



employment & labour

Department:
Employment and Labour
REPUBLIC OF SOUTH AFRICA



ANSWERS ON QUESTIONS RAISED DURING THE BRIEFING SESSION

**REQUEST FOR PROPOSALS FOR THE APPOINTMENT OF A SERVICE PROVIDER TO
PROVIDE MEDIA BUYING AND MARKETING SERVICES TO THE UNEMPLOYMENT
INSURANCE FUND FOR A PERIOD OF TWENTY-FOUR (24) MONTHS**

COMMUNICATION STRATEGY FOR THE UNEMPLPOYMENT INSURANCE FUND UFILING CAMPAIGN

1. Background

The Unemployment Insurance Fund (UIF) is a Schedule 3 public entity of the Department of Employment and Labour, established in terms of the Unemployment Insurance Act, 63 of 2001 (the UI Act) to provide short term relief to clients who qualify for benefits. Over the years, the Fund has been leveraging technology to improve service delivery for its clients and stakeholders. This included the introduction of the tech-savvy uFiling system - a free online service that allows employers to declare their employees and submit and pay their returns every month or annual basis.

While the system was largely functioning properly and improved service delivery, it had some challenges, including the submission of declarations, as the system allowed employers to upload backdated termination and pay the backdated returns without any implication which caused problems with driving compliance. In order to enhance the system and bring about new benefits, the Fund set in motion a multifaceted plan to modernise the uFiling system. Ufiling system was initiated to improve its efficacy to the realities of the modern technological advances and the client's need to interact with the organisation virtually.

The raft of positive changes on the modernised system comprised the functionality of enabling workers to claim their UIF benefits online. It also included

- Online registration;
- Password reset

Interaction with claims system (allow clients to view their compliance reports; allow for changes in declarations, removal of the seven-day rule; and

Removal of the backdated change request, allow for flagging employers for audit, Audit process.

In order to quell any misconceptions about the project, the campaign must constantly communicate the positive benefits of the uFiling Modernisation project in a clear, simple and unambiguous manner.

5. Communication Environment

- Various commission of inquiries attract a lot of media attention;
- Pressure on UIF to use its surplus to fund job creation schemes may attract media interest; and
- Negative publicity of the UIF due to poor service delivery at labour centres expected.

6. Messages and themes

While the campaign will maintain the overarching theme of the Fund; "UIF working for you ", it will be supported by the following sub-themes:

- Why wait in line when you can apply online?
- UIF simplifying administrative processes for exceptional service delivery.
- UIF enabling you to claim quick and easy.
- Be complaint, declare and pay your contributions here.

8. Target market

8.1 Primary Target

The primary target markets are all employers and employees in the country.

8.2 Secondary Target

The secondary target market consists of UIF's stakeholders which include:

- Labour Unions
- Community-Based Organisations

- Government Departments
- Provincial and Local Governments
- Employer Associations
- Business organisations and Regulatory Bodies
- The Media

9. Communication channels

The success or failure of any communication campaign is ultimately determined by whether the message managed to reach the target audiences and whether it has made its mark to the audiences. Therefore, appropriate market segmentation must be undertaken for the campaign to reach the desired outcomes.

10. Timing of the campaign

It is envisaged that the campaign will be for a four weeks period.



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Media Buying Virtual Briefing Session 20 July 2021

Will UIF provide a proper brief to enable bidders to provide an appropriate strategy or respond appropriately to evaluation criteria 1?

- Yes UIF will provide a brief document.

Copyright and IP - will it be used if bidder not appointed?

- No, all proposals are treated with confidentiality and will not be shared with any third party or the winning bidder.

What is UIF's Payment structure once the winning bidder has done the work?

- UIF Communication will brief the service provider and the service provider will provide the costs/quotation for the campaign. Upon approval, a purchase order will be generated for the service provider to commence the campaign and once completed submit the invoice that will be paid within 30 calendar days.

What role is the winning bidder going to play in mall activations?

- UIF will firstly discuss the planned mall activations for a quarter, and then the bidder will negotiate with centre management on behalf of the UIF and organize all logistics related to the activations.
- In addition, the bidder will create awareness via the local media about the on-coming mall activation.
- The purpose is to provide UIF services in those areas that are under serviced.

Was it any how discussed how much the budget for the tender is!?

- No, the budget is not discussed during the briefing session but 80/20 PPPFA principle will be applied

Is the tender going to be awarded to one service provider or a panel?

- It is going to be awarded to one service provider will be awarded

Who will provide the creative or do you have PR or marketing agency to provide it?

- The winning bidder will be expected to provide the creative, that is why this aspect is part of the evaluation criteria.



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Is the tender document ready to be downloaded?

- Yes, the document can be downloaded from the e-Tender portal, however if you have challenges you can send an email to: Themba.Maseko@labour.gov.za

The financial means of a successful bidder to complete the services required by the Fund, how will service provider determine the cost on pricing of the 30-45 seconds, prices will differ, how will UIF compare apples with apples?

- UIF wants prices for both 30 and 45 seconds depending on a language and for the BEC will be able to evaluate and compare apple with apples, however UIF Communication will discuss with SCM, and then provide feedback to the bidders.

How do we account for strategic costs related to the work to be done because they are not listed on the template?

- UIF is of the view that they should be factored in the overall budget, however this will form part of the internal discussion between Communication and SCM.

What is the turnaround time for the issuing of the compliance certificate?

