



Independent and within reach.

PROVISION OF A NATIONAL BRAND PERCEPTION SURVEY FOR LEGAL AID SA

1. INTRODUCTION

Suitably qualified and empowered research companies are hereby invited to submit proposals to conduct a National Brand Perception Survey and impact assessment on Legal Aid South Africa's (abbreviated as Legal Aid SA) marketing, advertising and public education campaigns for a period of **three (3) months**.

2. RESEARCH OBJECTIVES

The National Brand Perception Survey is a multi-ethnic syndicated survey, which covers different areas of enquiry for several different publics. It is designed to determine the level of awareness and experience of the Legal Aid SA brand.

In broad terms, the project has the following objectives:

- 2.1 To determine how many people know about Legal Aid SA.
- 2.2 To determine the extent of the knowledge of Legal Aid SA, its structures, services and successes.
- 2.3 To determine the perceptions and experiences people hold about the Legal Aid SA brand. These could include brand image, services and offerings.
- 2.4 To identify the profile of people that are aware of Legal Aid SA.
- 2.5 To determine the best means of accessing clients.

The survey will assist Legal Aid SA with brand reputation management, as well as enable the organisation to address key areas of concern and direct its Business Plan to changing any misconceptions.

3. TARGET RESPONDENTS

3.1 Legal Aid SA Mandate

Legal Aid SA is an independent statutory body established by the Legal Aid South Africa Act 39 of 2014. Its aim is to render legal aid to indigent persons as widely as possible within its financial means, including providing legal representation to persons at State expense, rendering or making available legal aid and legal advice as well as providing education and information concerning legal rights and obligations.

The target groups to be sampled nationally as part of the survey should therefore include the following:

- 3.1.1 SEM (Socio-Economic Measure) groups across the SEM continuum, meeting the criteria stipulated in item 3.1.3 below.
- 3.1.2 Between 18 and 70 years old.
- 3.1.3 Both unemployed and employed.
- 3.1.4 Both male and female.
- 3.1.5 A representative split in terms of the following residential types, ideally:
 - a. 40% of the sample size residing in peri-urban areas – these are areas that fall within transition zones, where areas transition from rural to urban. Examples include Diepsloot (GP), Kabokweni (MP), Marikana (NW).
 - b. 30% of the sample size residing in urban areas – these are well-developed areas, with high population density. Examples include Johannesburg, Cape Town, Durban, Gqeberha, Bloemfontein.
 - c. 30% of the sample size residing in rural areas – these are areas without access to ordinary public services, including water, sanitation and public modes of transport. Examples include Bolobedu, Ga Maila (L), Braaklaagte (NW).
- 3.1.6 A representative spread in terms of racial breakdown (80% African, 20% other).
- 3.1.7 Communicating in any/all official South African languages – target groups should not be excluded due to bidders' inability to communicate with them.
- 3.1.8 A total of at least **3,000** respondents should be sampled as part of the survey.

3.2 Legal Aid SA's Marketing/Communications Strategy

Legal Aid SA's Marketing/Communications Strategy is based on meeting the needs of existing and future clients. It uses the following channels:

- 3.2.1 Print PR and advertising (regional and national media).
- 3.2.2 Broadcast (radio and TV) PR and marketing.
- 3.2.3 Online media PR.
- 3.2.4 Outdoor branding and marketing (fleet branding, billboards, mall advertisements).
- 3.2.5 Advertising at Government key service delivery points.
- 3.2.6 Digital advertising (soapies, stadium advertisements).
- 3.2.7 Mass public awareness campaigns and outreach programmes.
- 3.2.8 Social media platforms (Twitter, Facebook, Instagram, LinkedIn and YouTube).

4. REQUESTS FOR PROPOSALS

4.1 Scope of the Work Outputs

The appointed service provider will be required to do the following:

- 4.1.1 Select the most appropriate research method/s that fulfil/s the requirements of items 2.1-2.5 and 3.1.1-3.1.8, using a questionnaire as the primary research instrument.
- 4.1.2 Advise on the format of the questionnaire and how many questions to include.
- 4.1.3 Work closely with Legal Aid SA on what questions to ask.

