

ANNEXURE E

EVALUATION CRITERIA

The criteria for bid evaluation is planned as follows:

PHASE 1:

MANDATORY REQUIREMENTS

PHASE 2:

EVALUATION ON TECHNICAL/FUNCTIONALITY CRITERIA

1. Mandatory Evaluation Criteria

At this phase bidders must submit the required supporting documents to substantiate compliance to the following requirement. It must be noted that if the Bidder does not meet any of the requirements, the bidder will be disqualified and not be evaluated.

No.	MANDATORY	Comply	Not Comply
1.1	Bidders must demonstrate valid and current membership with at least one of the following relevant professional bodies, depending on the services offered: • Public Relations Institute of Southern Africa (PRISA) – mandatory for PR and media relations services. • Marketing Association of South Africa (MASA) – mandatory for marketing strategy and campaign services. • Interactive Advertising Bureau South Africa (IAB SA) – mandatory for digital and paid media services. • Graphic Design bodies such as GDC (SA) or equivalent – mandatory for design and creative services. Submit a valid copy/s		
	Substantiate / Comments		

THE APPOINTMENT OF A PANEL OF SERVICE PROVIDERS TO RENDER INTEGRATED MARKETING AND COMMUNICATION SERVICES FOR A PERIOD OF THREE (3) YEARS ON AS-AND-WHEN REQUIRED BASIS.

2. Technical Evaluation Criteria

Bidders will be evaluated according to the below technical evaluation criteria. Minimum Technical Threshold is **70%**. It must be noted that if the Bidder does not meet the **70%** minimum threshold, the bidder will be disqualified.

2.1 COMPANY EXPERIENCE			
Technical Information	Scoring	Proof of documents	Weighting Percentage
Company Experience (based on reference letters) The bidder must demonstrate experience in providing integrated marketing and communication services as outlined in Section 4, supported by verifiable reference letters . Reference letters must: • Be on client company letterhead • Be signed • Specify the nature of services rendered, duration, and client contact details Ps: Letters with non-relevant service as well as without the pre-requisite signature, and letterhead to be disregarded.		Reference Letters	30%
Five or more relevant reference letters	5		
Four relevant reference letters	4		
Three relevant reference letters	3		
Two relevant reference letters	2		
One relevant reference letter	1		
No relevant reference letter provided	0		
2.2 TEAM EXPERIENCE			
Technical Information	Scoring	Proof of documents	Weighting Percentage
Team Experience Provide the project team that will		CV's and qualifications	40%

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be working on the CEF assignments. Include the following pre-requisites: a) Individual members' summarised biographies/CV's showing work experience with an indication of positions, companies, responsibilities & years. Only information relevant to the scope to be provided. b) Team leader to have relevant qualification (Marketing, Communication Science, Journalism, Brand Management, Business Management/Administration etc, & minimum 10 years' experience providing the services as per the scope. c) The rest of the team members' relevant combined experience (excluding team leader) to be more than fifteen years with relevant qualifications.			
Provision of all three pre-requisites	5		
Provision of two pre-requisites	3		
Provision of one pre-requisite	1		
Provision of none of the pre-requisites	0		
2.3 PORTFOLIO OF EVIDENCE			
Technical Information	Scoring	Proof of documents	Weighting Percentage
Portfolio of Evidence Suppliers to demonstrate practical experience and skills of rendering integrated marketing and communication services by portfolio of evidence. Submissions must at least include 5 of the following: •Project samples and case studies		Portfolio of Evidence	30%

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•Artwork (PDF's JPG's and mock-ups) •Campaign visuals •Brand identity applications •Screenshots of posts, campaigns and dashboards •Links to live content •Video clips or sample reels •Published articles •Press coverage screenshots •Media engagement reports •Press statement issued •Event photos •Event reports •Registration or attendance metrics •Designed brochures etc •Photography, short video links/cuts			
Five or more services with a valid POE	5		
Four services with a valid POE	4		
Three services with a valid POE	3		
Two services with a valid POE	2		
One service with a valid POE	1		
Non relevant projects	0		