

REQUEST FOR INFORMATION

RFI NUMBER:	RFI JW 31/10/2024 MS	CLOSING DATE:	07 NOVEMBER 2024 @16H00
DESCRIPTION:	MEDIA BUYING		
ISSUE DATE	31 OCTOBER 2024		
Submit via Email to:	mapule.setaka@jwater.co.za		

ENQUIRIES MAY BE DIRECTED TO:

Bidding procedure enquiries <u>must</u> be sent to		Technical enquiries must be directed to	
CONTACT PERSON	Mapule Setaka	CONTACT PERSON	Nolwazi Dhlamini
TELEPHONE NUMBER	011 688 1574	TELEPHONE NUMBER	011 688 6627
E-MAIL ADDRESS (Submissions must be made to this address)	mapule.setaka@jwater.co.za	E-MAIL ADDRESS	nolwazi.dhlamini@jwater.co.za

SUPPLIER INFORMATION

NAME OF BIDDER			
STREET ADDRESS			
TELEPHONE NUMBER	CODE		NUMBER
CELLPHONE NUMBER			
E-MAIL ADDRESS			
VAT REGISTRATION NUMBER			
CENTRAL SUPPLIER DATABASE No:	MAAA		
MANUFACUTER OR THIRD PARTY (If Applicable)			

1. PURPOSE OF THE REQUEST FOR INFORMATION

Johannesburg Water invites service providers to submit a request for information (RFI) proposal. This RFI is strictly to solicit financial information from potential bidder(s). This RFI does not constitute an offer or any impression none whatsoever to do business with Johannesburg Water. The RFI response proposal is enquired to assist the organisation with business decision-making purposes.

2. BACKGROUND

Johannesburg Water was established in January 2001 as an independent company, the City of Johannesburg being the sole shareholder, JW is a municipal owned entity (MOE) mandated to provide water and sanitation services to the residents of Johannesburg.

Johannesburg Water's Communications and Marketing unit seeks a media buying contract to promote, educate and inform the residents of the City of Johannesburg of planned and unplanned water interruptions, water conservation programmes and initiatives, sanitation care and Capex projects.

The Communication and Marketing unit focuses primarily on leading communication efforts that mobilise citizens behind the City's Growth and Development Strategy of 2040 (GDS2040), showcasing progress, achievements and infrastructure and inviting communities to work together to address challenges. The business objectives, programmes and projects have a clear set of targeted outcomes that are contained in the departmental Service Delivery Budget Implementation Plan (SDBIP).

As such, the unit is responsible for developing and delivering highly targeted, well-planned, coordinated, and integrated marketing campaigns through optimal use of technology and a variety of media platforms. It is also required to promote and strengthen Johannesburg Water's brand position through advertising. In terms of Regulation 20 of the Municipal Supply Chain Management Regulations, the Communication and Marketing unit wishes to appoint a qualified agency to implement business objectives through bulk media management, including publishing, radio, outdoor media, social media, and electronic/online media owner companies from which the City will buy media directly.

Requirements:

- Integrated media planning and media buying services as well as content creation

- Service providers who specialise in and have proven experience in media buying
- Experience in media planning and buying in broadcast media (TV and radio)
- Experience in media planning and buying in print and online media
- Experience in media planning and buying of wall murals and billboards

The services of the agency are required for a period of thirty-six (36) months.

3. SCOPE OF WORK AND SPECIFICATIONS

The appointed agency/service provider will be required to implement business objectives through publishing, radio, outdoor media, social media, and electronic/online media owner companies. This will also include the advertising and marketing of the business' core campaigns (and other important business projects) which include, but not limited to, Water Conservation, Pay For Services, Theft and Vandalism of Infrastructure, infrastructure Renewal and Upgrading projects, STS Smart Meters, TID Project, and other ad hoc campaigns.

