



**RW10405721/23 PROVISION OF BULK MEDIA BUYING, MEDIA PLANNING SERVICES AT RAND WATER COMMUNICATION & STAKEHOLDER RELATIONS DIVISION FOR A DURATION OF 5 YEARS**

**BULK MEDIA BUYING AND MEDIA PLANNING SERVICES**

**AUTHOR : JOHANNES SEBOTHOMA AND DATE : 23 JANUARY 2024:  
TIME : 10:00AM**





**BULK MEDIA BUYING AND MEDIA PLANNING SERVICES**



# Contents

1. Rand Water team
2. Procedure to be observed
3. Bid validity
4. Test for responsiveness
5. Evaluation process
6. Returnable schedules
7. Bill of quantities
8. Functional Evaluation
9. Scope of work



# 1. Rand water team

## 1.1 Supply Chain Management

- Johannes Sebothoma  
Senior Buyer
- Semakaleng Mangoali  
Sourcing Manager

## 1.2 Technical Team

- Justice Mohale  
Media Relations Manager
- Louise Enslin  
Internal Comms Manager



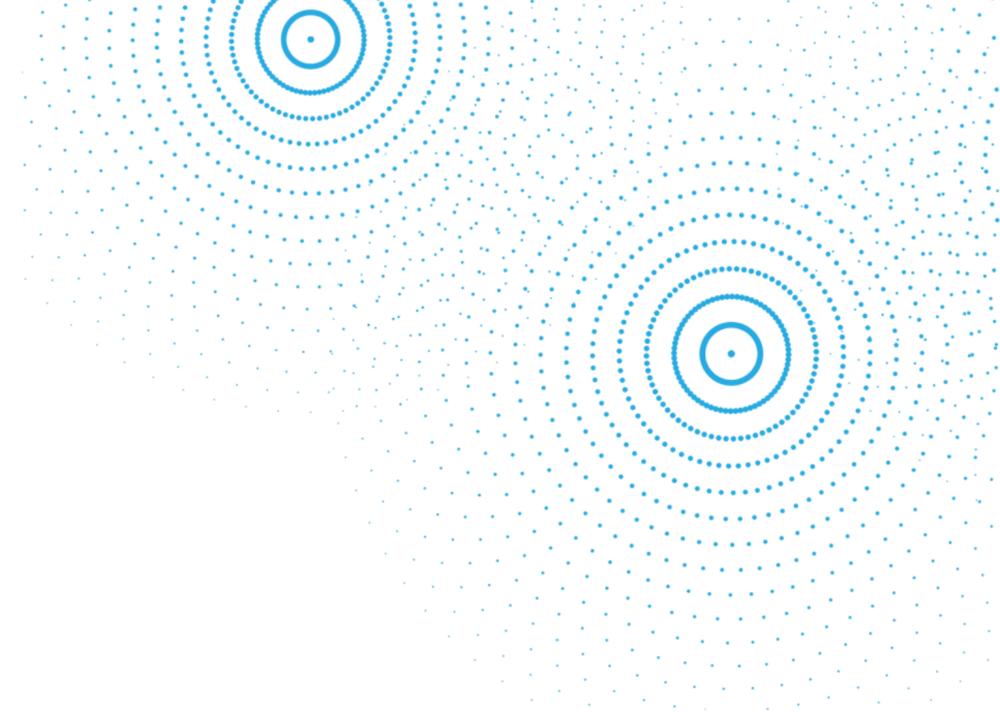
# 2. Procedure to be observed

- 2.1 Non - Compulsory attendance register to be completed by all present.
- 2.2 The bid documents are downloadable on the National Treasury e-Tender Publication portal which can be accessed through the following:  
<http://www.etenders.treasury.gov.za>
- 2.3 Closing date for this bid document is Friday, 16 February 2024 at 12:00 pm.
- 2.4 Bids must be submitted before or on closing date and time at the following address:  
Rand Water Head Office | 522 Impala Road |  
Glenvista | 2058 (in the Bid Submissions Box at the Reception ) and Contact persons:  
Johannes Sebothoma Senior Buyer and  
Semakaleng Mangoali .



# 3. Bid validity

- 3.1 The tender shall remain valid for a of 180 days from the date of closing of the tender.
- 3.2 Rand Water reserves the right to extend the validity period if required.



# 4. Test for responsiveness : page 9

- 4.1 Fully completed and signed Form of Offer. (**Page 63**)
- 4.2 Letter of Good Standing from the Department of Labour or an Accredited Institution.
- 4.3 The use of correction fluid or any other similar substance to make corrections is not permitted.



