



**SOUTH AFRICAN BROADCASTING CORPORATION LIMITED SOC  
REGISTRATION NUMBER 2003/023915/30**

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**SUBMISSION TO THE HEAD OF SUPPLY CHAIN MANAGEMENT –  
AUGUST 2023**

**1. DEPARTMENT REQUESTING SUBMISSION:**

Supply Chain Management (SCM)

**2. TITLE OF SUBMISSION:**

Appointment of a service provider for Provision of SABC 1 Creative Campaign for a period of six months.

**3. PURPOSE OF SUBMISSION:**

The purpose of the submission is to seek approval from BSC for the specification and advertisement for SABC 1 Creative Campaign for at an estimated budget of

R4,191 000.00 excluding VAT.

**4. SCOPE OF WORK**

SABC1 will be launching a variety of new shows and new seasons for quarter 3 and quarter 4 for the fiscal period 23/24. The brand team need to create campaigns that allows the brand team to communicate the offering to the market and to maintain the consistency of the campaigns being in the market. The approach marketing would like to take for this fiscal campaign is to create focused campaigns driving the shows that will draw favourable attention to the channel.

**Scheduled Shows**

The Sauce	October 2023
The Gumbi's	7 October 2023
Kevin Hart movies	Every Sunday, 20h00
Amapiano Awards (TBC)	Event date: 1 November 2023 TX date: TBC
Last Dance (New Year's Eve concert)	31 December 2023

The SABC1 audiences live more on social media platforms. The approach is to make sure that the channel communication of content lives on this platform driving them to the channel. SABC1 wants to play more in the digital/ social media landscape.

**Campaign objectives:**

- Create awareness and drive appointment viewing of the new shows and new seasons on the channel.

- Integrated marketing campaigns
    - VE integrated marketing campaigns target: 10
- Increase SABC1 positive social media sentiments and increase social media engagements and followers. Platforms: Facebook, Twitter, Instagram, TikTok and website.
  - Target: 2% increase on all platforms
- Generate PR coverage for SABC1 and put out good news stories that contribute to brand reputation.
  - SABC1 target:
    - Q1 – 1 million
    - Q2 – 2 million
    - Q3 – 2 million
    - Q4 – 1 million
- Brand exposure and lead generation.
  - VE leads target: 7

## Requirements

### Big Idea

The proposal should be anchored in a big idea that brings to life the brand proposition of Mzansi FoSho and truly resonating with the youth audience of SABC1. The question to answer in the communication is, is one big enough for all campaigns and how each of the campaigns will have variations?

### Above-the-line campaign for the period: September 2023 – December 2023

For the period September to December, SABC1 will require a generic campaign that personifies the youth of Mzansi and amplifies the tagline “Mzansi FoSho” and allows the content to be the star.

The strategic focus of the campaign should highlight the weekday and weekend primetime slots as high entertainment value offerings. There is opportunity to create cut down versions of the TVC that speak to the various key time slot as per the channel's key focus areas.

The creative concept can explore the sub-themes that are associated with the psychographics of the youth in South Africa. The concept should be edgy, impactful, memorable and align with the brand position.

The sentiments the brand want to evoke is that SABC1 is the number 1 culture creators of Mzansi.

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Mediums: Media strategy still to be drafted, media not limited to the elements listed below

- Digital
- On-Air
- Radio
- Out-of-home (billboards, mall, street poles and taxi)
- Viewer competition
- PR

### Request to submit proposals for the following elements:

Creative and on-air

- Creative concept development and comms strategy in line with the SABC1 brand strategy
- 30 and 15-second promos
- Bumpers
- Stings
- Squeeze backs
- Campaign IPI
- Design and layout
- Scripting /Copy writing
- Campaign music/ sound
- On-air placeholder for the upcoming offerings

- On-air competition elements
- Stills photography using talent.
- Campaign key visual to be used and adopted across multiple mediums (OOH, Print, Digital Posters, Headers for all social media platforms, end boards for on-air)

