

## TECHNICAL EVALUATION CRITERIA

**PROVISION OF ADVERTISING SERVICES FOR TRANSNET NATIONAL PORTS AUTHORITY ("TNPA"), WHICH INCLUDES ITS EIGHT PORTS AND TWO BUSINESS UNITS (SALDANHA, CAPE TOWN, MOSSEL BAY, EAST LONDON, PORT ELIZABETH, NGQURA, DURBAN, RICHARDS BAY, DREDGING SERVICES, LIGHTHOUSES & NAVIGATIONAL SERVICES FOR A PERIOD OF THIRTY-SIX (36) MONTHS 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	Bidder to provide company profile showing company experience in providing advertising services and number of years the advertising agency has been in existence. Company unique selling point, description of services	Company Profile showing experience in providing advertising services and number of years the advertising agency has been in existence	<p>0=No company profile submitted /Irrelevant company profile submitted/Company profile submitted with no years of experience indicated</p> <p>1= Less than four years of existence and experience in providing advertising services,</p> <p>2 = five years of existence and experience in providing advertising services</p> <p>3 = Six years and more of existence and experience in providing advertising services.</p>	15
2	Competency in undertaking Media	Portfolio of evidence on Media Buying (online, broadcast and print media) and	Provide a portfolio of evidence and reference letters on the Media		35

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	Buying (creativity and quality of the work)	Reference letters. Portfolio of evidence indicating client name, project value, size of client organisation (number of employees), reach, project challenge, agency solution, results, outcomes, and project duration	<p>Buying Campaigns (online, broadcast and print) must be of similar size to TNPA.</p> <ul style="list-style-type: none"> <li>Each campaign must be accompanied by a signed reference letter to confirm work conducted. The reference letters must be signed and dated by the company for which the service was provided. It must clearly specify a description the scope of service provided. It must be on an official letterhead with valid contacts of the company.</li> <li><b>Only campaigns, not single requests for media placement. A campaign with less than three (3) mediums is not deemed to be integrated and will therefore not be considered.</b></li> </ul>	<p>0 = nonresponsive/irrelevant campaigns submitted</p> <p>1 = Portfolio of evidence showing one to three campaigns, valid reference letter</p> <p>2 = = Portfolio of evidence showing four campaigns, ALL with valid reference letters</p> <p>3 = = Portfolio of evidence showing Five or more campaigns, ALL with valid reference letters</p>	
3	Project team experience relevant to the scope of work	Bidder to provide team organogram with CVs of the key personnel inclusive of the Account Director, Media Strategist, Copywriter, Digital Specialist, Photographer, Graphic Designer.	<ul style="list-style-type: none"> <li>CV to include the following but not limited to:</li> <li>Three Contactable references</li> <li>Three-year qualification in or related to a diploma or degree in Marketing/Advertising/Communications/Graphic Design/Photography</li> <li>Years of experience</li> </ul>	<p>0 = nonresponsive/irrelevant CVs attached/CVs of Roles of team members not clearly defined on CVs</p> <p>1= CVs of the resource team (besides Account Director) showing less than 15 years working experience, combined in advertising projects and no three-year qualification in or related to a diploma or degree in marketing/advertising/. Account Director experience is less than five years, with a diploma /degree qualifications in or related to Marketing/Advertising/Communications.</p>	15

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				<p>2= CVs of all resources (besides Account Director) showing 15 to 20 years working experience combined, in advertising, brand, and marketing projects and have three-year degree and / or diploma in marketing/business/communications or related. Account Director has 10-14 years' experience in advertising and managing complex advertising and marketing projects plus Honours/master's in marketing/business/advertising/communications or related</p> <p>3= CVs of all resources (besides Account Director) showing more than 20 years of working experience combined, in advertising and have a three-year degree and / or diploma in marketing/business/communications or related. Account Director has 15 year and more working experience in advertising and managing complex advertising and marketing projects plus Honours/master's in marketing/business/advertising/communications</p>	
4	Develop and an integrated Advertising Campaign	Select a single case study from any of the referenced campaigns in point two (2) above to demonstrate company's ability to develop and implement Advertising Services solutions	As per above a campaign with less than three media platforms is not deemed to be integrated and will therefore not be considered.	<p>0 = nonresponsive 1 = Response meets only one -two criterion 2 = Response meets any three of the</p>	35

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			<p>This subsection will be scored in terms of the following criteria:</p> <ol style="list-style-type: none"> <li>1. Description of the case study/scenario, including campaign objective/s</li> <li>2. Describe the strategic rationale for the direction chosen in achieving the objectives of the case study.</li> <li>3. Demonstrate that the case study was an integrated, 360-degree campaign encompassing of a variety media platform, online, broadcast and print.</li> <li>4. Provide examples of the copy and creative execution that was used for the case study (Examples can be supplied as electronic)</li> </ol>	<p>criteria 3 = Response meets all four criterions</p>	
	<b>Total Technical</b>				<b>100</b>
	<b>Minimum Threshold for Technical Evaluation</b>				<b>66.67</b>