



Supply Chain Management Division
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Tender Addendum Notice

RE: RFQ/TV/2023/93- REQUEST FOR PROPOSAL FOR APPOINTMENT OF A SUITABLE SERVICE PROVIDER FOR SABC TV LICENCE MEDIA BUYING AS A ONCE-OFF PROJECT.

The abovementioned tender was published on 02 August 2023 and closing date set for the 14th August 2023 @12pm.

REQUEST FOR QUOTATION (RFQ)

RFQ NUMBER	: RFQ/TV/2023/93
RFQ TITLE	: REQUEST FOR QUOTATION FOR APPOINTMENT OF A SUITABLE SERVICE PROVIDER FOR SABC TV LICENCE MEDIA BUYING AS A ONCE-OFF PROJECT.
BID PROCESS	EXPECTED DATES
Bid Advertisement Date	02 AUGUST 2023
Bid Closing Date and Time	14 AUGUST 2023 @ 12:00 noon
Contact details	tenderqueries@sabc.co.za

The SABC retains the right to change the timeframe whenever necessary and for whatever reason it deems fit.

There has been adjustments on the points for functionality as per below: Total minimum and maximum points remain the same.

Evaluation Area	Evaluation Criteria	Min Points	Max Points
Previous Work done for broadcasters.	<ul style="list-style-type: none">Supply previous work done for broadcasters. (15)<ul style="list-style-type: none">Submit five case studies (campaign objectives, timelines, media used, achieved results and lessons learned) launching a series of television shows for a broadcaster. Bidders not providing all of the mentioned elements above will not score points. (10)Reference letters from clients who have used media services in the last 12 months (from 01 June 2022- 31 July 2023). Signed reference letters should be in the company letterhead and confirm services.	10	15

South African Broadcasting Corporation SOC Limited: Registration Number: 2003/023915/30

Non-Executive Directors: Mr K M Ramukumba (Chairperson); Ms N A Batyi (Deputy Chairperson); Dr R K C Horne; Ms P Kadi; Ms P P Magopeni; Mr D M Maimela; Ms A C Makhwanya; Mr D K Mohuba; Ms M Moonsamy; Ms R M S Motaung; Adv T S Thipanyane; Mr M Tsedu

Executive Directors: Ms N N Wotshela (Acting Group Chief Executive Officer); Mr I C Plaatjes (Chief Operations Officer); Ms Y van Biljon (Chief Financial Officer); Acting Company Secretary: Mr M Salojee

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	3 and above reference letters- (5) Below 3 reference letters- (0)		
Proposed media plan of campaign including flow plan, sites and visuals of proposed media (Presentation).	<ul style="list-style-type: none"> Strategy/ rationale (20) <ul style="list-style-type: none"> Strategy aligned to brand & campaign objectives (10) Strategy not aligned to brand but meets campaign objectives (10) Strategy not aligned to brand and does not meet campaign objectives (0) Proposed OOH elements to support the strategy/ rationale (10) <ul style="list-style-type: none"> List the elements (5) Reach (3) Highlight the region (2) Duration of sites being up in the market (10) <ul style="list-style-type: none"> 2 months (5) 3 months (1 month added value sites for an extra month on all sites) (10) Value add (5 for all) <ul style="list-style-type: none"> Flexible delivery Quick turnaround time Discounted rates 	35	45
Standard of proposal	<ul style="list-style-type: none"> Strategy/ rationale (10) <ul style="list-style-type: none"> High- informed by target audience, brand positioning and objectives. (10) Medium- strategy has some consideration for brand positioning, campaign objectives and target market. (10) None (0) Proposed OOH elements to support the strategy/ rationale (10) <ul style="list-style-type: none"> Quality- focus on high impact and key strategic sites (5) Quantity- focus on reach and the number of sites covering as much as possible. (5) None (0) 	15	20
Capacity and Timing Plan	<ul style="list-style-type: none"> Current capacity to handle the SABC work that has been tendered for (10) <ul style="list-style-type: none"> Demonstrate in the form of an organogram showcasing the personnel allocated to work on this project. Timings (Include milestones i.e. briefing dates, confirmation of bookings, supplying chase list and going live) <ul style="list-style-type: none"> 7 days (10) 14 days (5) 14 days + (0) 	10	20
Total		70	100

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BIDS DELIVERY AS PER RFP DOCUMENT

Late Bid submissions will not be accepted for consideration by the SABC.

Yours faithfully

A handwritten signature in black ink, appearing to be 'R. S. G.', written over a horizontal line.

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