- 4.1.4 Set the types of response formats to be in line with the reporting template provided by Legal Aid SA.
- 4.1.5 Set the layout of the questionnaire.
- 4.1.6 Prepare the sample.
- 4.1.7 Decide on the sample design.
- 4.1.8 Identify sample sources.
- 4.1.9 Provide a list of areas to be sampled, detailing the categorization of areas as peri-urban, urban and rural (see item 3.1.5).
- 4.1.10 Collect data.
- 4.1.11 Process data.
- 4.1.12 Code data.
- 4.1.13 Analyse data.
- 4.1.14 Interpret and disseminate results.

The service provider will work closely with the Communication Department of Legal Aid SA.

4.2 Proposal

The proposal submitted by the research company should outline and include:

- 4.2.1 The methodology and plan of action to undertake this brief.
- 4.2.2 Key milestones and timeframes of this brief.
- 4.2.3 The consultants who will be undertaking each component of the project, including a brief resume of the consultants that outlines their qualifications and experience.
- 4.2.4 The number of hours and charges per hour including the total budget, inclusive of VAT, for the completion of this project.
- 4.2.5 The successful bidder will be provided with additional information to assist in the development of the required National Brand Perception Survey.

4.3 Terms and Conditions

- 4.3.1 Quotations are to be submitted on the official Company Letterhead of the bidder, reflecting the following:
 - a. Date quote issued
 - b. Validity period (120 days from the closing date)
 - c. VAT registration (where applicable)
 - d. CSD number
 - e. Physical address
- 4.3.2 Quotation should be VAT inclusive where applicable.
- 4.3.3 The full costs must be disclosed and no variances will be entertained.
- 4.3.4 The SBD 1, 3.1, 4 and 6.1 must be completed and returned together with the quotation.
- 4.3.5 Bidders are required to provide a valid B-BBEE status level verification certificate or a sworn affidavit where preference points are claimed.
- 4.3.6 Legal Aid SA SCM Policy on preferential procurement: Specific goals will be evaluated using the Preferential Points System Evaluation: 80/20: Price = 80 points and B-BBEE status level of contribution = 20 points.
- 4.3.7 The bidder must provide proof of registration on National Treasury's Central Supplier Database (CSD) which should reflect that the bidder is an active

supplier, not a government employee, is tax compliant and is not a restricted supplier.

4.3.8 This Request for Proposals is subject to the conditions of the General Conditions of Contract (GCC) and any other legislation or Special Conditions of Contract (SCC) which may apply.

4.3.9 Bidders must submit a valid Tax Compliance Status document from SARS.

4.3.10 Payments will be made within 30 days of the invoice date.

4.4 Requirements for Submission

4.4.1 The following administrative documents must be submitted as a response to this RFP:

- a. SBD 1
- b. SBD 3.1
- c. SBD 4
- d. SBD 6.1
- e. Valid B-BBEE status level verification certificate or a sworn affidavit

4.4.2 Mandatory Requirements

- a. Price Quotation
- b. Proposal in response to the requirements detailed in items 5.1 and 5.2 of this RFP (pages 5-13)

Note: Failure to provide and adhere to the mandatory requirements will invalidate your proposal.

4.4.3 These documents must be submitted as **hard copies** to the tender box situated at Legal Aid House, Ground Floor (reception area), 29 De Beer Street, Braamfontein, Johannesburg by no later than **31 August 2023 at 11h00**.

4.4.4 **Please label these as: 'PROJECT PROPOSAL: PROVISION OF ONE (1) NATIONAL BRAND PERCEPTION SURVEY'.**

NB: NO EMAILED, FAXED, POSTED OR LATE SUBMISSIONS WILL BE ACCEPTED.

5. EVALUATION CRITERIA

The criterion for evaluation of proposals is detailed below.

