



TERMS OF REFERENCE:

Provision of Communication and Marketing Services as and when needed for a period of three (3) years



[*paying the right social grant, to the right person,
at the right time and place. NJALO!*]

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Glossary of Terms

- **Administrative Compliance:** The process of verifying that all required documents and conditions outlined in the bid are met before further evaluation.
- **BID:** A formal offer submitted in response to an invitation to provide goods or services.
- **Briefing Session:** A compulsory meeting or presentation held to inform potential bidders about the requirements and procedures related to the bid.
- **Contracting Authority:** The organization responsible for issuing, evaluating, and awarding the bid—in this case, the South African Social Security Agency (SASSA).
- **Functionality Evaluation:** The phase where the technical merit and suitability of the bid are assessed against the specified requirements.
- **PFMA:** Public Finance Management Act, the legislation governing financial management in government and public entities in South Africa.
- **Proposal:** The document submitted by bidders detailing their approach, capabilities, and compliance with the bid requirements.
- **Social Grants:** Financial assistance provided by the government to eligible individuals to alleviate poverty and support basic needs.
- **SASSA:** South African Social Security Agency, responsible for administering social grants and related services across South Africa.
- **Stage 2:** The second phase in the bid evaluation process, typically involving in-depth technical or functional assessment.
- **Industry Project-Based Management fee -** May include but not limited to travelling, accommodation, late cancellation due to unforeseen circumstances.



- Newsclock – Advertisement before the news
- Squeez Back – another form of advertising in television

1. CONTRACTING AUTHORITY

South African Social Security Agency (SASSA).

2. ABOUT SASSA

The South African Social Security Agency (SASSA), listed as a schedule 3A public entity in terms of the PFMA, is an extension of government's delivery arm that administers the delivery of social grants to the poor in South Africa. Through SASSA, government must ensure improvement of the social security service delivery system.

With a footprint in all nine regions and a staff complement of over 7000 officials, SASSA aims to deliver quality and comprehensive social security services in partnership with non-governmental, community-based, faith-based organizations, business, civil society and labour movement. Over 18 million people receive various social grants through SASSA.

The founding legislation of this entity – The SASSA Act of 2004 - is intended to make provision for the effective management, administration and payment of social assistance and services through the establishment of the SA Social Security Agency.

3. BACKGROUND

3.1 “What will define the seventh administration is strategic alignment of priorities, greater efficiencies, focus and the optimal use of resources,” said President Cyril Ramaphosa on Monday, 22 July 2024 replying to the Opening of Parliament Address debate.

3.2 The President mentioned that the Seventh Administration has prioritized digital transformation across government services to enhance efficiency and accessibility. This shift includes the use of



technology to streamline government services.

- 3.3** During the SASSA 2024/2025 strategic session, communication to beneficiaries was emphasized as one of the important significant strategic priorities that the organization must pursue in order to respond to customer needs.
- 3.4** SASSA is faced with the immediate need for an integrated marketing communication campaign to provide reliable information to SASSA clients and the public.
- 3.5** Taking cue from this SASSA is expected to accelerate digital initiatives (automation agenda) which includes the enhancement of online application process for social grants, improving the records management system and adopting technologies that enhance service delivery
- 3.6** The key focus areas for SASSA include increased intake of the Child Support Grant Top Up which provides additional financial support for caregivers, registering eligible children under the age of one, implementing strategies for SASSA's role during disasters, SRD Regulations, addressing organizational change particularly in response to fraud awareness in the social grants system.
- 3.7** The media and stakeholder perception about the core business of SASSA has been largely unfavorable over the recent months especially within the social media platforms. These social media platforms have been used to spread incorrect/fake information about SASSA services.
- 3.8** According to the National Call Centre analysis reports, the agency is inundated with a high number of enquiries and complaints on social grants. This demonstrates a need to intensify customer communication to reduce the high number of enquiries and complaints and increase levels of customer satisfaction.
- 3.9** The South African Social Security Agency (SASSA) is committed to ensuring the effective dissemination of information and engagement



with its stakeholders, beneficiaries, and the general public. To achieve this, SASSA seeks to appoint a panel of service providers with the requisite expertise in marketing and communication services. This service will support SASSA's objectives by enhancing its public presence, promoting its services, and ensuring consistent, accurate communication across various channels.