COMMERCIAL RADIO AND DIGITAL	UNIT OF MEASURE	QUANTITY
Generic recorded advertorials (stations required: Kaya FM, Radio 702, Power FM, HOT 102.7FM, and Jacaranda FM, Voice of Wits, UJ FM.	30 Seconds	4 slots per month in close proximity to news bulletins
COMMUNITY RADIO	UNIT OF MEASURE	QUANTITY
Generic pre-recorded advertorials Stations required: All community radio stations with footprints in Johannesburg, including Cosmo FM, Lenz FM, Alex FM, Jozi FM, Thetha FM, Radio Islam FM, Chai FM, Eldos FM, Voice of Tembisa FM, etc.	30 Seconds	4 slots per month per station
OUTDOOR BILLBOARDS	UNIT OF MEASURE	QUANTITY
Orange Farm	2m x 3m	2

Soweto	3m x 12m	5
Soweto	2m x 3m	5
Diepsloot	3m x 12m	1
Eldorado Park	2m x 3m	1
Brixton/Hursthill/Crosby	2m x 3m	1
Cosmo City	2m x 3m	1
WALL MURALS	UNIT OF MEASURE	QUANTITY
Orange Farm	3m x 12m	4
Cosmo City	3m x 12m	3
Ivory Park	3m x 12m	3
Eldorado Park	3m x 12m	3
Lenasia	3m x 12m	3
Alexandra	3m x 12m	10
Soweto	3m x 12m	20
DIGITAL SCREENS	UNIT OF MEASURE	QUANTITY
- Soweto - Sandton - Randburg - Midrand	30 Seconds advert 30 Seconds advert 30 Seconds advert 30 Seconds advert	4 slots on a 5-minute loop per month for the 3 township settlements 3 slots on a 5-minute loop per month 3 slots on a 5-minute loop per month 3 slots on a 5-minute loop per month

ONLINE PUBLICATIONS	UNIT OF MEASURE	QUANTITY
Website banners Publications required: Daily Maverick, IOL, Mail and Guardian Online, Timeslive and Sunday Times, Sowetanlive and Inside Metros, Engineering News, News 24, Water and Sanitations Africa	300 x 250 (JPG or GIF banners, maximum file size 100 KB)	Banners for 1 week (4 per month)
CONTENT DEVELOPMENT AND PRODUCTION	UNIT OF MEASURE	QUANTITY
Develop, write and edit script for broadcasting Develop the creative for static and digital billboards Develop creatives for wall murals Translations to isiZulu, SeTswana; Afrikaans, xiTsonga and tshiVenda. Provide audited post-campaign impact analysis reports.	Approved scripts Approved creative Approved creative SABC radio campaigns Per campaign	Quantities per line item above

4. PRICING SCHEDULE

Prices must include transport, labour, and any other costs.

SCHEDULE 1 - Pre-assessment Research

#	Description	Estimated Qty	Unit Price	Total Amount
1	Radion adverts			
	Commercial radio stations: Generic recorded advertorials Stations required: Kaya FM, Radio 702, Power FM, HOT 102.7FM, and Jacaranda FM. 4 (30-second) slots per month in close proximity to news bulletins Community radio stations: Generic pre-recorded advertorials Stations required: All community radio stations with footprints in Johannesburg, including Cosmo FM, Lenz FM, Alex FM, Jozi FM, Thetha FM, Radio Islam FM, Chai FM, Eldos FM, Voice of Tembisa FM, etc.	4 (30-second) slots per month in close proximity to news bulletins 24 (30-second) slots per month in close proximity to news bulletins		

2	Outdoor Billboards			
	Orange Farm (2m x 3m)	2		
	Soweto (3m x 12m)	5		
	Soweto (2m x 3m)	5		
	Diepsloot (3m x 12m)	1		
	Eldorado Park (2m x 3m)	1		
	Brixton/Hursthill/Crosby (2m x 3m)	1		
	Cosmo City (2m x 3m)	1		
3	Wall Murals			
	Orange Farm (3m x 12m)	4		
	Cosmo City (3m x 12m)	3		
	Ivory Park (3m x 12m)	3		
	Eldorado Park (3m x 12m)	3		
	Lenasia (3m x 12m)	3		
	Alexandra (3m x 12m)	10		
	Soweto (3m x 12m)	20		

4	Digital Screens			
	Soweto (30 seconds advert)	4 slots on a 5-minute loop per month		
	Sandton (30 seconds advert)	3 slots on a 5-minute loop per month		
	Randburg	3 slots on a 5-minute loop per month		
	Midrand (30 seconds advert)	3 slots on a 5-minute loop per month		
5	Online Publications			
	Website banners 300 x 250 (JPG or GIF banners, maximum file size 100 KB)	Banners for 1 week (4 per month)		
	Publications required: Daily Maverick, IOL, Mail and Guardian Online, Timeslive and Sunday Times,			

