

TCC/2023/07/0003/34713/RFP

FIRST ADDENDUM TO THE RFP DOCUMENT

FOR THE PROVISION OF PUBLIC RELATIONS (PR), MARKETING AND DIGITAL COMMUNICATION SERVICES FOR A PERIOD OF FOUR (4) YEARS.

Amendment to the RFP DOCUMENT

1. Amendment to the RFP document:

Bidders are to notice the following amendments to the price schedule.

#	Description	uom	QTY	Unit Price Excl. (VAT)
1.	Strategy Director	Hourly Rate	1	
2.	Account Director	Hourly Rate	1	
3.	Public Relations Director	Hourly Rate	1	
4.	Account Manager	Hourly Rate	1	
5.	Executive Creative Director	Hourly Rate	1	
6.	Digital Creative Director	Hourly Rate	1	
7.	DTP operator	Hourly Rate	1	
8.	Copy Writer	Hourly Rate	1	
9.	Public Relations Writer	Hourly Rate	1	
10.	Graphic designer	Hourly Rate	1	
11.	Production Traffic Manager	Hourly Rate	1	
12.	Markup on third party costs	Percentage	1	
13.	Disbursement (Travel)	Per KM	1	
TOTAL PRICE, exclusive of VAT:				
VAT 15% (if applicable)				
Total Inclusive of VAT (where applicable)				

2. Amendment to the RFP document:

Bidders are to notice the following amendments to the Technical Criteria.

Technical Criteria	Weighting
<p>Bidder's Experience</p> <p>Bidders to provide signed client reference letters on client letterhead demonstrating experience in designing and producing integrated marketing communication/ brand campaigns in the last 8 years.</p> <p>No reference letter [0]</p> <p>(1) - (2) reference letters <R500 000 per campaign [5]</p> <p>(3) – (4) reference letters R500 000 - R1 000 000 per campaign [10]</p> <p>(5) or more reference letters >R1 000 000 per campaign [15]</p>	15
<p>Portfolio of evidencePublic Relations</p> <p>Bidders to provide case studies as evidence of Public Relations campaigns they have conceptualised and implemented in the last 8 years. Each case study must show campaign value, duration, name of the client, problem statement, agency solution and campaign outcomes. Please share pictures of various elements done for each campaign. Each case study should be in a power-point presentation of no more than 5 slides.</p> <p>(1) - (2) Public Relations campaigns < R500 000 per campaign [5]</p> <p>(3) - (4) Public Relations campaigns R500 000 - R1 000 000 per campaign [10]</p> <p>(5) and more Public Relations campaigns >R1 000 000 per campaign [15]</p>	15
<p>Portfolio of evidenceMarketing</p> <p>Bidders to provide case studies as evidence of Marketing campaigns they have executed in the last 8 years. Each case study must show campaign value, duration, name of the client, problem statement, agency solution and campaign outcomes. Please share pictures of various elements done for the campaign. Each case study should be in a power-point presentation of no more than 5 slides.</p> <p>(1) – (2) Marketing campaigns < R2 500 000 per campaign [5]</p> <p>(2) - (3) Marketing campaigns R2 500 000 - R 5 000 000 per campaign [10]</p> <p>(4) – (6) Marketing campaigns > R5 000 000 per campaign [15]</p>	15
<p>Portfolio of evidenceDigital/social media</p> <p>Bidders to share case studies as evidence of digital/social media plans they have executed in the last 8 years. Each case study must show campaign value, duration, name of the client, content management system (CMS) graphical updates, screen graphics/animation utilized for different platforms and outcomes. Please share pictures of various elements done for the campaign. Each case study should be in a power-point presentation of no more than 5 slides.</p> <p>(1) – (2) Digital/social media campaigns < R1 000 000 per campaign [5]</p> <p>(2) - (3) Digital/social media campaigns R1 000 000 – R2 000 000 per campaign [10]</p> <p>(4) – (6) Digital/social media campaigns >R2 000 000 per campaign [15]</p>	15



<p>Portfolio of evidence – Crisis Communication</p> <p>Bidders to provide case studies as evidence of Crisis Communication campaigns they have conceptualised and implemented in the last 8 years. Each case study must show campaign value, duration, name of the client, problem statement, agency solution and campaign outcomes. Please share pictures of various elements done for each campaign. Each case study should be in a power-point presentation of no more than 5 slides.</p> <p>(1) – (2) Crisis Communication campaigns [5] < R250 000 per campaign</p> <p>(2) - (3) Crisis Communication campaigns [10] R250 000 - R 500 000 per campaign</p> <p>(4) – (6) Crisis Communication campaigns [15] > R500 000 per campaign</p>	<p>15</p>
<p>Approach and methodology</p> <p>Bidder to demonstrate an approach and methodology on integrated marketing communication campaign that includes a process to:</p> <p>Draw brand insights [5]</p> <p>Bidder must highlight their process for scoping, research components and report outline.</p> <p>Develop brand positioning concept [5]</p> <p>Bidder must demonstrate their process of generating ideas, themes into a refined concept.</p> <p>Outline an integrated campaign architecture [5]</p> <p>Bidder must exhibit their process of planning a marketing communication campaign in an integrated manner and the role each element will play.</p>	<p>15</p>
<p>Resources</p> <p>Bidder to provide an organogram of the project team and CVs showing capacity and experience of each team member. Highlight the brands and the number of years' experience as the following:</p> <ul style="list-style-type: none"> • Strategy Director (0) – (1) years of experience [0] (2)- (4) years of experience [1] 5 or more years of experience [2] • Executive Creative Director (0) – (1) years of experience [0] (2)- (4) years of experience [1] 5 or more years of experience [2] • Public Relations Director (0) – (1) years of experience [0] (2)- (4) years of experience [1] 5 or more years of experience [2] 	<p>10</p>



<ul style="list-style-type: none"> • Senior Writer (0) – (1) years of experience [0] (2)- (4) years of experience [1] 5 or more years of experience [2]	
<ul style="list-style-type: none"> • Digital Art director (0) – (1) years of experience [0] (2)- (4) years of experience [1] 5 or more years of experience [2]	
Total points	100
Minimum threshold	80

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