4. PROJECT OBJECTIVES

4.1. The aim of the campaign is to:

- 4.1.1 Position the SASSA brand as a consistent and caring government entity that has a track record of delivering in its mandate.
- 4.1.2 To remind the grant beneficiaries to protect themselves from falling prey to unscrupulous practices within the financial sector.
- 4.1.3 Position SASSA as employer of choice.
- 4.1.4 Communicate social grant campaign messages
- 4.1.5 Build stakeholder engagement, public trust and advocacy through strategic communications interventions.
- 4.1.6 Create awareness, understanding, and support of the Social Development Portfolio work
- 4.1.7 Consistently communicate correct SASSA and social grants information to customers.
- 4.1.8 Manage SASSA Reputation and rebut fake news, wrong information and instill confidence as a caring government - To proactively project SASSA as a reliable source of information relating to our services.
- 4.1.9 Strengthening SASSA public relations using regional, local and district levels of communication
- 4.1.10 Drive a change management through internal and external multimedia communication campaign for SASSA
- 4.1.11 Restore and build trust in the Agency's processes and systems.



4.2 Target Market

Internal

- Minister of Social Development
- Deputy Minister of Social Development
- SASSA Employees (national, regional, local and district offices)
- National Development Agency (NDA)

External

- National Government (Ministries)
- Financial Sector
- Recipients and beneficiaries of social assistance
- Social Cluster Departments
- Provincial Government
- Traditional leaders
- Ward Councilor's
- Ward Committees
- Community-based organizations & structures
- Non-governmental organizations
- Civic organizations
- The electronic and printed media
- Influentials and opinion-makers

4.3 Key Messengers

- Minister of Social Development
- Deputy Minister of Social Development
- SASSA CEO
- SASSA Management (Regional Executive Managers, SMS, etc.)
- Premiers
- Local government
- Portfolio Committee on Social Development
- Select Committees



5. SCOPE OF WORK

5.1 Strategic approach, deliverables and services: Bidders must describe the processes and methods that they will employ to develop effective marketing communication of SASSA services. Furthermore, the response to this bid should indicate how the prospective bidder evaluates the effectiveness of its work for clients and how this can be implemented for SASSA.

5.2 Monitoring and Evaluation: Provide regular research-based reports based on implementation of the integrated communication and marketing plan. Provide a close out report, which includes analysis and recommendations.

5.3 The key aspects identified are aimed at supporting the integrated communication and marketing services on social grants particular and government objectives in general.

5.4 Customized multimedia products will be developed for purposes of SASSA brand activation through the following Communication Channels:

5.4.1 Communication Channel A:

5.4.1.1 Stakeholder Engagement: Development of SASSA stakeholder engagement strategy. identify and engage key stakeholders and clients of SASSA and ensure that they are responsive and collaborate to ensure effective information dissemination on social grants. Accelerate stakeholder engagement support through;

- (a) Outreach programmes;
- (b) (b) cluster participation;
- (c) (c) inter- departmental communication programme.

5.4.1.2 Events Management: Development of SASSA events management plan, events calendar and checklist. The development of a SASSA events management plan will encompass the scheduling, coordination, and execution of various initiatives designed to enhance the visibility and accessibility of SASSA services. This includes logistics



Key activities include hosting community outreach, organizing information sessions and arranging exhibitions.

This will include media engagements, stakeholder roundtables, and beneficiary education events, all aimed at fostering stronger relationships between SASSA, its stakeholders, and the communities it serves.

5.4.1.3 Brand Management:

- ✓ Ensure consistency, resonance and alignment of messages to SASSA core values, vision, mission, look and feel in line with SASSA Cooperate Identity Manual. This includes branding of all SASSA buildings, vehicles and directional signage (marketing and promotional material).
- ✓ These packages may include, but are not limited to promotional packages and indoor promotions such as banners, posters, standees, display boards, branded tents, flags, digital screens, and other print or multimedia assets suitable for use in lobbies, conference rooms, community centers, and outdoor public spaces. The goal is to ensure consistent branding and visibility across all environments where stakeholders or the public might engage with the campaign.

5.4.2 Communication Channel B:

5.4.2.1 Media and Marketing Strategy: Developing and implementing strategy-based media bulk-buying. This includes, for example, radio, television, electronic, social media advertisements, outside the broadcast services (TV and Radio). In addition, billboards, drama series, media activations, live streaming services, media monitoring and analysis.

5.4.2.2 Creative and Production Services: Transform raw data into catchy



design and layout; provide production of brochures and corporate publications translated in all official languages, poster and other multimedia products to aid the customized campaign/s.

