

A decorative graphic on the left side of the slide, consisting of three overlapping circular frames. The top frame shows a close-up of solar panels. The middle frame shows a large industrial facility with several tall cooling towers and a body of water in the foreground. The bottom frame shows a helicopter performing a hoist rescue or maintenance on a high-voltage power line tower. A worker is visible on a platform attached to the tower.

**THE APPOINTMENT OF A MARKETING AGENCY IN
THE FOLLOWING PORTFOLIOS: CREATIVE
(MWP1004CX) AND DIGITAL (MWP1005CX), OVER A
PERIOD OF TWO (2) YEARS.**

**CLARIFICATION MEETING – TECHNICAL
PRESENTATION**

November 2021

Some of the Eskom campaigns that use these services

- | | |
|---|--|
| <ul style="list-style-type: none">• Eskom Brand Campaign• Energy losses• Revenue recovery• Integrated demand management• Eskom development foundation | <ul style="list-style-type: none">• Public safety• Employee safety• Air quality• Customer service• Eskom expo for young scientists |
|---|--|

Creative Services

- Account Management
- Above the line (ATL) creative and production
- Below the line (BTL) creative and production
- Communication strategy
- Campaign strategy
- Creative (non-campaign related)

Digital Services

- Account management
- Digital strategy
- Campaign implementation and management
- Digital creative and production services for digital and social media platforms
- Integrated social media system
- Application development
- Influencer & Community marketing
- Targeted digital marketing

3.1.1 Campaign strategy services – The creative agency is expected to –

- a) gain in-depth knowledge of the Employers' operations and brand architecture. This will include studying and understanding the consumers/target markets of each Eskom campaign and extracting the relevant communication insights to assist in strategy development. In order to provide meaningful advice and guidance on communication strategies, the Consultant must understand the strategic vision of the organisation or the campaign;
- b) provide to the Employer the relevant insights and communication industry trends, and propose, coordinate, and interpret internal and third-party market research. This will guide the Consultant when attending strategy meetings, reviewing brand strategies, performing brand reviews, developing communication strategies, developing top-line channel strategies, or providing a strategic direction for creative work; and
- c) develop brand strategy, including but not limited to: brand proposition, key messages, the stakeholder/target market matrix, the connection plan, the annual calendar of activities, monitoring the performance and campaign evaluations.

3.1.2 ATL creative and production services – The creative agency is expected to –

- a) develop and present creative ATL concepts and ideas, which will include storyboards for TV campaigns, rendering, scamps and layout for print campaigns, and scripts for radio campaigns;
- b) produce approved ATL campaigns and campaign material. During the production of the campaign, the Consultant must involve the Employer in agreed production stages (e.g. pre-production, shoot, and post-production). Throughout the production stages, the Consultant must ensure that adequate insurance is in place, which relates to the Consultant's time to implement but not to external insurance cost; and
- c) provide creative DTP (Desktop Publishing) services as part of the creative development process, as well as copywriting services in six mainstream languages.

3.1.3 BTL creative and production services – The creative agency is expected to –

- a) develop and present creative BTL concepts and ideas, which will include renderings, scamps and layouts for print and online collateral;
- b) produce approved campaigns supported by the design and production of promotional collateral for the campaigns, i.e. corporate branding and branded promotional items. The communication material produced by the Consultant may be packaged and distributed to the Employer's main regional offices and other main sites;
- c) provide creative DTP (Desktop Publishing) services as part of the creative development process, as well as copywriting services in six mainstream languages.

3.4.1 Digital Strategy – The digital agency is expected to –

- a) develop digital strategies to support marketing campaigns. Developing an effective strategy requires the agency to do the following:
 - Gain in-depth knowledge of Eskom’s operations, and how the various campaigns link.
 - Study the market in which the campaign operates.
 - Study and understand consumer/target markets.
 - Interpret internal and third-party research.
- b) keep programme managers abreast of the best practices and insights they find.
- c) work closely with the Media Buying Agency to give input into digital media strategies.
- d) develop and review integrated digital communication and campaign strategies (including but not limited to online, social media, and permission marketing).

