



COR7834/2025- REQUEST FOR BIDS FOR THE PROVISION OF COMMUNICATIONS AND PR MANAGEMENT SERVICES FOR A PERIOD NOT EXCEEDING 3 YEARS AT AIRPORTS COMPANY SOUTH AFRICA.

CLARIFICATION 01

1. Could you please confirm whether the campaign brief refers to a 12-month campaign, or if it forms part of the "12-campaign" scope mentioned on page 10 under "Scope of Work" (i.e., "Develop multichannel targeted monthly communication campaign/content plans – 1 campaign plan x 12 Ad-hoc campaign plans x12")?

The birthday campaign client brief refers to a month-long campaign scheduled to run during ACSA's birthday month. It forms part of the bidder's demonstration of capability and is distinct from the monthly content requirements outlined under the "Scope of Work" on page 10, which refer to the development of 12 targeted monthly campaign/content plans under the service agreement. The birthday campaign is a standalone initiative and not part of the recurring monthly campaigns.

2. Does the reference to "12 x 1 per month" over three years mean that one campaign is expected per month for the entire three-year period?

Correct.

3. Is there any particular significance to the celebration of 32 years that we should be aware of or incorporate into the campaign?

The client brief outlines all key details, including the campaign's aims and objectives. There is no additional significance attached to the 32-year milestone beyond what has been provided in the brief. The ACSA CI has been attached.

4. Is there an expectation to submit proof of attendance for the briefing session we attended?

NO, a register was taken during the briefing session.

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Airports Company South Africa SOC Ltd Reg No 1993/004149/30 VAT no 4930138393 Board of Directors: F Zikalala Mvelase (Interim Chairperson), Dr K Badimo, D Hlatshwayo, A Khumalo, G Mancotywa, L Mbotya (Chief Financial Officer), M Mpofu (Chief Executive Officer), Y Pillay, S Sambo, N Siyotula, F Sefara (Company Secretary)



5. Regarding submission of proof of work for content pieces (as referenced on page 26), does each content piece submitted count as one point?

Yes, you will be awarded points for each content piece type.

6. For the content piece types listed (e.g., Email newsletters, Posters/Banners/Digital screens, Social platforms like Microsoft VIVA Engage, MS Teams, WhatsApp groups, Internal digital magazine, Video messages), can we submit five examples of the same type (e.g., five email newsletters), or must they be five different types as specified?

You will be awarded points for each content piece type. Sending 5 of the same type (eg. five email newsletters) will be evaluated as 1 content piece type.

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