5.1 Functionality Evaluation Criteria

Bidders are required to complete the following table:

Note: It is the bidder's responsibility to submit confirmation/supporting documents in their proposals to show their capability and ability required as per the RFP. Failing to motivate will be awarded a score of 0 points for the criteria line item.

#	FUNCTIONAL EVALUATION CRITERION	WEIGHT	REFERENCE PAGE IN BIDDER'S PROPOSAL	COMMENTS
TO BE COMPLETED BY LEGAL AID SA			TO BE COMPLETED BY THE BIDDER	
FUNCTIONALITY EVALUATION				
1	GENERAL	45		
1.1	<p><i>Proven experience and ability in surveying client service public entities</i></p> <p>a) How many brand awareness/brand perception projects have you managed and executed?</p> <ul style="list-style-type: none"> • <i>No similar project = 0 points</i> • <i>1-2 similar project/s = 3 points</i> • <i>3-4 similar projects = 4 points</i> • <i>5 or more similar projects = 5 points</i> <p>b) Please give details of these projects. Details should include:</p> <ul style="list-style-type: none"> i. the complexity of the projects – sample size / geographical scope / languages <ul style="list-style-type: none"> • <i>No sample size, geographical nor language indications = 0 points</i> • <i>0-500 sampling and district/regional project with language/s mentioned = 4 points</i> • <i>500-1,900 sampling and provincial project</i> 	5		
		10		

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	<p><i>with language/s mentioned = 6 points</i></p> <ul style="list-style-type: none"> • <i>1,900-3,000 sampling and provincial or beyond with language/s mentioned = 8 points</i> • <i>3,000+ sampling and national or beyond project with language/s mentioned = 10 points</i> <p>ii. duration of the projects</p> <ul style="list-style-type: none"> • <i>No indication of duration = 0 points</i> • <i>Duration is a few weeks; less than 1 month = 2 points</i> • <i>Duration is 1 month = 4 points</i> • <i>Duration is between 1 and 2 months = 6 points</i> • <i>Duration is between 2 and 3 months = 8 points</i> • <i>Duration is 3 months or beyond = 10 points</i> <p>iii. resources utilised</p> <ul style="list-style-type: none"> • <i>No indication of resources utilised = 0 points</i> • <i>Use of fieldworkers = 2 points</i> • <i>Use of interpreters = 2 points</i> • <i>Use of data collectors / data gathering tools = 2 points</i> • <i>Use of data analysts / software packages = 2 points</i> • <i>Use of offices / vehicle fleet or transport = 2 points</i> 	10		

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	<p>c) Provide at least one (1) example of a questionnaire used in a similar project.</p> <p><i>This example will enable Legal Aid SA to assess the alignment of the project details provided in 1.1b above to the research instrument.</i></p> <ul style="list-style-type: none"> • <i>No sample questionnaire provided = 0 points</i> • <i>Sample questionnaire misaligns with the project questionnaire is for = 1 point (see details in item 1.1b above)</i> • <i>Sample questionnaire is not for a similar project = 2 points</i> • <i>Sample questionnaire is for a similar project = 4 points</i> • <i>Sample questionnaire is for a similar project and aligns well with research objectives = 5 points</i> <p>d) Number of years in the industry, providing research services to organisations similar to Legal Aid SA.</p> <ul style="list-style-type: none"> • <i>No details provided on number of years in the industry, and dissimilar organisations worked with = 0 points</i> • <i>Details provided on number of years in the industry, but dissimilar organisations worked with = 1 point</i> • <i>Details provided on number of years in the industry, but private law firms worked with = 2 points</i> • <i>1-5 years in the industry and working with public entities / Government institutions / non-profit</i> 	5		
		5		

