

SOUTH AFRICAN



***CIVIL AVIATION
AUTHORITY***

REQUEST FOR PROPOSALS

Rebranding Activations

RFP Number: RFP/ZD/REBRANDINGACTIVATIONS/COMMS/593/20242025

Submission deadline: 23 October 2024, 11h00

1. INVITATION TO BID

1.1. The purpose

This document invites companies specialising in strategic brand communication to submit proposals within the scope below.

1.2. About the SACAA Brand Communication

The SACAA is an award-winning state-owned entity tasked with regulating the aviation industry, known mainly by its niche community – the aviation industry. The SACAA promotes aviation safety and security through various media channels and interactive identity campaigns. The branding goals of the SACAA can be summarised as follows:

1. To give SACAA stakeholders a positive experience of the SACAA brand:
2. To play and demonstrate a leadership role (brand visibility and positioning)
3. To highlight SACAA's products, services and infrastructure (easily accessible and innovative)
4. To illustrate that SACAA understands its mandate, challenges, and market.
5. To illustrate that SACAA is a partner of choice to both the private and public sectors.
6. To tell the SACAA success stories.

1.3. THE SACAA REBRANDING RATIONALE

As a company's Brand represents more than just its visible identity related to its products and services – it is imperative that the Brand aligns with the Business Strategy, its target audiences, its purpose and overall visual expression as found in printed material, signage, website, stationery and the like.

The Brand also needs to look and feel like a consolidated whole.

SACAA's current look and feel have existed for 25 years. In every brand's journey, a refresh can rejuvenate the brand, accommodate changes in the external environment, and help the brand adjust to the changing business environment.

These considerations are even more impactful and powerful if made against the backdrop of the Business Strategy cycle, which for the SACAA begins on 1 April 2025.

The next cycle's business strategy is designed against the following significant milestones:

- SACAA has made significant progress and achieved commendable success in managing its mission of regulating civil aviation safety and security in support of sustainable development of the aviation industry.
- As a result, the SACAA has achieved a Top 20 ICAO USOAP rating and retains its Top position in Africa (refer to the attached extract from our recent annual report on what this means).
- The SACAA has also been given an additional mandate to oversee Environmental protection matters.
- The SACAA is on an Automation journey as part of its commitment to improve its client satisfaction levels.
- The SACAA's relocation to its new HQ from 1 April 2024.

1.4. OBJECTIVES FOR REBRANDING

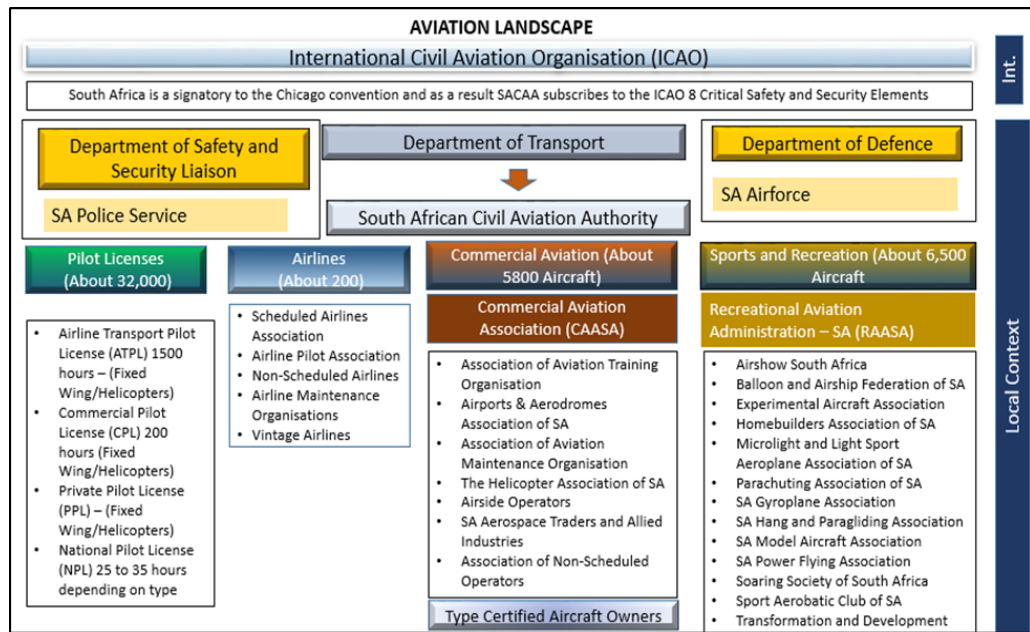
The rebrand should achieve the following:

- Align Brand and business strategy – especially with the new five-year cycle and leverage the opportunities it can create to communicate to target audiences;
- Create opportunities to align employees behind the Brand as Brand ambassadors and
- Address gaps in the brand-building applications to ensure a more consolidated Brand

1.5. SACAA TARGET AUDIENCE

The SACAA's target audiences are divided into two categories: the primary and secondary target markets. The primary audience is based in the aviation industry, while the secondary target market consists of various groups affected by or interested in aviation.

1.5.1. Primary target market



1.5.2. Secondary target market

- 1.5.2.1. The general public, both young and adults
- 1.5.2.2. Retailers of Drones/ lasers
- 1.5.2.3. The Department of Trade and Industry, South African Police Services, Department of Environmental Affairs
- 1.5.2.4. The media, both industry and mainstream – electronic and print

2. The scope

The service provider appointed should deliver on the following:

- 2.1.1. Develop a campaign concept and plan to introduce the new SACAA brand to its stakeholders, using through-the-line strategies.
- 2.1.2. Produce an explainer video of the new logo
- 2.1.3. Produce a video showcasing the landscape of the South African aviation industry and the role played by the South African civil aviation authority.

3. Proposal submissions

Each submission must contain:

- 3.1.1. A company profile
- 3.1.2. A portfolio of similar videos produced by the company
- 3.1.3. A presentation of a past T-T-L campaign launched by the company
- 3.1.4. A minimum of 3 reference letters of similar work done with active contacts

- 3.1.5. A legal affidavit confirming that the videos and campaigns submitted were indeed the company's work and that the company has resources to be allocated to the SACAA if the company gets awarded the work contained in this RFP at the same standard.
- 3.1.6. Price proposal per deliverable
 - 3.1.6.1. Video Production costs should Include all possible costs—there will be no variations once the PO is issued. These include a voice-over, a location shoot in Gauteng at one or two airports, editing, animation, and soundtracks.
 - 3.1.6.2. Campaign concept and plan: Only cost design, messaging and concept ideation. Approved activations will be advertised per item on a separate RFQ.
 - 3.1.6.3. Allow for a maximum of 5 reverts before final approval.
 - 3.1.6.4. Allow for up to two briefing meetings per item
 - 3.1.6.5. Allow for desktop content research and interviews before concept development.

4. Terms of Conditions of the contract

- 4.1.1. The SACAA will only pay for services that meet the brief discussed and are approved and delivered within the agreed-upon time.
- 4.1.2. By responding to this RFP, you confirm that your company has the capacity to carry out all the deliverables scoped under 1.6 within the next six months.

5. EVALUATION CRITERIA

Bidders will be evaluated in accordance with the Supply Chain Management Policies as well as the Preferential Procurement Policy Framework, 2000 (Act No. 5 of 2000) and the Preferential Procurement Regulations of 2022. The evaluation criteria will consist of the following three (03) phases:

5.1 Phase 1 - Mandatory requirements (SACAA will request additional info if not submitted)

- 1.1.1. Prospective bidders must register on the Central Supplier Database (CSD) before submitting bids. Please provide the CSD supplier number.
- 1.1.2. Fully signed bidders' disclosure (SBD 4)

5.2 Phase 2 - Technical/ Functionality Evaluation

- 5.2.1 Table 1 below is a criteria that will be used for accumulating points. This is critical to the evaluators and will be a benchmark against your submission as per section 5. (1) of the Preferential Procurement Policy Framework Act 2000: Preferential Procurement Regulations, 2022. Bidders are advised to breakdown their submission taking into consideration the scope (see section 3.2) and functionality below.
- 5.2.2 Bidders who score 70 points or more out of 100 on functionality will be considered for the next phase.
- 5.2.3 User department and Evaluating Committee members may request a detailed presentation of the proposals.

