

ANNEXURE B2 – PRESENTATION TECHNICAL EVALUATION CRITERIA

TNPA/2023/05/0008/29695/RFP - FOR THE PROVISION OF ADVERTISING AND RELATED SERVICES TO TRANSNET NATIONAL PORTS AUTHORITY (TNPA) FOR A PERIOD OF THREE (3) YEARS ON AN AS AND WHEN REQUIRED BASIS

No	Presentation Criteria	Scoring Guideline	Weighting
1	<p>Bidders will be required to present a media placement strategy to Transnet National Ports Authority (TNPA) for a major campaign that the Bidder has undertaken in the past three (3) years. The presentation must demonstrate that the campaign was advertised across a minimum of three communication mediums (i.e., Radio, Television, Print, Outdoor and social media). The Bidders presentation must demonstrate: creativity and strategic thinking in execution of client brief/problem statement; the reach and outcome of the campaign; understanding of various media platforms; whether campaign objectives have been met; and quality and creativity of the actual campaign content (E.g., Actual photography, audio, video, print, outdoor or script content produced for the campaign).</p> <p>The campaign presentation must address/evidence the following elements:</p> <ol style="list-style-type: none"> 1. Client overview (Footprint, size of organisation); 2. Campaign duration; 4. Overview of the client brief/problem statement and desired objectives and outcomes; 5. Conceptualisation and execution of the brief and actual campaign (E.g., Actual photography, audio, video, print, outdoor or script content produced for the campaign); and 6. Campaign tracking (statistics and analytics on campaign reach). 	<p>0 = (Requirements not met) Nonresponsive/or one (1) – two (2) elements addressed /or Campaign not advertised across a minimum of three (3) communication mediums/or Campaign is older than three (3) years.</p> <p>1 = (Below Requirements) Campaign not older than three years and three (3) – four (4) elements have been addressed.</p> <p>2 = (Meets Requirements) Campaign not older than three (3) years and five (5) elements have been addressed.</p> <p>3 = (Exceeds Requirements) Campaign not older than three (3) years and all six (6) elements have been addressed, and campaign objectives have been met.</p>	100
Total Technical			100
Minimum Threshold for Presentation Evaluation			66.67