
ANNEXURE A - SCOPE OF SERVICE

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

1. BACKGROUND

- 1.1 Transnet National Ports Authority (TNPA) is one of six (6) operating divisions of Transnet SOC Ltd. TNPA is responsible for the safe, effective, and efficient economic functioning of the national port system, which it manages in a landlord capacity.
- 1.2 TNPA provides port infrastructure and marine services at the eight South African commercial seaports and operates within a legislative and regulatory environment created by the National Ports Act of 2005 (Act No. 12 of 2005).
- 1.3 In line with the provisions of the National Ports Act, the core functions of TNPA are to regulatory function at all South African ports; and
 - a) Plan, provide, maintain, and improve port infrastructure.
 - b) Provide or arrange marine-related activities.
 - c) Ensure the provision of port services, including the management of port activities. and the port regulatory function at all South African ports.
 - d) Provide aids to navigation and assistance to the maneuvering of vessels within port limits and along the 2954km coastline.

2. DELIVERABLES

- 2.1. With the new TNPA operating model which is aimed at fixing the current business and positioning it for growth and opportunities, the Corporate Affairs department has identified a need to appoint an advertising agency, hereinafter called "the agency", to submit a bid to provide the following advertising services to TNPA, inclusive of the head office, all the eight ports, lighthouses and navigational services, and dredging services.
- 2.2. To achieve success in respect of our Corporate Affairs objectives, TNPA requires the services of a highly experienced advertising/public relations/communication and activation agency, which will interact with various groupings such as the media, external stakeholders, and communication practitioners within the media and external communication environments.

- 2.3. The agency must possess in-depth knowledge and experience in the fields of media management, public relations, marketing, communication, design, desktop publishing, social media, and production. The following services are required:

3. Media Strategy Development

- 3.1. Generate relevant content based on TNPA's operating model and programmes across all its eight ports. The content must be developed and purposed for campaigns targeting outdoor, print media, broadcast media and digital media. This may include profiling of executives, supported by opinion pieces, and thought leadership platforms.
- 3.2. The agency shall ensure it provides a competent and effective copywriting service in terms of language proficiency and maritime register terminology.
- 3.3. Identify and execute above-the-line, below-the-line and through-the-line, advertising opportunities to promote TNPA's reputation.
- 3.4. The agency is to analyze, interpret and execute the TNPA brief; develop advertising strategies, develop project plans with timelines, creative concepts, and mood boards, and manage production, and execution thereof and solicit sign-off from TNPA.
- 3.5. The agency shall compile a Return-on-Investment Report per initiative, based on exposure, reach, impact, frequency and meeting objectives.

4. Media Buying

- 4.1. Media buying and placement - the agency to liaise directly with all media houses (these include online, broadcast, outdoor advertising, and traditional media) to make space bookings on behalf of TNPA, for adverts, disburse material and manage the placement/flighting of such.
- 4.2. The agency shall submit a media plan upfront to TNPA for acceptance and shall confirm and pay Media Houses for the space booking on behalf of TNPA. TNPA shall reimburse the agency accordingly – paying the total cost of media placement and agency fee/commission.
- 4.3. Graphic designing and layout of media adverts.
- 4.4. The agency should revert to TNPA with a draft artwork for approval and stick to the agreed times for delivery of such. Once the designs are complete, TNPA will sign off and approve the artwork.
- 4.5. All design concepts remain TNPA's intellectual property.

- 4.6. Agency shall send TNPA a digital copy in PDF format and open files to the artwork using One Drive.
- 4.7. The agency shall familiarise itself with the Transnet Corporate Identity Directives and shall ensure that brand application is always correct in terms of the brand mark, colour, font type, positioning, and application of the TNPA logo.
- 4.8. The agency shall revert with evidence (tear sheets) after media placement(s), the detailed reach of the media placement, media exposure, Opportunity-To-See, reach, impact, frequency, and meeting objectives.

5. Media Training

- 5.1. Develop a cost-effective programme for media training of 100 TNPA personnel management. The programme must be in line with the TNPA operating model and strategic objectives.
- 5.2. Media training must be conducted by a seasoned media professional with over 20 years in the industry. The professional must have a three-year qualification in media studies or related and has worked as a journalist for mainstream media including, broadcast, print and online.
- 5.3. Provide trainees with reading material, outline the training plan and scope of training, issue trainee each trainee's attendance certificates, and submit a closing report at the end of the training to TNPA.
- 5.4. Provide coaching by simulating real live media interview situations and asking difficult questions in a crisis simulation.
- 5.5. Provide interview tips by preparing TNPA personnel for an interview, as and when required.
- 5.6. Provide and share insider secrets, tips, and tricks to understand how Reporters/Journalists think and work.
- 5.7. Provide advanced concepts that are pertinent for media interviews, including using relevant video clips of practical examples of good and bad media interview performance.
- 5.8. Conduct in a structured format a presentation on how the media industry operates including but not limited to messaging, proof points, news angles, media insight and more.
- 5.9. Handle sensitive topics and crisis interviews.
- 5.10. Prepare and articulate key messages on specific development work focus areas and reinforce them with credible and memorable examples tailored for different audiences.
- 5.11. Facilitate, coordinate, and conduct media training for TNPA leadership. TNPA will provide scheduled media training and advise the agency.
- 5.12. Provide the latest trends in interview styles, technology, and voice-overs.

6. Develop and Maintain a Comprehensive TNPA Media Database

- 6.1. The agency must develop and shall keep a comprehensive media database. The database should cover all media platforms (print, online, broadcast] and geographical regions [national, regional, and international).
- 6.2. The database should be categorized as maritime-related international media, community, and national media.
- 6.3. A database must be developed for each port as well as dredging services and lighthouses and navigational systems.
- 6.4. The database should be updated regularly and shared with TNPA as and when required.
- 6.5. TNPA reserves the right to ownership of the media database upon completion of the contract.
- 6.6. Upon completion of the contract, the database remains TNPA's intellectual property.

7. Photography/Operational Photoshoot

- 7.1. The agency to conduct professional operational shoots across TNPA and collate an image library of TNPA corporate, port-specific, sectorial, commodities, and services.
- 7.2. The agency shall provide an experienced photographer who will take arial shots including drone footage of all eight TNPA ports, lighthouses and navigational services, as well as dredging services, using the latest technology.
- 7.3. The photographer shall take TNPA port-specific pictures covering commodities, infrastructure, marine services, dry docks, ship repairs, tugs, people and SHEQ to mention but a few.
- 7.4. The pictures must be in high-resolution quality and shared with TNPA in jpeg format not exceeding 8MB per image. These pictures must be edited before sending to TNPA.
- 7.5. Pictures must be in a folder and labelled according to the specific location where the pictures were taken. For instance, each Port must have a folder.
- 7.6. Pictures must be shared with TNPA using One Drive or an appropriate and secure sharing mechanism.
- 7.7. All pictures taken remain TNPA's intellectual property.