3.4.2 Digital campaign implementation and management– The digital agency is expected to –

- a) attend briefings and interagency meetings to internalise the campaign idea. To understand the creative and look and feel of campaigns, the agency will interpret these to develop creative concepts (including websites, social media, mobile, banner ads, and email) to suit digital channels;
- b) Understand the present campaign’s flow and timing plans, campaign elements and mechanics (i.e. target audience, qualities, portals, and emails);
- c) have an understanding of data legislation principles and their implementation; this follows the ongoing administration of campaign data, including a focus on data integrity;
- d) Source and subscribe to multi-platform social media tool
- e) monitor, measure and report on social media marketing efforts.
- f) assist Eskom with the implementation of virtual museums at selected sites.

3.4.3 Digital creative and production services for digital and social media platforms – The digital agency is expected to do the following:

- a) Build, design, and maintain websites, microsites, digital sites, social media, and mobile sites. The agency must have knowledge of and the ability to optimise search-engine marketing.
- b) Integrate the look and feel of a campaign into digital creative work.
- c) Monitor real-time campaign target markets and communities, including their online behaviour, with suggested responses for consideration.
- d) Identify blogger and influencer opportunities and partnerships so as to leverage their audiences to push campaign messaging.
- e) Convert content for digital broadcast formats.
- f) Host external servers when required.
- g) Provision of online streaming and RSS feeds
- h) Provide digital consultation and advice.

3.4.4 Digital and social marketing data analysis and reporting – The digital agency is expected to –

- a) review and analyse user experience to identify and extract key insights;
- b) develop and review segmented profiling strategies;
- c) build digital models, showing the effectiveness of campaign investment;
- d) provide ongoing website and campaign statistics, including web analytics, database analytics, and campaign statistics.
- e) Analyse user comments in respect to sentiment and provide an in-depth understanding of issues.

Functionality will be conducted in two (2) phases, i.e. Shortlisting Questionnaire's per each portfolio and Pitch Presentation.

- 1) The first phase:** will comprise of the shortlisting questionnaire and will be evaluated with a minimum threshold of 70%. Please complete the shortlisting questionnaire completely.
- 2)** Agencies who pass the minimum threshold in phase one will be invited for a pitch briefing session and given sufficient time to prepare for phase two.
- 3) Second phase:** Pitch presentations will form part of the overall technical and competency evaluation. The Pitch presentation threshold is 65%.
- 4)** Only those suppliers who have met the two phased technical evaluation thresholds above will be evaluated further (post technical) in terms of PPPFA.
- 5)** Eskom has decided to appoint one (1) supplier in each of the two (2) portfolios, namely: creative and digital services. Therefore, any one (1) supplier will not be appointed in more than one (1) portfolio.

Technical evaluation - Creative (supplier questionnaire – Annexure N)

| Evaluation Criteria | | Weight |
|---------------------|---|---|
| 1 | Company Profile | 30% |
| | Maturity of the agency Number and type of key clients | Number of staff employed |
| 2 | Resource Strength | 35% |
| | Experience of resources at different levels | Permanent vs freelance |
| 3 | Service Strength | 35% |
| | Proficiency in leading national campaigns Creative design concepts | Ability to service multiple campaigns Core strengths |

Technical evaluation - Digital (supplier questionnaire – Annexure N)

| Evaluation Criteria | | Weight |
|---------------------|--|--|
| 1 | Company Profile | 30% |
| | Maturity of the agency Number and type of key clients | Number of staff employed |
| 2 | Resource Strength | 35% |
| | Experience of resources at different levels | Permanent vs freelance |
| 3 | Service Strength | 35% |
| | Proficiency in digital strategy Digital design Content development | Ability to service multiple campaigns App development |

Pricing Schedule – Resource Rates

There is one pricing schedules included in the tender returnables (Annexure K), please ensure you complete all the tabs of the pricing schedule.