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	<p><i>organisations = 3 points</i></p> <ul style="list-style-type: none"> • <i>5-10 years in the industry and working with public entities / Government institutions / non-profit organisations = 4 points</i> • <i>10+ years in the industry and working with public entities / Government institutions / non-profit organisations = 5 points</i> 			
2	METHODOLOGY AND RESOURCES	55		
2.1	<p><i>Capacity to deliver within project timelines in terms of methodology and resources</i></p> <p>Detail the proposed timelines for this project, linked to the various steps of the research process: inception meeting / data collection / data analysis / report writing and finalisation.</p> <p><i>See sections 3.1 and 4.1 of this RFP for relevant information that will inform the project timelines. Do note that scoring will be negatively impacted if proposed timelines go beyond those stipulated in this RFP.</i></p> <ul style="list-style-type: none"> • <i>No timeline provided = 0 points</i> • <i>Proposed timeline goes beyond 3 months = 1 point</i> • <i>Proposed timeline within 3 months but fails to mention inception meeting / data collection / data analysis / report writing and finalisation = 2 points</i> • <i>Proposed timeline within 3 months and includes some steps of the research process and excludes others (incomplete details) = 3 points</i> • <i>Proposed timeline within 3 months and includes the various steps of the research process = 5 points</i> 	5		

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2.2	<p>Detail the proposed methodology, as per required outputs.</p> <p><i>See section 4.1 of this RFP for the detailed outputs.</i></p> <p>a) Research method/s to be used.</p> <ul style="list-style-type: none"> • <i>No research method/s specified = 0 points</i> • <i>Research method/s specified, but does not use a questionnaire as the primary research instrument = 0 points</i> • <i>Research method/s misaligned with the research objectives = 1 point</i> • <i>Proposed research method/s are based upon:</i> <ul style="list-style-type: none"> • <i>an understanding of the research objectives = 4 points</i> • <i>who the target respondents are and their stipulated breakdown = 4 points</i> • <i>the use of a questionnaire as the primary research instrument = 2 points</i> <p>b) Sampling design to be used.</p> <ul style="list-style-type: none"> • <i>No information provided on sampling – how the bidder will determine the sample, as well as the considerations detailed in section 3.1 regarding the target respondents = 0 points</i> • <i>Proposed sample is inclusive of the considerations detailed in section 3.1:</i> <ul style="list-style-type: none"> • <i>SEM groups across the SEM continuum = 2 points</i> • <i>Between 18 and 70</i> 	10		

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	<p><i>years old = 1 point</i></p> <ul style="list-style-type: none"> • <i>Both unemployed and employed = 1 point</i> • <i>Both male and female = 1 point</i> • <i>A representative split of residential types (40% residing in peri-urban areas; 30% residing in urban areas; 30% residing in rural areas) = 2 points</i> • <i>A representative spread in terms of racial breakdown (80% African, 20% other) = 1 point</i> • <i>Communicating in any/all official South African languages = 1 point</i> • <i>A total of at least 3,000 respondents = 1 point</i> <p>c) Data collection, processing, coding and analysis methods to be used.</p> <ul style="list-style-type: none"> • <i>No information provided on data collection, processing, coding and analysis = 0 points</i> • <i>Proposed data collection, processing, coding and analysis misaligns with proposed methodology = 1 point</i> • <i>Proposed data collection, processing, coding and analysis misaligns with proposed timeline = 1 point</i> • <i>Proposed data collection methods are well-aligned with proposed methodology and cognisant of proposed timeline = 3 points</i> 	10		

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	<ul style="list-style-type: none"> • <i>Proposed data processing methods are well-aligned with proposed methodology and cognisant of proposed timeline = 3 points</i> • <i>Proposed data coding methods are well-aligned with proposed methodology and cognisant of proposed timeline = 1 point</i> • <i>Proposed data analysis methods are well-aligned with proposed methodology and cognisant of proposed timeline = 3 points</i> 			
2.3	<p>Indicate the resources to be utilised in this project.</p> <p><i>See sections 3.1 and 4.1 of this RFP for the detailed target respondents and outputs.</i></p> <p><i>The resources to be utilised are largely dependent on the methodology proposed – there should not be a misalignment here. It should be clear that bidders understand the logistics of a national survey, with 3,000 respondents, and a representative split in terms of peri-urban/urban/rural.</i></p> <ul style="list-style-type: none"> • <i>No resources specified = 0 points</i> • <i>Listing of resources, without indicating alignment to research method/s = 4 points</i> • <i>Detailed resources specified, well-aligned to research method/s:</i> <ul style="list-style-type: none"> • <i>Use of fieldworkers = 2 points</i> • <i>Use of interpreters = 2 points</i> • <i>Use of data collectors / data gathering tools = 2 points</i> 	10		