#### PR

- Media launch x 1 and first-episode screening for 1 show
  - Media launch (80 – 100 people)
    - Media launch concept (this needs to be an experience)
    - MC x 2 (fee of R20,000.00 each)
    - Invitation and RSVP process including sending save the date, reminder & Aide Memoire
    - RSVP management system and overall management
    - Propose venue options and cost should include venue hire.
    - PA System (microphones and sound)
    - Décor items aligned to the show launch.
    - Tailored venue branding
    - Goodie Bags
    - Proposed hospitality (food and drinks)
    - Screens
    - Social media activation points that will generate social media excitement and drive brand visibility.
    - Entertainment (Performance and DJ)
  - First episode screening (80 people)
    - MC x 1 (fee of R15,000.00 each)
    - Invitation and RSVP process including sending save the date, reminder & Aide Memoire
    - RSVP management system and overall management
    - Proposed venue options and venue hire (screening capabilities is important)
    - PA System
    - Décor items aligned to the show launch.
    - Tailored venue branding
    - Goodie Bags
    - Proposed hospitality (food and drinks)
    - Social media activation points that will generate social media excitement and drive brand visibility.
- Photo shoot talent stills to be used for PR & On-Air boards.
  - 3 pictures selected per talent and retouched.
- Create tailor-media drops packages for 60 media packs on launch of campaign.
- PR tactical – exclusive media coverage of one of the shows for 13 episodes (payment of the journalist/ blogger of the exclusive content coverage to be negotiated between R50,000.00 and R70,000.00.
- PR media tracking for the campaign and the specified shows.

#### Radio

- Radio scripts translated into various languages for the campaign. X 3 scripts using 2 voice overs. English to be recorded and supplied by agency.
  - Languages: English, Zulu, Sesotho, Sepedi
- Live read scripts for December specials in x 7 languages

#### Viewer competition

- Agency to propose viewer competition mechanics.
- Supplier to assist with the Cash prize distribution to the viewers that have entered for the festive period – December 2023

#### Merchandise

- Proposed merchandise that must be used as giveaways, merchandise must be linked to reference of the shows.
- Proposed viewer giveaway competition that will live on air & on digital.
- Creative Collateral (call to action material, reminder material in posters, videos, GIFS) to be created but to be in line with the overall big idea.

**Request to submit proposal for the following elements:**

**Above-the-line campaign for the period: January 2024 – March 2024**

For the period January to March, SABC1 want to maintain the campaign line that was introduced in the previous quarter.

Mediums: Media placement strategy still to be drafted, media not limited to the elements listed below)

- Digital
- On-Air
- Radio
- Out-of-home (billboards, mall, street poles and taxi)
- Viewer competition
- PR

**Request to submit proposal for the following elements:**

Creative and on-air

- Creative concept development and comms strategy in line with the SABC1 brand strategy
- 30 and 15-second promos
- Bumpers
- Stings
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- Campaign IPI
- Design and layout
- Scripting /Copy writing
- Campaign music/ sound
- On-air placeholder for the upcoming offerings
- On-air competition elements
- Stills photography using talent.
- Campaign key visual to be used and adopted across multiple mediums (OOH, Print, Digital Posters, Headers for all social media platforms, end boards for on-air)

PR

- Media launch x 1 and first-episode screening for 1 show
  - Media launch (80 – 100 people)
    - Media launch concept (this needs to be an experience)
    - MC x 2 (fee of R15,000.00 each)
    - Invitation and RSVP process including sending save the date, reminder & Aide Memoire
    - RSVP management system and overall management
    - Proposed venue options and cost of venue hire.
    - PA System (microphones and sound)
    - Décor items aligned to the show launch.
    - Tailored venue branding
    - Goodie Bags
    - Proposed hospitality (food and drinks)
    - Screens
    - Social media activation points that will generate social media excitement and drive brand visibility.
    - Entertainment (Performance and DJ)

- First episode screening (80 people)
  - MC x 1 (fee of R15,000.00 each)
  - Invitation and RSVP process including sending save the date, reminder & Aide Memoire
  - RSVP management system and overall management
  - Proposed venue options (screening capabilities)
  - PA System
  - Décor items aligned to the show launch.
  - Tailored venue branding
  - Goodie Bags
  - Proposed hospitality (food and drinks)
  - Social media activation points that will generate social media excitement and drive brand visibility.
- Photo shoot talent stills to be used for PR & On-Air boards.
  - 3 pictures selected per talent and retouched.
- Create tailor-media drops packages for 60 media packs on launch of campaign.
- PR tactical – media junket to introduce two of the shows on the channel.
  - Venue proposed options and possible venue hire.
  - Rooms for media engagement
    - X 2 rooms for each of the shows
    - Waiting area for media
  - Schedule management
  - Hospitality
  - Tailor-made branding for the shows and signage
  - Goodie bag.
- PR media tracking for the campaign and the specified shows.