- Only fill in the blue blocks and do not leave out any information.
- Do not make any changes in any other fields of the Pricing Schedule!!!
- All prices quoted are to be filled out in ZAR excl. VAT
- Complete the pricing schedule in Excel and save as PDF/print

Pricing Schedule - Please indicate the all inclusive rate (including breakdown) for resources at each level

| No | Level of seniority | Base Hourly Rate (Excluding overheads and profit) | Overhead rate (%) | Profit Mark - up (%) | All inclusive Hourly Rate (Including overheads and profit) |
|----|--------------------|--|-------------------|----------------------|---|
| 1 | Executive | | | | R 0.00 |
| 2 | Senior | | | | R 0.00 |
| 3 | Middle | | | | R 0.00 |
| 4 | Junior | | | | R 0.00 |

Pricing Schedule – Audio Visual Rate Card

If your agency provides in-house AV service please indicate the rates in the table provided, if there are any service not reflected on the list you may add rows as required. The agency can only bill for rates which are included in this list.

If AV services are outsourced no rates need to be provided, but please indicate that AV services are outsourced. You will not be penalised if AV service are outsourced.

| Item | Unit | Rate |
|--|------|------|
| Personnel / Cost Item | Per | ZAR |
| Creative Consultant | Hour | |
| Senior Producer | Hour | |
| Producer | Hour | |
| Director - <i>(Makes decisions on content, continuity, script, look and feel of scenes, casting, and performance of actors/presenters on screen.)</i> | Day | |
| Director Of Videography - <i>(Makes decisions on camera angles, camera positions, lenses used, lighting, framing and technical aspects. Everything we see through the lens.)</i> | Day | |
| Camera Operator | Day | |
| Production Assistant | Day | |
| Video Editor | Hour | |
| Final Mix | Hour | |
| Scriptwriting | Hour | |
| Graphic Design | Hour | |
| Drone Operator (fully licensed) | Day | |
| Equipment | | |
| Hi-Definition Camera Kit (LED light pack included with the camera) | Day | |
| Offline Edit Suite | Day | |
| Online Edit Suite | Day | |
| Drone | Day | |
| Other Services | | |
| Voice over booth and recording software | Hour | |
| Green Screen Studio | Day | |
| Filming of media and crisis training workshops (Camera, crew and edit) <u>Held at the agency studio.</u> | Day | |
| Filming of media and crisis training workshops (Camera, crew and edit) <u>Held offsite.</u> | Day | |
| Mobile edit suite and operator <i>(Laptop must be included with operator)</i> | Day | |
| Subtitles <i>(Transcribing, proofreading and implementing)</i> | Hour | |

Pricing Schedule – Studio & Pre-production rate card

Please provide rates for the pre-production cost items listed below, you may change the unit of measure if required and more lines may be added for cost items not reflected on the list.

Please highlight any changes you make.

| Service Provided / Cost Item | Unit | Rate |
|--|-------------------|------|
| Digital Art Direction | Per hour | |
| Typesetting/Typography | Per hour | |
| Illustration of Artwork | Per hour | |
| Rendering (1 hour per A4 on average) | A4 | |
| Retrieval of Disk Artwork (15 min per pic on average) | 1/4 Hour | |
| Placing per Pic (15 min per pic on average) | 1/4 Hour | |
| Digital Download | 1/4 Hour | |
| Layouts | Per hour | |
| Retouching | Per hour | |
| Laser Proof - B&W | A4/A3 | |
| Laser Proof – Colour | A4/A3 | |
| Electronic Assembly | Per DTP Hour | |
| Contract Proof - Digital, e.g. Sherpa/Epson | All sizes A1 - A5 | |
| Resizing | Per hour | |
| Colour Profiling A4 (15 min per page on average) | 1/4 Hour | |
| Author Corrections | Per hour | |
| Library of Images (archiving/storage of) | Per image | |
| Archiving/Material Storage | Per hour | |
| Dispatch, PDF, Quickcut, Adsend - B&W and Colour (including press conversions) | All sizes | |
| Scamps | Per hour | |
| CDs (excluding time to retrieve artwork) | Per CD | |
| DVDs (excluding time to retrieve artwork) | Per DVD | |
| Photoshop | Per image | |
| DTP (Desktop Publishing) | Per hour | |
| Translations (all SA languages) | Per 100 words | |
| Document Setup | Per hour | |