TABLE 1: FUNCTIONALITY EVALUATION

TECHNICAL EVALUATION			
SUB-CRITERIA	DESCRIPTION	POINTS	
		MIN	MAX
Company Experience	The company must submit a physical company profile with a website address. The profile must demonstrate that the company specialises in strategic brand communication and the number of years in operation.		
	<ul style="list-style-type: none">The company profile with a website address has been submitted, confirming its speciality in strategic brand communication, and it has been in operation for five years and over – 30 points		
	<ul style="list-style-type: none">The company profile with a website address has been submitted, confirming its speciality in strategic brand communication, and it has been in operation for three to four years – 20 points	20	30
	<ul style="list-style-type: none">The company profile with a website address has been submitted, confirming its speciality in strategic brand communication, and it has been in operation for less than three years – 0 points		

TECHNICAL EVALUATION			
SUB-CRITERIA	DESCRIPTION	POINTS	
		MIN	MAX
Portfolio Assessment	<p>The company's portfolio of similar videos (a min of 3) must be submitted as a downloadable link.</p> <p>The link will be assessed based on the following criteria:</p> <ul style="list-style-type: none"> • The videos submitted visuals drive the message intended in an effective way • The overall video is aligned with the company brand ethos, language and style • The video messaging is short and concise 		
	<p>The videos submitted meet all of the above-listed requirements = 30 points.</p> <p>The videos submitted meet two of the above-listed requirements = 20 points.</p> <p>The videos submitted meets one of the requirements listed above = 0 points.</p>	20	30
TTL Campaign Assessment	<p>A presentation of a past T-T-L campaign launched by the company was submitted.</p> <ul style="list-style-type: none"> • The campaign demonstrated an understanding of the brief and the interpretation thereof • The campaign achieved the outcomes intended • The campaign creatively used strategies relevant to the brands' key stakeholders 		
	<p>The campaign submitted meets all of the above-listed requirements = 30 points.</p> <p>The campaign submitted meets two of the above-listed requirements = 20 points.</p> <p>The campaign submitted meets one of the requirements listed above = 0 points.</p>	20	30
REFERRALS	A minimum of 3 reference letters of similar work done with active contacts AND A legal affidavit confirming that the videos and campaigns submitted were indeed the	10	10

TECHNICAL EVALUATION			
SUB-CRITERIA	DESCRIPTION	POINTS	
		MIN	MAX
	company's work and that the company has resources to be allocated to the SACAA if the company gets awarded the work contained in this RFP at the same standard.		
TOTAL POINTS FOR TECHNICAL EVALUATION		70	100

Only submissions who score 70 or above out of 100 will be selected for the next evaluation stage. Any bidder scoring less than that will be disqualified.

5.3 PHASE 3 –PRICE AND SPECIFIC GOAL EVALUATION

Bidders who comply with the requirements of this bid will be evaluated according to the preference point scoring system, as determined in the Preferential Procurement Regulations, 2022 pertaining to the Preferential Procurement Policy Framework Act, Act No 5 of 2000.

For this bid, **80** points will be allocated for Price and **20** points for the specific goals in a form of a B-BBEE status level of the contributor.

The value of this bid is estimated NOT to exceed R50 000 000 (all applicable taxes included) and therefore the 80/20 preference point system shall be applicable.

The following PPPFA formula is used to evaluate price:

$$P_s = 80 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$$

P_s = Points scored for price of the bid under consideration.

P_t = Rand value of bid under consideration.

P_{\min} = Rand value of lowest acceptable bid.

Only bidders that have achieved the minimum qualifying points on functionality will be evaluated further in accordance with the 80/20 preference point system, as follows:

Points for this bid shall be awarded for:

- (a) Price; and
- (b) B-BBEE Status Level of Contributor.

The maximum points for this bid are allocated as follows:

	POINTS
PRICE	80
Specific Goal	20
Total points for Price and Specific Goal	100

6. SUBMISSION CRITERIA

All bids to be submitted physically and deposited into the tender box at SACAA offices, Treur Close, Waterfall Office Park, Bekker Street, Midrand. Please submit by Wednesday, 23 October 2024, 11h00.