



Province of the
EASTERN CAPE
OFFICE OF THE PREMIER

TENDER: ADDENDUM

APPOINTMENT OF A SUPPLIER TO PROVIDE PUBLIC RELATIONS, MARKETING & BRANDING SUPPORT SERVICES ON BEHALF OF THE EASTERN CAPE PROVINCIAL GOVERNMENT: SCMU1-22/23-0002

This notice serves to rectify or give more clarity to all prospective bidders on the issues raised during the compulsory briefing session held on 23 August 2022 at 10h00 on MS Teams. Hereunder please find resolutions taken to clarify ambiguities or uncertainty.

| No. | Original statement | Corrections to be considered by bidders: |
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| 1. | Paragraph 3.10 under the scope of work requires the “transfer of skill to Marketing / Communications personnel on innovative development and management of multimedia marketing campaign” | This has been removed. |
| 2. | Under mandatory requirements, the bidders were required to have following qualifications/ expertise In terms of Preferential Procurement Regulations 2017, advancement of designated groups only the following tenderers may respond to this bid: - | This has been removed. |


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| | <ul style="list-style-type: none"> • Bidders having a minimum B-BBEE status Level of contribution (Level 1 to Level 3) • An EME or QSE | |
| 3. | <p>Under mandatory requirements, the bidders were required to have following qualifications/ expertise:</p> <p>Brand / Marketing Strategist: - • Bachelor's degree in Marketing / Bcom Advertising and Brand Management or equivalent. • Related Post Graduate Qualification -NQF Level 8. • Minimum of 12 years' experience and knowledge of strategic marketing and advertising, inclusive of 8 years' experience at a senior management level.</p> <p>Content Marketing Specialist –: • Bachelor's Degree in Marketing / Advertising or equivalent -NQF L7. • At least 8 years of experience and knowledge in content creation and copywriting in the field of marketing and advertising, including 4 years of experience at senior management level.</p> <p>Online Public Relations / media manager-: • Bachelor's degree in Marketing / Advertising/ Media Studies / Public Relations or equivalent NQF L7 • Minimum of 8 years' experience and knowledge in various communication online platforms content management, of which 4 years' experience at managerial level.</p> <p>Graphic designer/ Creative Director-: • Degree in Creative Brand Communication/ Graphic designer or equivalent- NQF L7.</p> | <p>Brand / Marketing Strategist: -</p> <ul style="list-style-type: none"> • Bachelor's degree / Diploma at NQF Level 7 in Marketing / Public Relations/ Advertising and Brand Management or equivalent. • Related Post Graduate Qualification -NQF- 8 • Minimum of 12 years' experience and knowledge of strategic marketing and advertising, inclusive of 8 years' experience at a senior management level. <p>Content Marketing Specialist –:</p> <ul style="list-style-type: none"> • Bachelor's Degree/ National Diploma at NQF Level 6 or 7 in Marketing / Advertising or equivalent • At least 8 years of experience and knowledge in content creation and copywriting in the field of marketing and advertising, including 4 years of experience at senior management level. <p>Online Public Relations / media manager-:</p> <ul style="list-style-type: none"> • Bachelor's degree/ National Diploma at NQF Level 6 or 7 in Marketing / Advertising/ Media Studies / Public Relations or equivalent • Minimum of 8 years' experience and knowledge in various communication online platforms content management, of which 4 years' experience at managerial level. <p>Graphic designer/ Creative Director-:</p> |

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| | <ul style="list-style-type: none"> • Eight (8) years within the field of which 4 years' experience at a middle management level <p>Proof of qualifications for each team member & comprehensive CV with three contactable references must be submitted. All qualifications must be certified, and the certification must not be older than three months. Reference letters from previous clients with similar projects.</p> | <ul style="list-style-type: none"> • Bachelor's degree/ National Diploma at NQF Level 6 or 7 in Creative Brand Communication/ Graphic designer or equivalent • Eight (8) years within the field of which 4 years' experience at a middle management level. <p>Proof of qualifications for each team member & comprehensive CV with three contactable references must be submitted. All qualifications must be certified, and the certification must not be older than three months.</p> |
| 4. | <p>Functionality No. 1 <u>References:</u> requires that bidders "Bidders must provide at least three (3) contactable reference letters from clients (Not older than 3 years where marketing, branding and public relations services were provided), indicating the value of not less than R500 000 for each project" with the following scoring :</p> <ol style="list-style-type: none"> 1. 5 or more written reference letters = 30 points 2. 4 written reference letters = 20 points 3. 3 written reference letters = 10 points | <p><u>Company Experience and Track Record</u></p> <p>Bidders must have at least three (3) contracts Public Relations, Marketing and Branding strategies/ campaigns, within Private sector /well established institutions / NPO'S and Provincial/ National government. The services must have been rendered within a period of not older than six (06) years with the minimum value of R100 000 each.</p> <ol style="list-style-type: none"> a) 6 projects = 50 points b) 5 projects = 35 points c) 4 projects = 25 points d) 3 projects = 15 points e) Less than 3 projects = No points allocation <p>As evidence to contracts above, bidders must provide Reference letters in a client's letterhead which must include the following information: -</p> <ol style="list-style-type: none"> 1. The exact marketing/branding /public relation/ services rendered 2. The overall quality of the goods/services received 3. Satisfactory deliveries on time as per agreed lead times |

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| | | The overall Satisfactory service received from the clients including after rendering the services service |
| 5. | <p>Functionality no. 2: <u>Company Experience:</u> requires bidders to “Indicate the number of years of experience in developing Marketing and Branding strategies, developing creative marketing campaigns, developing Corporate Identities and their element. With Four (4) or more contracts of the same scope range and size performed within the last eight (8) years 2. The company should have a minimum of 8 years of proven operational experience. A company profile must be submitted. With the following scoring:</p> <ol style="list-style-type: none"> 1. Minimum of four contracts or more and minimum of 8 years = 50 points 2. Minimum of three contracts and 8 years = 25 points 3. Minimum of two contracts and years = 15 points 4. One contract and 8 years = No points allocated. | <p><u>Company Profile:</u></p> <p>The company should have a minimum of 08 years of proven operational experience. The company should have a minimum of eight (8) years of proven operational experience and has worked with Private sector /well established institutions and Provincial/ National government. A company profile must be submitted</p> <ol style="list-style-type: none"> a) More than 12 years = 30 points b) 9-12 = 20 points c) 8 years = 30 points <p>Less than 8 years = No points allocation</p> |
| 6. | Closing date: 06 September 2022 at 11h00 | Closing date: 13 September 2022 |

Any other enquiries regarding the above bid must be directed to scmrequests@ecotp.gov.za

Kind regards



MBULELO SOGONI (MR)
DIRECTOR GENERAL