

ANNEXURE B1 – DESKTOP 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	Technical Criteria	Description/Required Information	Type of Proof to be submitted	Scoring Guideline	Weighting
1	Company experience in the field of work	Bidder to demonstrate experience in media and advertising strategy development.	<p>Bidders are required to demonstrate their experience in Advertising Services and provide information on projects undertaken for companies relative to TNPA (national footprint).</p> <p>Submit Advertising strategy developed for each project indicating the following:</p> <ul style="list-style-type: none"> Project undertaken Project Scope/Description Project objectives Agency solution to address objectives and audience reach in response to the client brief Contract duration <p>Also Submit client's signed reference letter (s) for each project aligning to the Advertising strategy submitted (Reference letter must be on the client letterhead, bear the signature of the client representative, cite client contact details as well as description of the work conducted.)</p>	<p>0 = No response/or irrelevant documents submitted/submitted only the Advertising strategy without the reference letter/or submitted a reference letter without the Advertising strategy /or response does not meet all requirements.</p> <p>1 = Submitted one to three project's Advertising strategies and client reference letters for each project.</p> <p>2 = Submitted four to five project's Advertising strategies and client reference letters for each project.</p> <p>3 = Submitted six or more project's Advertising strategies and client reference letters for each project.</p>	60
2	Experience and qualifications of proposed employees to manage the TNPA account	<p>Bidder to provide team organogram with CVs of the proposed key personnel of the Strategy Director, Media Strategist, Digital Specialist, and Graphic Designer. The CV must be with the copy of highest qualification obtained.</p> <p>In case of International qualifications, the qualification must be submitted with the South African Qualifications Authority (SAQA) certificate of evaluation, confirming the NQF</p>	<p>The CV must include the employee experience, three contactable references, and proof of qualification (certified copy of qualification) from an accredited higher institution of learning.</p> <p>Strategy Director Postgraduate qualification (NQF 8, or above) in Strategy/Business Administration/Marketing/Advertising/Media</p> <p>Demonstrate media networks or contacts previously completed in South Africa and globally, and a clear understanding of the media and advertising landscape.</p>	<p>0= No response or irrelevant CV or/ CV does not clearly define the advertising projects executed /or resource has less than Six years of experience /or failed to submit a Postgraduate qualification (NQF 8 or above).</p> <p>1 = Six years of experience and Postgraduate qualification (NQF 8 or above).</p> <p>2 = More than six to nine years of experience and Postgraduate qualification (NQF 8 or above)</p> <p>3 = More than nine years of experience with Postgraduate qualification (NQF 8 or above)</p>	10

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		level of the respective qualification. The SAQA certificate of evaluation must be submitted prior to the closing date and time of the RFP.			
			<p>The CV must include the employee experience, three contactable references, and proof of qualification (certified copy of qualification) from an accredited higher institution of learning.</p> <p>Media Strategist Undergraduate degree (NQF 7 or above) in Public Relations/Media Studies/Strategic Communication.</p> <p>Demonstrate experience developing strategy briefs, understanding the media landscape and negotiation.</p>	<p>0 = No response or irrelevant CV or CV does not clearly define the advertising projects executed/or resource has less than Two years of experience or failed to submit an Undergraduate degree qualification (NQF 7 or above).</p> <p>1 = Two to three years of experience and Undergraduate degree qualification (NQF 7 or equivalent or above).</p> <p>2 = More than three years to five years of experience and Undergraduate degree qualification (NQF 7 or above).</p> <p>3 = More than five years of experience and Undergraduate degree qualification (NQF 7 or above).</p>	10
			<p>The CV must include the employee experience, three contactable references, and proof of qualification (certified copy of qualification) from an accredited higher institution of learning.</p> <p>Digital Specialist Undergraduate degree (NQF 7 or above) in Multimedia/Creative Arts/Digital Media Demonstrate experience in social media management, skilled in copywriting, editing, and content creation for digital media.</p>	<p>0 = No response/or irrelevant CV/ or CV does not clearly define the advertising projects executed or resource has less than two years of experience /or failed to submit an Undergraduate degree qualification (NQF 7 or equivalent /or above).</p> <p>1 = Two to three years of experience and Undergraduate degree qualification (NQF 7 or above).</p> <p>2 = More than three years to five years of experience and Undergraduate degree qualification (NQF 7 or above).</p> <p>3 = More than five years of experience and Undergraduate degree qualification (NQF 7 or above).</p>	10

No	Technical Criteria	Description/Required Information	Type of Proof to be submitted	Scoring Guideline	Weighting
			<p>The CV must include the employee experience, three contactable references, and proof of qualification (certified copy of qualification) from an accredited higher institution of learning.</p> <p>Graphic Designer Undergraduate degree or diploma (NQF 6 – 7 or above) in Graphic Design/Creative Art, demonstrate relevant work experience in design concepts, and capability to use design platforms.</p>	<p>0 = No response/irrelevant CV/CV does not clearly define the advertising projects executed or resource has less than One years of experience /failed to submit Undergraduate degree or diploma (NQF 6 – 7 or above)</p> <p>1 = One to two years of experience and Undergraduate degree or diploma (NQF 6 – 7 or above)</p> <p>2 = More than two years to five years of experience and Undergraduate degree or diploma (NQF 6 – 7 or above)</p> <p>3 = More than five years of experience and Undergraduate degree or diploma (NQF 6 – 7 or above)</p>	10
Total Technical					100
Minimum Threshold for Technical Evaluation					66.67