



merSETA

MANUFACTURING, ENGINEERING
AND RELATED SERVICES SETA

SCOPE OF WORK

The merSETA's newly launched Vision, Mission and Values (VMV) Media Campaign

Campaign Period: April 2026 – May 2026 (Two-month period)

1. Background

The merSETA is the Manufacturing, Engineering and Related Services Education and Training Authority established to promote the Skills Development Act, (Act 97 of 1998, as amended). It facilitates skills development in the following sub sectors: Metal, Automotive Manufacturing, Motor Retail and Component Manufacturing, Tyre Manufacturing and Plastics.

As part of strengthening organisational identity and strategic positioning, the merSETA has launched its new Vision, Mission and Values (VMV). The VMV Media Campaign aims to create widespread awareness across national, provincial and community media platforms, ensuring that stakeholders understand the organisation's direction, mandate and value proposition.

2. Purpose

The purpose of this project campaign is to:

- a) Implement a structured and coordinated paid media campaign to promote the merSETA's newly adopted Vision, Mission and Values (VMV) across national, provincial and community media platforms.
- b) The campaign seeks to create widespread awareness of the organisation's strategic direction, institutional mandate and core principles, ensuring that stakeholders clearly understand the merSETA's role in driving transformative skills development within the manufacturing and engineering sector.
- c) Through targeted radio, print and digital advert and advertorial placements, the campaign aims to strengthen brand visibility, reinforce stakeholder confidence, and position the merSETA as a credible, responsive and sector-leading SETA. The initiative further supports the organisation's broader Marketing and Communications Operational Plan, which mandates the unit to safeguard the merSETA's reputation while ensuring consistent and impactful brand presence across South Africa.
- d) The campaign will run for a period of two (2) months, from April 2026 to May 2026.

3. Scope

- a) The appointed service provider will be responsible for implementing a paid media campaign focused exclusively on radio advertising (adverts and live reads), national and community print advertorial placements and selected digital publication placements.
- b) The scope includes securing advertising placements on one (1) national public radio station and one (1) commercial radio station, as well as one community radio station per province across all nine provinces.
- c) Each station will flight 10 × 30-second radio adverts per month (April and May) and 10 × 15-second live reads per month for the duration of the two-month campaign. The objective is to ensure broad geographic coverage, including rural, peri-urban and urban communities.
- d) In addition, the service provider will secure national print advertorials and adverts placements and provincial community print advertorials and adverts placements to complement the radio campaign. These placements must align with the merSETA's target stakeholder groups and support consistent VMV messaging.

e) Language and Translation Requirements (Radio Stations)

- Where radio placements require broadcast in languages other than English, the service provider will be responsible for translating the merSETA English scripts into the relevant language.
- All translations must:
 - Be linguistically accurate and culturally appropriate.
 - Maintain the original meaning and intent of the approved script.
 - Be professionally edited to ensure fluency and correct terminology.
 - Be submitted to the merSETA for review and approval prior to flighting.
 - The merSETA reserves the right to request revisions where translations do not meet the required standard.
- Where print or digital placements are published in languages other than English, the service provider will be responsible for ensuring accurate, professionally translated content aligned with the merSETA-approved messaging. All translated material must:
 - Preserve the integrity and intent of the original content.
 - Be grammatically correct and contextually appropriate.
 - Be proofread prior to publication.
 - All translated content must be approved by the merSETA before

publication.

- All advertising scripts and messaging will be developed internally by the merSETA Marketing and Communications Unit. The service provider's role will therefore focus on:
 - Media bookings
 - Voice-over recordings
 - Placement coordination
 - Scheduling, monitoring and reporting, including the submission of proof of flighting, tear sheets and performance analytics.
- The overall scope is designed to ensure structured national visibility, measurable media reach and consistent messaging throughout the campaign period.

3.1. National Radio Campaign

The service provider must secure advertising on:

- One (1) National Public Radio Station, preferably a high-reach SABC station with broad geographic footprint.
- One (1) National Commercial Radio Station
- Each month, the national stations and commercial radio station must flight:
 - 10 × 30-second radio adverts
 - 10 × 15-second live reads

This equals per station over two months: (April and May 2026):

- 20 × 30-second adverts
- 20 × 15-second live reads

All live reads must be scheduled during peak and high-listenership slots.

3.2. Provincial Community Radio Campaign

The service provider must secure placements on:

One (1) community radio station per province, covering all nine (9) provinces.