- 5.4.2.3 **Digital Marketing:** Create copy that is consistent and appropriate for SASSA clients, including digital advertising; web content management or website support /updates. This includes social media advertising such as boasted content

5.4.3 **Communication Channel C:**

- 5.4.3.1 **Promotions:** Engage in regular promotions, direct contact and information dissemination target clients at key points of contact (SASSA Offices; Merchants/Retailers; exhibitions; partnerships with other government departments).

- 5.4.3.2 **Video & photographic services:** Provide quality video and photographic services for events, which tell the SASSA story to beneficiaries and the public in general. Produce creative video and photographic material for social media. This includes video animations.

- 5.4.3.3 **Public Relations:** Using SASSA information for publicity and to communicate issues regarding social grant. This includes the use of video content, photography services, opinion pieces, rapid response approach to stories, reputation management (media training) amongst others.

6. MESSAGES AND THEMES

The key theme running through the communication of the Campaign is to display a caring government that is responsive to the needs of the poor and vulnerable, including:

- 6.1 **Broader Slogan/Brand promise:** For SASSA, throughout its regional offices and local offices, the brand promise is “paying the right social grant, to the right person, at the right time and place. NJALO!

- 6.2 **Campaign Hashtags:** #SASSACares #SASSABetterLife



6.3 Tone and feel: will include Social Development Portfolio approach

6.4 Brand-led marketing: integrated marketing communication products, messages and related themes must reinforce the SASSA brand, its vision, mission and values;



6.5 EXPECTED DELIVERABLES

Deliverables	Description of deliverables
Radio	• Production and placement of '30 -45
(National, commercial and community) Advertising	sec radio adverts in 11 official language • Production and placement of '30 - 45 sec Radio Adverts in National, Commercial and Community Radio Station • Live reads in National, Commercial and Community radio stations • One-hour discussions • Five minutes radio interviews • One hour Radio simulcasts • Three hour Outside Broadcast Services and media activations • Provide monthly social media campaign for SASSA
Television Adverts & documentaries	• News clock • Production and placement of '30 sec TV Adverts
	• Production and placement of '10 sec squeeze backs
	• Produce and place digital billboards embedded into television soap opera scenes
	• Storyline integration on a popular soapie
Media Bulk Buying and Advertising (Outdoor Advertising; Taxi Ranks and other Transport Hubs Activations)	• Placement of Digital Billboards at highest traffic volume taxi ranks, airports, etc. • 10 Taxi Wraps per region and Advertising (two local and 5 interprovincial)
	• 10 second billboards with SASSA messages on ATM's
	• LED screen adverts production and placement
	• Wall Murals & Graffiti at strategic points, especially taxi ranks with key messages



Print, Production Promotions and stakeholder Engagement	• Strategy Development • Reputation Management • Digital Marketing (Online and Mobile) • Provide community activations • Production of Posters, Brochures, Leaflets • Translation services in all official languages • Design of multimedia products and infographics • Pamphlets in all official languages • Creative Multimedia Concept Development and execution - Full Colour printing in all official languages • Provide promotional indoor and outdoor packages • 4 X 5 minute Educational Videos, • Provide photographic & videography services • Branding of all SASSA buildings and vehicles • Media training of senior officials • Media monitoring and analysis
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6.6 General expertise

6.6.1 The prospective bidder/s appointed to render the communication and marketing services for the campaign should broadly possess the following competencies:

- Reputation Management expertise
- Creative concept development;
- Copy writing;
- Marketing Strategy Development and Implementation;
- Project/campaign management;
- Media buying
- Printing/Publishing;
- Brand Management;
- Graphic designing
- Social media use
- Ability to negotiate media discounts and rates;
- Negotiate added values for the media campaigns;
- Deliver a quality product at a cost effective price.
- Multimedia Design
- Digital Marketing

7. ROLES AND RESPONSIBILITIES

7.1 Personnel

The service providers' proposals must describe their proposed approaches and the key expertise that they would require to bring onto the project. They must clearly indicate the persons to be assigned to the project and their individual roles. Their curriculum vitae must form part of the bid submissions.

7.2 Office Accommodation

Service providers will work from their own premises. However, SASSA may request meetings or other contracted duties on the contract to be



conducted at various SASSA offices or outside venues. This should be included in the industry project-based management fee and in total not exceeding 15% of the total bid.