	Sowetanlive and Inside Metros, Engineering News, News 24, Water and Sanitations Africa			
6	Content Development and Production			
	Develop, write and edit script for broadcasting (approved scripts) Develop the creative for static and digital billboards (approved creatives) Develop and apply creatives for wall murals (approved creatives) Translations to isiZulu, SeTswana; Afrikaans, xiTsonga and tshiVenda (SABC radio campaigns) Provide audited post-campaign impact analysis reports (per campaign)	Quantities per line item above		
7	Submission of a close-out report	Annually		

5. SUPPLIER COMPANY DETAILS

Suppliers to complete the below according to their company details.

INFORMATION FOR SPECIFIC GOALS ANALYSIS	
BUSINESS OWNED BY 51% OR MORE -BLACK PEOPLE	
1. Percentage (%) of Black Ownership)	
2. Is Black Ownership 51% or more? (Yes or No)	
BUSINESS OWNED BY 51% OR MORE – BLACK YOUTH	
3. Percentage (%) of Ownership by Black Youth	
4. Is the percentage of Black Youth Ownership 51 % or more? (Yes or No)	
BUSINESS OWNED BY 51% OR MORE-WOMEN	
5. Percentage (%) of Ownership by People who are Women	
6. Is the percentage of People who are Women 51 % or more? (Yes or No)	
BUSINESSES LOCATED WITHIN THE BOUNDARIES OF A REGION IN COJ, COJ MUNICIPALITY OR IN GAUTENG PROVINCE	
7. Is your business located in the Gauteng Province? (Yes or No)	
8. Is your business located in the COJ Municipality? (Yes or No)	
9. Is your business located within the region of the COJ? (Yes or No)	
BUSINESS OWNED BY 51% OR MORE - BLACK PEOPLE WHO ARE MILITARY VETERANS	
10. Percentage (%) of Ownership by Black People Who Are Military Veterans	
11. Is the percentage of Ownership by Black People Who Are Military Veterans 51% or more? (Yes or No)	
BUSINESS OWNED BY 51% OR MORE-BLACK PEOPLE WITH DISABILITIES	
12. Percentage (%) of Ownership by Black People With Disabilities	
13. Is the percentage of Ownership by Black People with Disabilities 51% or more? (Yes or No)	
SMME (AN EME OR QSE) OWNED BY 51% OR MORE - BLACK PEOPLE	
14. What is the Enterprise Type? EME – turnover is less than R10m QSE – Turnover between R10m and R50m Generic – Turnover is R50M of more	

JOINT VENTURE (JV), CONSORTIUM OR EQUIVALENT	
15. What is the percentage (%) of ownership for each party?	
SUBCONTRACTING WITH COMPANIES AT LEAST 51% OWNED BY HISTORICALLY DISADVANTAGED INDIVIDUAL (HDI) GROUPS MENTIONED ABOVE	
16. What is the percentage (%) that will be sub-contracted to companies that are at least 51% owned by Historically Disadvantaged Individual (HDI) groups mentioned above?	

6. INFORMATION PRICE BREAKDOWN

DESCRIPTION	BREAKDOWN IN PERCENTAGE	APPLICABLE INDEX	IMPACTED BY ROE (YES/NO)
Raw materials			
Direct Labour			
Direct Overheads			
Transport			
Indirect Labour			
Indirect Overheads			

Total	100%		

provide the following information (if Applicable)

TYPICAL PRICE ADJUSTMENT FORMULA INCLUDING INTERVALS

SUBMITTED DOCUMENTATION IN SUPPORT OF A REQUEST FOR A PRICE ADJUSTMENT

SOURCE OF RAW MATERIAL	
DESCRIPTION	COUNTRY OF ORIGIN
Raw materials	

ASSOCIATED RISKS	
RISK CATEGORY	RISK MITIGATION
Economic:	
Security of Supply	
Supply and Demand	
Rate of Exchange	
Operational:	
Capacity	
Logistics	