SIGNATURE(S) OF TENDERER(S)
SURNAME AND NAME:
DATE:
ADDRESS:

Annex G : GENERAL CONDITIONS OF CONTRACT AND STANDARD BIDDING DOCUMENTS

1. Bidders are required to complete and sign all Standard Bidding Documents (SBDs) and Annexures. All Bidders /suppliers must adhere to the General Conditions of Contract as prescribed by National Treasury.

Detailed information on the General Condition of Contract are found in the link below:

http://ocpo.treasury.gov.za/Resource_Centre/Legislation/General%20Conditions%20of%20Contract-%20Inclusion%20of%20par%2034%20CIBD.pdf