#### Radio

- Radio scripts translated into various languages for the campaign. X 3 scripts using 2 voice overs. English to be recorded and supplied by agency.
  - Languages: English, Zulu, Sesotho, Sepedi
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#### Viewer competition

- Agency to propose viewer competition mechanics.
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#### Merchandise

- Proposed merchandise that must be used as giveaways, merchandise must be linked to reference of the shows.
- Proposed viewer giveaway competition that will live on air.
- Creative Collateral (call to action material, reminder material in posters, videos, GIFS) to be created but to be in line with the overall big idea.

#### Measurement of Success

1. Increase in viewership for specified show slots.
2. Level of engagements on social media
3. Increase in followers on various social media accounts with specific focus on Instagram & TikTok not neglecting Facebook & Twitter
4. Earned PR media for PR generated from media drops.

#### 5. PHASE 1: EVALUATION CRITERIA: PRESENTATION IN POWERPOINT

- Bidder to make a PowerPoint presentation to a panel and submit a costing.
- The proposal presentation will be evaluated out of 100.

- A minimum threshold of **65 out of a maximum of 100** has been set.
- Bidders achieving less than the set threshold will be declared non-responsive and therefore will not be evaluated on specific goals (BBBEE and Price).

Evaluation Area	Evaluation Criteria	Min Points	Max Points
Previous work experience in TTL for any broadcaster or any similar campaigns (Through-The-Line) Campaigns	<ul style="list-style-type: none"> <li>Supply previous campaigns including a show reel &amp; a layout, as part of the presentation or on a link that can viewed: <ul style="list-style-type: none"> <li>5 campaigns (10)</li> <li>3 campaigns (5)</li> <li>Less than 3 (0)</li> </ul> </li> </ul>	5	10
Project lead time	<ul style="list-style-type: none"> <li>Provide a detailed project plan (creative de-brief, creative revert, final creative, pre-production, production, post-production, despatching final material, post campaign report) to launch 1<sup>st</sup> campaign from appointment date: <ol style="list-style-type: none"> <li>3 Weeks to complete (10)</li> <li>4 Weeks to complete (5)</li> <li>More than 4 weeks to complete (0)</li> </ol> </li> </ul>	5	10
CREATIVE	<ul style="list-style-type: none"> <li>Submission of a strategy (10): <ol style="list-style-type: none"> <li>Link the big idea to the brand's objectives outlined in the scope and background information. <ul style="list-style-type: none"> <li>Strategy submitted has a big idea that resolves brand objective (10)</li> <li>Strategy submitted has a big idea that is partially linked to the big idea (5)</li> <li>Strategy submitted has no link to the brand objective (0)</li> </ul> </li> </ol> </li> <li>The proposed Big Idea strongly promotes appointment viewing of identified shows (include show name and broadcast date and time in the creative) from the background information above (5)</li> <li>Execution of Creative alignment to the brand (15) <ol style="list-style-type: none"> <li>Quality of creative work: <ul style="list-style-type: none"> <li>Innovative/ never seen before interpretation of art direction (5)</li> </ul> </li> </ol> </li> </ul>	25	35