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	<ul style="list-style-type: none"> • Use of data analysts / software packages = 2 points • Use of offices / vehicle fleet or transport = 2 points 			
2.4	<p>Provide resumes and details of team members to be involved in this project.</p> <p><i>See section 4.1 of this RFP for the detailed outputs – Legal Aid SA will be assessing the skill set of proposed team members in relation to the goals of this project.</i></p> <ul style="list-style-type: none"> • No resumes and details of team members provided = 0 points • No resumes provided; unspecified roles of team members = 2 points • No resumes provided; details of proposed team members = 3 points • Resumes provided; unspecified roles of team members = 4 points • Resumes provided, with details of proposed team members = 6 points • Resumes provided, with details of proposed team members – the proposed team members have over 10 years of collective experience suitable to project requirements and submitted proposal = 10 points 	10		

Note: Bidders who score less than the minimum threshold of 80% of the 100 points for functionality will be disqualified and will not be evaluated further.

- Bidders that achieve the minimum threshold of 80% or more for the functionality evaluation will be further evaluated on the Preferential Points System (80/20).

5.2 Reference Checks

- 5.2.1 Reference checks will then be undertaken for the **recommended bidder** as part of due diligence.
- 5.2.2 **Bidders should provide the contact details of three (3) contactable clients that Legal Aid SA may contact for references.**
- 5.2.3 These clients (different) should have had a brand awareness/brand perception survey project **executed by the bidder within the past 7 years – the service should have been rendered between 2015 and 2022.**
- 5.2.4 The brand awareness/brand perception survey project that you delivered for these clients should be **completed**.
- 5.2.5 References cited must have knowledge of the bidder's work in all the elements for meaningful comparisons to be made.

6. CONFIDENTIALITY

All information documents, records and books provided by Legal Aid SA to any bidder, in connection with the request for proposals or otherwise, are strictly private and confidential. Bidders will not disclose these to any third party, except with the express consent of Legal Aid SA, which will be granted in writing prior to such disclosure. Legal Aid SA, however, reserves the right to disclose any information provided by any bidder to any of the employees of Legal Aid SA.

7. PROPOSAL SUBMISSION

All annexures must be completed in full, using the given numbering format. All attachments or references to attachments must be clearly marked and be specific to information required. Any deviations may not be considered.

NB: Bidders failing to adhere to the above requirements may be disqualified from the evaluation process.

8. PROPOSAL FORMAT

Proposal Numbering Format must be adhered to. Compliance or non-compliance with detailed information must be indicated per paragraph as per the Numbering Format. If there are additional and/or Alternative Product options, every option/alternative proposal to an item must be separately bid for in the form of a separate proposal, with a complete schedule and description.

All documents submitted in response to this request for proposals will become the property of Legal Aid SA in so far as to the evaluation of this RFP.

9. CONTRACTUAL IMPLICATIONS

After awarding the contract, this proposal together with its project Terms, Conditions and Specifications will constitute a binding contract between Legal Aid SA and the appointed service provider. The appointed service provider will assume total responsibility, regardless of any third party or subcontracting agreements it may enter into with approval from Legal Aid SA. Legal Aid SA has the right not to award the RFP.

10. CONDITIONS OF PAYMENT

Legal Aid SA will approve all project plans and projected project activity costs. No project activity will be delivered to Legal Aid SA before an official order has been issued to the appointed service provider and delivery will be within the specified time scale after the receipt of the official purchase order.

11. QUALITY ASSURANCE

Any defects, patent or latent, which are attributable to poor workmanship, will be rectified by the bidder at own cost and time and all costs relating to the correction of defects will be expressly and separately noted on billing documentation.