3.2.1. Per Community Station, Per Month:

- 10 × 30-second radio adverts
- 10 × 15-second live reads

This applies for each month from April to May 2026.

3.2.2. All stations must:

- a) Provide proof of flighting (Official broadcast logs from the station showing: Date; Time; Duration (30 sec / 15 sec); Programme slot and affidavits which will serve as a signed declaration from the station confirming that the adverts were broadcast as scheduled.
- b) Share social media posts tagging the merSETA where applicable
- c) Nine Provinces to be covered include: Gauteng, Limpopo, North West, KwaZulu-Natal, Mpumalanga, Eastern Cape, Free State, Northern Cape and Western Cape
- d) Language selection must align with dominant provincial languages.

3.3 National Print Advertorials

3.3.1 The service provider must secure a total of two (2) full-colour national print placements during the campaign period (April - May 2026), structured as follows:

- **April 2026**
 - 1 × Full-page full-colour advertorial placement
- **May 2026**
 - 1 × Full-page full-colour advert placement

3.4 Community Print

The service provider must secure community-level print advertorial placements to ensure broad geographic coverage and inclusive stakeholder reach across all nine (9) provinces during the campaign period (April - May 2026).

3.4.1. Provincial Community Print Advertorials

- a) The provider must secure:
 - Nine (9) full-colour page provincial community print advertorial placements, with a minimum of one (1) placement per province.
- b) These placements must:
 - Be published in recognised and credible provincial or community newspapers with established circulation.
 - Align with the dominant language(s) of the respective province where appropriate.
 - Be full-colour to ensure consistency with the merSETA Corporate Identity and brand standards.
 - Target rural, peri-urban and township communities to enhance grassroots awareness.
- c) All advertorial content, including copy, imagery and branding elements, will be developed and supplied internally by the merSETA Marketing and Communications Unit.
- d) The service provider will be responsible for media booking, coordination with publications, layout adaptation in line with publication specifications, scheduling and confirmation of print dates.
- e) Proof of publication, including tear sheets and circulation information, must be submitted as part of campaign reporting.

4. Content Development Responsibilities

- a) All advertising scripts and messaging content will be developed internally by the merSETA Marketing and Communications Unit.
 - b) The service provider will:
 - Receive approved scripts from the merSETA,
 - Facilitate production and placement
 - Ensure correct scheduling and distribution
- ***NB: The provider is not required to develop or edit scripts.***

5. Deliverables

The appointed service provider must:

- 5.1 Provide a detailed implementation plan aligned to campaign timelines.
- 5.2 Secure all approved media placements as outlined in the scope of work above.
- 5.3 Submit detailed monthly media schedules prior to flighting.
- 5.4 Provide proof of flighting including:
 - Radio logs
 - Invoices
 - Tear sheets (print)
 - Analytics reports
- 5.5 Provide monthly performance reports.
- 5.6 Submit a final consolidated campaign performance report at the end of May 2026.

6. Outcomes

The VMV Media Campaign is expected to deliver measurable brand visibility, strengthened stakeholder awareness and structured national media presence during the April - May 2026 implementation period.

The campaign aims to achieve the following outcomes:

- Increased public awareness and understanding of the new merSETA's Vision, Mission and Values.
- Strengthened brand recognition across national and provincial media platforms.
- Demonstrable media reach across all nine provinces, including rural, peri-urban and urban communities.
- Improved institutional visibility among employers, training providers, learners and sector stakeholders.
- Measurable exposure through verified radio flighting, print placements and digital performance metrics.
- Reinforced positioning of the merSETA as a credible and sector-leading skills development authority.

7. Mandatory Requirements

The service provider must demonstrate:

- Minimum three (3) years' experience in national and community media campaigns
- Proven access to national and community radio networks
- Capacity to deliver placements within tight timelines
- Ability to provide monitoring and reporting analytics

8. Media Compliance Requirements

The service provider must ensure:

- POPIA compliance
- Alignment with applicable advertising standards
- All content must be approved by the merSETA prior to flighting
- Accurate representation of the merSETA's new VMV messaging

9. Briefing Session

A briefing session may be scheduled. Attendance is non-compulsory.

10. Disclaimer

The merSETA reserves the right not to appoint a service provider for this RFQ. The merSETA, further reserves the right to split the RFQ with more than one service provider or award a portion of this tender to other service providers. The merSETA does not bind itself to accept the lowest tender.