	<ul style="list-style-type: none"> <li>▪ Number of shows featured in print, OOH layouts. <ul style="list-style-type: none"> <li>• 4 shows (5)</li> <li>• Less than 4 shows (0)</li> </ul> </li> <li>▪ Detailed story boards of the campaign (5)</li> <li>• Merchandise Ideas for each campaign @R400 per item (5)</li> </ul>		
DIGITAL	<ul style="list-style-type: none"> <li>• Well written &amp; articulated digital strategy on how to achieve our objectives based on the above brand information background shared (5)</li> <li>• Demonstrate evaluation, reporting &amp; analytics using relevant media tools (5)</li> <li>• Submission of an organogram demonstrating how a team will be organised for the content creation, linking back to the strategy. (5)</li> <li>• In the submission demonstrate the use of influencers (nano, micro and mega) to achieve brand objectives, with the inclusion of a clear strategy on how to best utilise them (5)</li> <li>• Include the use of paid posts, across social media platforms, as informed by the brand target audience (5)</li> <li>• Showcase a content and always on implementation plan (5)</li> </ul>	20	30
PR	<ul style="list-style-type: none"> <li>• Treatment of a media launch event for promoting content: - (5) <ul style="list-style-type: none"> <li>· Includes Venue, Deco and link campaign idea to event (5)</li> <li>· No treatment of event (0)</li> </ul> </li> <li>• PR Stills for talent; - (5) <ul style="list-style-type: none"> <li>○ Presented treatment of Stills for PR shoot (5)</li> <li>○ No treatment of talent stills (0)</li> </ul> </li> <li>• Proposed media tracking of SABC 2 across digital &amp; traditional media (print &amp; broadcasting) – (5)</li> </ul>	10	15



	<ul style="list-style-type: none"> <li>○ Include Media tracking and reporting weekly, monthly and quarterly using relevant tools (5)</li> <li>○ No media tracking included (0)</li> </ul>		
<b>TOTAL</b>		<b>65</b>	<b>100</b>

## 6. PHASE TWO: PRICE AND BEE (SPECIFIC GOALS)

- The 80/20 preference point system will apply to evaluate responses.
- The award of the tender / RFQ to will be based on presentation evaluation.
- The Price and BEE (Specific goals) will be applicable to award the highest scoring bidder.

### 6.1 POINTS AWARDED FOR PRICE

The **80/20** preference point system

A maximum of **80** points is allocated for price on the following basis:

Where:

$$P_s = 80 \left( 1 - \frac{P_t - P_{min}}{P_{min}} \right)$$

$P_s$  = Points scored for comparative price of bid under Consideration  
 $P_t$  = Comparative price of bid under consideration  
 $P_{min}$  = Comparative price of lowest acceptable bid

### B-BBEE PREFERENTIAL POINTS WILL BE EVALUATED IN LINE WITH THE FOLLOWING

The SABC shall deal with Suppliers in accordance with the B-BBEE Codes of Good Practice and the Preferential Procurement Policy and Enterprise Development strategy of the SABC. The following will apply and will be adhered to when evaluating RFQ:

<b>SPECIFIC GOALS</b>	<b>80/20</b>
EME/SME 51% owned by Black people	<b>10</b>
51% owned by Black people;	<b>5</b>
51% owned by Black people who are women	<b>3</b>
Black Youth	<b>2</b>

- NB: All tenders will be issued to the market with all specific goals, and these will be scored in accordance with the evidence as submitted by the bidder. The bidder who does not meet the specific goals will not be disqualified but score zero.**

## 7. ADJUDICATION USING A POINT SYSTEM

7.1 The bidder obtaining the highest number of total points will be awarded the contract

7.2 Preference points shall be calculated after process has been brought to a comparative basis taking into account all factors of non-firm prices. Should two or more bids be equal in all respects, the award shall be decided by the drawing of lots

## 8. OBJECTIVE CRITERIA

- The SABC further reserve the right not to award this RFQ to any bidder based on the proven poor record of accomplishment of the bidder in previous projects within the SABC.
- Bidders who are blacklisted or have committed other acts of fraud and misrepresentation of facts e.g., tax compliance, BBBEE, company financials, etc. will be eliminated from the bid process.

## 9. SUPPORTING DOCUMENTS

9.1. Annexure B – Approved budget

9.2. Annexure C – Approved CFT



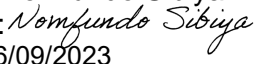
9.3. Annexure D – RFP document

## 10. RECOMMENDATIONS

It is recommended that the BSC approves:

Specification for SABC 1 Creative Campaign at an estimated budget of R4,191 000.00 excluding VAT. (Attached as Annexure A RFP Document)

## 11. BSC MEMBERS SIGNATURES

SCM Representative Name: Phumzile Mkhwanazi Signed:  Date: 17 August 2023	Specification Committee Member Name: Dichaba Phalatse Signed:  Date: 16 August 2023
Specification Committee Member Name: Nomfundo Sibiyi Signed:  Date: 16/09/2023	