12. INTELLECTUAL PROPERTY RIGHTS

Copyright, patent rights and other similar rights in any works or products created as a result of the performance of this proposal and its assignments will vest in and are hereby transferred to Legal Aid SA, unless specifically agreed otherwise, in the form of individual written Agreement signed by both parties.

For this purpose, only, all works created in terms of this proposal and the assignments thereof will be deemed to have been created under the control and direction of Legal Aid SA.

13. DISBURSEMENTS, TRAVEL AND SUBSISTENCE

- 13.1 No bidder will be refunded any cost or disbursements incurred in respect of the project, save where the prior written approval of Legal Aid SA has been obtained in respect of such expenditure.
- 13.2 Any authorised disbursements will be refunded at the reasonable and actual cost determined by Legal Aid SA.
- 13.3 Any expenditure incurred by the successful bidder in respect of authorised travel for the project will be refunded in accordance with the Legal Aid SA travel policy as applicable from time to time. The rates payable for the use of private vehicles will be the prevailing rates quoted by the Automobile Association of South Africa.
- 13.4 All claims in respect of authorised disbursements (travel and subsistence costs) must be substantiated by documentary evidence such as receipts and logs of kilometers traveled.

13.5 All expenses incurred by the bidder for the proposal and presentations are the responsibility of the bidder and will not be reimbursed by Legal Aid SA.

14. AWARDING OF CONTRACT

- 14.1 Proven relevant experience and success, as well as the ability to deliver a reliable, efficient and effective service will be important considerations.
- 14.2 By the submission of a proposal, each bidder warrants that he/she/it is highly skilled, professional, competent and experienced in the area for which he/she/it has bid. Any work performed by a successful bidder will be evaluated against these criteria.
- 14.3 The bidder also warrants that the service provided will be of a superior standard, and is unlikely to cause undue difficulties.
- 14.4 The contract may be awarded, in part or in full, at the sole discretion of Legal Aid SA, to one or more concerns on a non-exclusive basis.
- 14.5 Proposals that are qualified by a bidder's own conditions may be rejected as being invalid, and failure of the bidder to renounce such conditions when called upon to do so may invalidate the proposal.
- 14.6 Legal Aid SA may request clarification or additional information regarding any aspect of the proposal. The bidder must supply the requested information within two working days after the request has been made, otherwise the bidder may be disqualified. Legal Aid SA may also request a demonstration, and bidders must comply with such a request within two working days.

15. OBJECTIVE CRITERIA

- 15.1 Legal Aid SA, like any other business, relies greatly on suppliers for most services, therefore, the interaction with suppliers/contractors/consultants can have a substantial impact on a Legal Aid SA operation. Legal Aid SA can be negatively impacted by a supplier who does not have a good reputation or has been implicated in unethical activities, by association. To mitigate this reputational risk, Legal Aid SA will investigate any negative and positive news on the particular supplier/contractor/consultant before doing any business and will make an informed decision about association. Negative news includes reports on research misconduct, comprising fabrication, falsification, misrepresentation and/or plagiarism in proposing and/or performing research and/or reporting research results. Negative news also extends to business practices of a supplier, and any reports on fraudulent and unethical behaviour.
- 15.2 In the event a bidder is found to not satisfy/meet the conditions or requirements set under par. 15.1 above, Legal Aid SA shall exercise its right in awarding the bid using applicable prescripts as provided for under the PPFA (section 2(f), which states, "*the contract must be awarded to the tenderer who scores the highest points, unless objective criteria in addition to those contemplated in paragraphs (d) and (e) justify the award to another tenderer,*".

15.3 In the event that the reference checks (see item 5.2 on page 13) yield negative feedback on a bidder, the second highest scoring bidder will be recommended for appointment.

LEGAL AID SOUTH AFRICA RESERVES THE RIGHT NOT TO MAKE ANY APPOINTMENT AND SHALL NOT ENTERTAIN ANY CLAIM FOR COSTS THAT MAY HAVE BEEN INCURRED IN THE PREPARATION AND THE SUBMISSION OF THE PROPOSALS.