7.3 Facilities to be provided by the service provider

The service providers will have to provide their own equipment and software, as well as their own support/administrative staff.

7.4 Reporting

Reporting will be based on the agreed-to project plan, comprising of:

- Monthly reports
- Final project report

7.5 Monitoring and Evaluation

The project plan will determine weekly activities. Monitoring will be mainly through monthly meetings between the service provider and the staff of the Office of the Project Manager. Performance indicators will be determined by the tasks to be accomplished and their completion dates as reflected in the project plan. Role of regions in monitoring activities roll- out in regions plan and providing reports. Approved reporting template between SASSA and the Supplier. Additional monitoring will also be decentralized to regions (reporting templates will be provided).

8. CONTRACT DURATION

SASSA intends to enter into a contract and/or service level agreement for the period of three years with the appointed service provider/s.

9. EVALUATION CRITERIA

All proposals will be evaluated in terms of the 90/10 preferential point scoring system.

9.1 Bids will be evaluated as follows:

9.1.1 Stage 1:

a) Phase One: Administrative Compliance



b) Phase Two: Functional Criteria for the following:

- **Communication Channel A**
- **Communication Channel B**
- **Communication Channel C**

a) 9.1.2 Stage 2

a) Price and Specific Goals

9.2 Phase One: Administrative Compliance

Bidders are required to submit the following:

- a) Tax Compliance Status PIN
- b) Proof of registration with Central Supplier Database / CSD MAAA Number
- c) Fully completed Standard Bidding Documents (SBD).
- d) Fully complete Annexure D - Category of Communication Channels

**NB: Failure to comply with the above may lead to disqualification*

9.3 Phase Two: Functionality Evaluation

9.3.1 Prospective bidders will be evaluated for functionality criteria as stipulated in the terms of reference. Only those who score a minimum of **65 points out 100** for each Communication Channel under functionality shall proceed for further evaluation (Price and Specific Goals).

Values:

1= Poor; 2= Average; 3=Good; 4=Very Good; 5= Excellent

Bidders will be evaluated in accordance with the guidelines set out in **Annexure B** aligned to the **Scope of Work** set-out in this document.

Only those bidders who have clearly indicated the specific services they are interested in will be considered for evaluation.

It is essential that each bidder specifies the services for which they are submitting



their proposal, as only those proposals will be evaluated further on functional/technical criteria.

FIRST FUNCTIONAL/TECHNICAL CRITERIA FOR COMMUNICATION CHANNEL

A

FUNCTIONALITY CRITERIA FOR COMMUNICATION CHANNEL A	Weight
A. Bidder to provide a proposal with clear project and Implementation Plan aligned time frames customized for SASSA which include: I. Pre-planning phase II. During Implementation Phase III. Contingency Plan ➤ Proposals not addressing all above elements or with irrelevant information =1 point ➤ 1 element addressed in line with the bid requirements =2 points ➤ 2 elements addressed in line with the bid requirements =3 points ➤ 3 elements addressed in line with the bid requirements =4 points ➤ Addressing more than three elements, with each exceeding the standard expectations outlined in the bid requirements = 5 points	20 20 10
B. Project Manager's experience (or liaison person / equivalent) Bidder to demonstrate the capability to handle services similar to Communication Channel A. • 0 - 1 year and/or project manager with no Curriculum Vitae (CV) / irrelevant responsibilities = 1 • Above 1 - 2 years = 2 • Above 2 – 3 years = 3 • Above 3 – 4 years = 4 • Above 4 years = 5 Bidder will qualify for the above subject to the following: The Project Manager must provide CV with the following but not limited to: • Name and Surname • Responsibilities relevant to Communication Channel A • Period (Including month and year) • Contactable reference/s	25



NB: SASSA will verify information, and any misrepresentation of information may disadvantage the bidder.	
C. Bidder's Track Record Bidder to demonstrate key expertise in handling similar to Communication Channel A. • Less than R5 000 000 and bidder with no reference letter as outlined below = 1 • Above R5 000 000 to R7 000 000 = 2 • Above R7 000 000 – R10 000 000 = 3 • Above R10 000 000 – R15 000 000 = 4 • Above R15 000 000 = 5 Bidder will qualify for the above subject to the following: Provide proof (reference letter) indicating successful, similar to Communication Channel A and completed project. The letter to indicate the following: • Client's letterhead • Description of the Project • Value per project • Duration • Signed by Project manager / Equivalent • Date • Contact Details NB: SASSA will verify information, and any misrepresentation of information may disadvantage the bidder's proposal	25
Total Points	100