# 5. Evaluation Process

## 5.1 Rand Water conducts a two stage evaluation

process for all bids, intending to provide services or goods to the organization as follows:

- First part of the evaluation process is the functionality evaluation (**Technical part of the tender document**).
- All bids evaluated at this stage must achieve a minimum of 70% scoring.
- Below 70 % will not be considered to second stage of the evaluation which is commercial evaluation.
- Award is then based on the preferential point system.  
( **80/20 or 90/10 - Page 12**)



# 6. Returnable Schedules

- Page 9 of 81 – Record of Previous Experience relevant to the current scope/ work
- Page 9 of 81– Overall performance on previous
- Page 10 of 81 – Quality Management Systems
- Page 10 of 81– Human Resource Capacity
- Page 10 of 81 – Equipment resource capacity
- Page 11 of 81 – Risk Introduced by Tender Qualifications (e.g. limitations, assumptions, limited liability etc.
- Page 11 of 81 – Project Risk Management
- Page 11 of 81– Detailed Project Programme



# 7. Bill of Quantities ( BOQ)

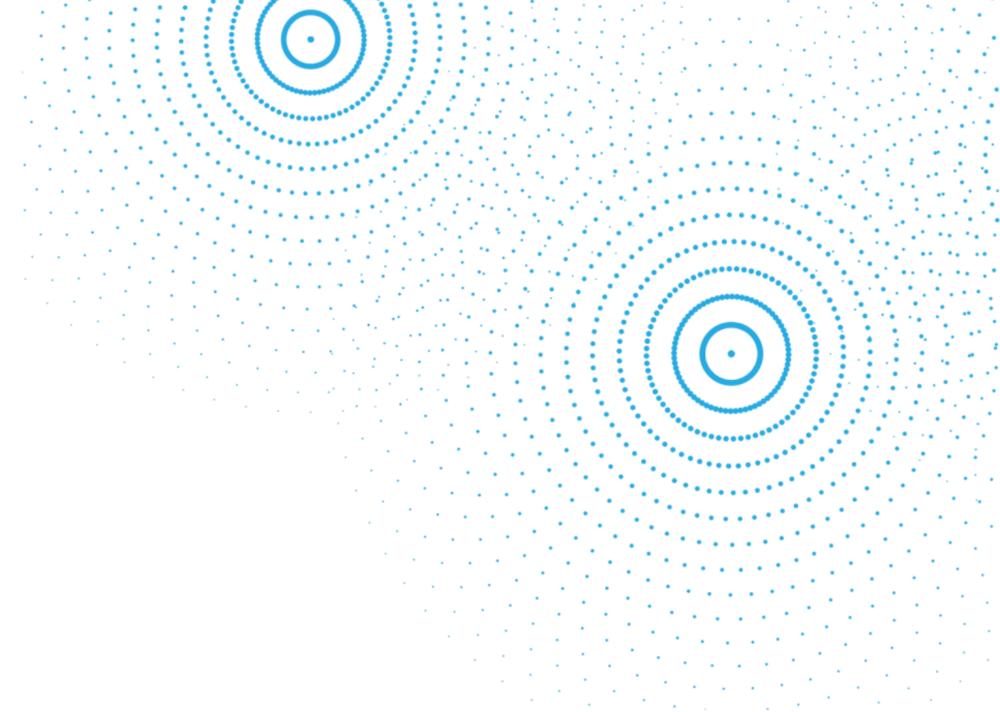
- BOQ or schedule must be fully completed



# 8. FUNCTIONAL EVALUATION : PAGE 9

- Record of Previous Experience relevant to the current scope/ work (**The reference must be written confirmation from clients and may include a completion certificate**) **(20%)**
- Overall performance on previous ( **The bidder must submit a record of performance on previous work which must have a percentage rating by the clients**) **(20%)**
- Quality Management Systems ( **Evidence of being ISO 9001 certificate or in house QMS in place**) **(10%)**
- Human Resource Capacity (**Company organogram, project team, CVs and resources allocation**) **(10%)**
- Equipment resource capacity (**i.e office space and requisite tools, vehicles and working tools**) **(10%)**
- Risk Introduced by Tender Qualifications( **e.g. limitations, assumptions, limited**) **(5%)**  
**( Page 29)**
- Project Risk Management ( **As per risk register provided(10%)( Page 57)**)
- Detailed Project Programme ( **Gantt chart format, resources loaded at activity level 2 and monthly cost forecast to completion(15%)**)

# 9. scope of work



## INTRODUCTION

Rand Water requires the services of competent service providers for the provision of bulk media buying, media planning and related services.

The successful service provider will be expected to support and enable Rand Water by contributing to the organisation's strategic intent. This is to be done by planning, monitoring and bulk-buying of media space in print, electronic, digital, radio, television and out-of-home (OOH) media for campaigns, special projects advertising. Furthermore, the service provider will be expected to handle media planning and scheduling from the initiation phase to the evaluation phase for any media related research, audit reports, and special media reports for Rand Water. The required services are outlined under the

Scope of Work and should be aligned to the following objectives:



# 9.1 Scope of work

- Provide Rand Water with a media buying service that creates visibility and communicates Rand Water's communication objectives on advertising platforms that selected audiences and stakeholders will relate to.
- Provide the best value for money for Rand Water by recommending platforms and programmes that have high reach with Rand Water target market.
- Achieve significant cost savings for Rand Water through advising, timeous planning and buying that yields bulk discount benefits without degradation in the quality of services.
- Provide Rand Water media and marketing teams with the necessary expertise that ensures a sustainable supply of services.