- The system gives the feedback same time / immediate. If not, the system will give the error with needs to be amended by the bidder

Briefing session meeting was adjourned at 13h07

1. TABLE A: TV CHANNELS. Please also refer to paragraph 4.1 on the Scope of work.

Platforms	Channels	Durations	Frequency	Price incl. VAT Y1	Price incl. VAT Y2	Total Price incl. VAT Y1-Y2
SABC placements	SABC 1 Commercial	45 seconds	Three (3) prime spots per calendar day per month. Four (4) times per year			
			18:00 -21:00			
	SABC 2 Commercial	45 seconds	Three (3) prime spots per calendar day per month. Four (4) times per year			
ETV			18:00 -21:00			
	Current Affairs	45 seconds	Three (3) prime spots per calendar day per month. Four (4) times per year			
			18:00 -21:00			
Community TV	Gau TV	45seconds	Three (3) prime spots per calendar day per month.			
	Tshwane TV					
	Soweto TV					

Platforms	Channels	Durations	Frequency	Price incl. VAT Y1	Price incl. VAT Y2	Total Price incl. VAT Y1-Y2
	Bay TV 1KZN		Four (4) times per year for each listed TV channel			
			18:00 -21:00			
TV Production	Flighted on TV channel	45seconds	Production of TV adverts for the duration of the contract (2 x Generic adverts)			
			Production of TV adverts for the duration of the contract (2 x squeeze backs)			

- The list is by no means exhaustive as any other TV channels available may be required from time to time.
- The quantities indicated may vary and will only be used in the evaluation process for cost comparative purpose.
- The TV production should be inclusive of the following: Scripting in English, casting of not more than 4 people and post production to include music and voice over artist. Please note that in some cases the advert may be an animation or squeeze back (shorter version of the advert)

TABLE B: RADIO STATIONS: Please also refer to paragraph 4.2 on the Scope of work.

Platforms	Channels	Duration	Period	Price VAT Y1	Price incl. VAT Y2	Total Price incl. VAT Y1-Y2
SABC Radio stations: placement • UKhozi • Lesedi • Motswedding • uMhlobo Wenene • Sonder Grense • Ikwekwezi • Mghanalonene • Thobela • Phalaphala • Ligwalagwala • SA FM • Metro FM • Radio 2000 • 5 FM	SABC Radio stations:	45 seconds	Three (3) prime spots per calendar day per month Four (4) times per year in each listed radio station			
			06:00 - 09:00			
			12:00 -15:00			
			15:00-18:00			
Independent radio stations • 702 • Cape Talk • Jakaranda • 94.7 • Power FM	• 702 • Cape Talk • Jakaranda • 94.7 • Power FM	45 seconds	Three (3) prime spots per calendar day in each listed radio station			

Platforms	Channels	Duration	Period	Price incl. VAT Y1	Price incl. VAT Y2	Total Price incl. VAT Y1-Y2
	• Kaya FM • YFM • OFM • East Coast • Gagasi • K-FM • Algoa FM • Classic FM					
			06:00 - 09:00			
			12:00 - 15:00			
			15:00-18:00			
Community Radio Station	5 prominent stations in each province	45 seconds	Three (3) prime spots per calendar day in each listed radio station in each province			
			06:00 - 09:00			
			12:00 - 15:00			
			15:00-18:00			
Radio production	All radio stations	45 seconds in 11 official languages	Production of 4 radio adverts per year in 11 official languages			

- Note that radio production costs should be inclusive of scripting/ copy writing and translations
- The list is by no means exhaustive as any other radio stations available may be required from time to time.
- The quantities indicated may vary and will only be used in the evaluation process for cost comparative purpose.

TABLE C1: PRINT: ALL PRINTED ADVERT WILL BE IN FULL CLOUR. Please also refer to paragraph 4.3 on the Scope of work.

Media House	Size	Number of Insertions	Price incl. VAT Y1	Price incl. VAT Y2	Total Price incl. VAT Y1-Y2
Arena Holdings	A 5	(32) full colour insertions per year in each of the listed newspaper: • Sowetan • Business Day • Daily Dispatch • The Herald (26) insertions per year in each of the listed newspaper: • The Sunday Times • Sunday World			
Media 24	Strip ads	(32) full colour insertions per year in in each listed newspaper: • Daily Sun • Die Son • Beeld (26) insertions per year in each listed newspaper: • City Press • Rapport			

Media House	Size	Number of Insertions	Price incl. VAT Y1	Price incl. VAT Y2	Total Price incl. VAT Y1-Y2
Independent Newspapers	Strip ads	(32) full colour insertions per year in: • Cape Times • Cape Argus • The Mercury • The Star • Daily News • Isolezwe (26) insertions per year in each listed newspaper: • Sunday Independent			
M & G Media Limited	Strip Ads A5	(26) full colour strip adverts and (26) A5 adverts per year in each listed newspaper: • Mail & Guardian			
Caxton	Strip Ads A5	(32) full colour strip insertions and (26) A5 insertions per year in each listed newspaper • The Citizen newspaper			

- The list is by no means exhaustive as any other newspaper available may be required from time to time.
- The quantities indicated may vary and will only be used in the evaluation process for cost comparative purpose

TABLE C2: PRINT: ALL PRINTED ADVERT WILL BE IN FULL CLOUR. Please also refer to paragraph 4.3 on the Scope of work.

Name of Magazine	Publishing House	Size	Price incl. VAT Y1	Price incl. VAT Y2	Total Price incl. VAT Y1-Y2
- Huisgenoot - Drum - True Love - Baba & Kleuter - Move - You Baby - Your Pregnancy - Men's Health - Soccer Laduma	Media 24	4 insertions of full colour page adverts per magazine annually			
Spotong	Contact Media & Communication	4 insertions of full colour page adverts per magazine annually			
Skyways	Panorama	4 insertions of full colour page adverts per magazine annually			
Khulula	Picasso	4 insertions of full colour page adverts per magazine annually			