SECOND FUNCTIONAL/TECHNICAL CRITERIA FOR COMMUNICATION CHANNEL B

FUNCTIONALITY CRITERIA FOR COMMUNICATION CHANNEL B	Weight
A) Bidder to provide creative concept as customized and applicable to SASSA covering (but not limited to): Online and Mobile Marketing: Web; Social Media strategy and campaign; Mobile Compliant Ads, radio and tv Ads and Video Marketing.	10



II. Messaging Strategy	10
III. Creative Process (Originality, Big Idea a. and Execution)	10
➤ Proposals not addressing all above elements or with irrelevant information =1 point ➤ 1 element addressed in line with the bid requirements =2 points ➤ 2 elements addressed in line with the bid requirements =3 points ➤ 3 elements addressed in line with the bid requirements =4 points ➤ Addressing more than three elements, with each exceeding the standard expectations outlined in the bid requirements = 5 points	
B) Media Bulk Buying	
i) Demonstrate ability to do the following:	
• Placement of Digital Billboards at highest traffic volume taxi ranks, etc. • Radio Advertising • Television Advertising • Social media Advertising • 10 second billboards with SASSA messages on ATM's • LED screen adverts production and placement	5 5 5 5 5 5
➤ Proposals not addressing all above elements or with irrelevant information =1 point ➤ 1-2 element addressed in line with the bid requirements =2 points ➤ 3-4 elements addressed in line with the bid requirements =3 points ➤ 5 elements addressed in line with the bid requirements =4 points ➤ Addressing more than six (6) elements, with each exceeding the standard expectations outlined in the bid requirements = 5 points	



C) Bidder to provide indicative project and Implementation Plan customized for SASSA (Social grant and SASSA messages) which include: I. Roll out plan aligned to time frames II. Alignment of the Plan to Deliverables III. Project Update and Reporting ➤ Proposals not addressing all above elements or with irrelevant information =1 point ➤ 1 element addressed in line with the bid requirements =2 points ➤ 2 elements addressed in line with the bid requirements =3 points ➤ 3 elements addressed in line with the bid requirements =4 points ➤ Addressing more than three elements, with each exceeding the standard expectations outlined in the bid requirements = 5 points	10 10 10
D) Bidder's experience Bidder to demonstrate key expertise in handling similar projects (Value must not be aggregated but per project) • Less than R10 000 000 and bidder with no reference letter as outlined below = 1 • Above R10 000 000 to R20 000 000 = 2 • Above R20 000 000 – R30 000 000 = 3 • Above R30 000 000 – R40 000 000= 4 • Above R40 000 000 = 5 Bidder will qualify for the above subject to the following: Provide proof (reference letter) indicating successful, similar and completed project. The letter to indicate the following: • Client's letterhead • Description of the Project • Value per project • Duration • Signed by Project manager / Equivalent • Date • Contact Details NB: SASSA will verify information, and any misrepresentation of information may disadvantage the bidder's proposal	10



Total Points	100
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THIRD FUNCTIONAL/TECHNICAL CRITERIA FOR COMMUNICATION CHANNEL C

FUNCTIONALITY CRITERIA FOR COMMUNICATION CHANNEL C	Weight
A) Bidder to provide creative concept as customized and applicable to SASSA covering (but not limited to): ➤ Educational Videos ➤ High quality photographs ➤ Production of creative of multi-media content NB: In terms of the physical submission bidders are required to submit a readable USB drive containing all relevant materials that support the creative concept outlined in their proposal (in line with Communication Channel C). The USB should include high-resolution images, video files, presentations, and any supplementary documentation that demonstrates the thought process, originality, and execution of the proposed creative strategy. ➤ Proposals not addressing all above elements or with irrelevant information =1 point ➤ 1 element addressed in line with the bid requirements =2 points ➤ 2 elements addressed in line with the bid requirements =3 points ➤ 3 elements addressed in line with the bid requirements =4 points. ➤ Addressing more than three elements, with each exceeding the standard expectations outlined in the bid requirements = 5 points	10 10 10
B) Bidder's experience Bidder to demonstrate key expertise in handling similar services to Communication Channel C: ➤ Less than R5 000 000 and bidder with no reference letter as outlined below = 1 ➤ Above R5 000 000 to R7 000 000 = 2 ➤ Above R7 000 000 – R10 000 000 = 3 ➤ Above R10 000 000 – R15 000 000= 4 ➤ Above R15 000 000 = 5 Bidder will qualify for the above subject to the following:	35