## 9.2 Scope of work

- Meet Rand Water's current requirements (at a minimum) and provide for flexibility to meet future needs related to the scope.
- Establish a successful contractual relationship between the parties that is flexible and highly responsive to Rand Water's changing requirements over the term.
- Provide Rand Water with expertise that is required to identify, analyse, recommend, provide and implement, amongst other things, new technologies and processes.
- Provide Rand Water with consistent and innovative services over the term of the contract.



# 9.3 Scope of work

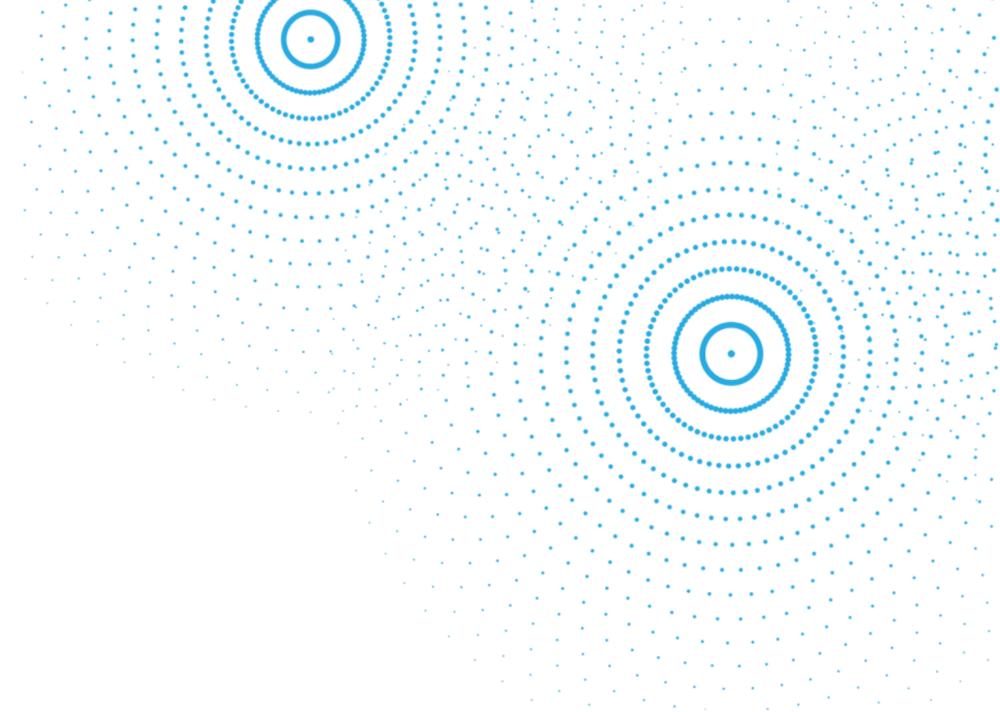
## SPECIFIC SCOPE OF WORK

- Undertake media planning and buying of all Rand Water's advertising and brand activation requirements.
- Demonstrate an understanding of the political landscape and socio-economic conditions that would influence Rand Water's target audience and stakeholders' perception of Rand Water and consequential reputational impact.
- Develop, refine and implement media strategies for Rand Water's campaigns.
- Undertake negotiations with media owners to secure the most cost-effective bulk discount rates and added value for Rand water



# 9.4 Scope of work

- Provide Rand Water with post campaign analysis indicating effectiveness and cost efficiency of all media placements.
- Development of promotional adverts for brand activation for internal and external roadshows.
- Provide Videography and Photography services for Digital Content Creation.
- . Activation Promo Ads



# 9.5 Scope of work

## IMPORTANT INFORMATION

The service provider must have extensive experience to procure media placements in the following media platforms and many others:

- Out-of-home (OOH).
- Radio (Including Regional & Community Radio stations).
- Print media (Including Regional & Community media).
- Television (Including Regional & Community TV



## 9.6 Scope of work

- Online and digital media.
- The distribution of bulk messages on all social media platforms.
- Production of material for out of home, radio, digital and many other platforms.



# 9.7 Scope of work

**The service provider must have a proven track record on:**

- Media research, analysis and monitoring.
- Media strategy development and execution.
- Media platform selection.
- Media commission and bulk discount rate
- negotiations and placements.
- Excellent turnaround time; and
- Knowledge, information and skills transfer initiatives for Rand Water media and marketing teams.



# Thank you!

Head Office: Physical: 522 Impala Road,  
Glenvista 2058, South Africa  
Tel: +27 (0)11 682 0911  
[customerservice@randwater.co.za](mailto:customerservice@randwater.co.za)