➤ Provide proof (reference letter) indicating successful, similar and completed project. The letter indicates the following: ➤ Client's letterhead ➤ Description of the Project ➤ Value per project ➤ Duration ➤ Signed by Project manager / Equivalent ➤ Date ➤ Contact Details NB: SASSA will verify information, and any misrepresentation of information may disadvantage the bidder's proposal	
C) Project Manager's experience (or liaison person / equivalent) Bidder to demonstrate the capability to handle services similar to Communication Channel C. • 0 - 1 year and/or project manager with no Curriculum Vitae (CV) / irrelevant responsibilities = 1 • Above 1 - 2 years = 2 • Above 2 – 3 years = 3 • Above 3 – 4 years = 4 • Above 4 years = 5 Bidder will qualify for the above subject to the following: The Project Manager must provide CV with the following but not limited to: • Name and Surname • Responsibilities relevant to Communication Channel C • Period (Including month and year) • Contactable reference/s NB: SASSA will verify information, and any misrepresentation of information may disadvantage the bidder	35
Total Points	100

Prospective bidders must score a minimum of 65 out of 100 points to be considered for further evaluation. Failure to score the minimum points in terms of functionality will render the bid non-responsive and will not continue being evaluated further.

Price and Specific Goals
Price = 90



Specific Goals =10

9.3.2 Price and Specific Goals (100) 90/10 of which:

Price

$$P_s = 90 \left(1 - \frac{P_t - P_{min}}{P_{min}} \right)$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

Bidder to cover the following minimum cost structures:.

- A Bidder must fully complete Communication Channels : **Annexure A and/or Annexure B and or Annexure C** (Pricing Schedule).
- Bidder to provide detailed pricing schedule inclusive of direct and indirect cost such as professional fees, equipment cost, transport, logistics and overheads.
- Price per unit item.
- The price provided should be VAT inclusive and in RSA rand;
- The bidder to provide firm fixed pricing as per the validity period (90 days).The South African Social Security Agency (SASSA) will select the successful bidder in line with the quoted price, which will be fixed for the entire contract duration of three (3) years.

SPECIFIC GOALS

Preference points will be awarded to a bidder for attaining the specific goals in accordance with the table below:

Specific Goals	Number of points (90/10 system)
B-BBEE Status Level 1-2 contributor with at least 51% black women ownership	10
B-BBEE Status Level 3-4 contributor with at least 51% women ownership	9
B-BBEE Status Level 1-2 contributor with at least 51% black youth or disabled ownership	8
B-BBEE Status Level 1-2 contributor	7



B-BBEE Status Level 3-8 contributor with at least 51% youth or disabled ownership	5
B-BBEE Status Level 3-4 contributor	3
B-BBEE Status Level 5-8 contributor	2
Others	0

Submission of B-BBEE Verification Documents

To claim points under Specific Goals, bidders must provide one of the following forms of B-BBEE evidence:

- A B-BBEE verification certificate issued by a verification agency accredited with the South African National Accreditation System (SANAS), indicating the B-BBEE Status of Contributor /Level, as well as the Central Supplier Database (CSD) MAAA Number, reflecting the percentage ownership of all shareholders or owners.
- Alternatively, bidders may submit a sworn affidavit reflecting the B-BBEE Level and the ownership percentage of all shareholders or owners. The affidavit must be signed by a commissioner of oaths and by all shareholders or owners of the company.

NB : Failure to submit will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed.

10. BID CONDITIONS

- Bids must be submitted in line with specifications.
- General Conditions of Contract as stipulated by the National Treasury will be applicable.
- The tender is valid for 90 days.
- SASSA reserves the right to negotiate the prices with the preferred bidder.
- SASSA will utilize the information provided exclusively for the evaluation process. SASSA shall own all copyright to all services and products which will be produced by the successful bidder and reserves the right to use the materials produced by the appointed service provider.
- SASSA reserves the right to contact references and verify all information contained in this bid. It is the responsibility of Bidder



11. CONTRACT TERMS AND CONDITIONS

- A. The successful bidder shall deliver services across the country/all regions.
- B. SASSA will enter into a contract and Service Level Agreement with the successful bidder(s).
- C. The successful bidders shall provide the service required based on the timelines and as per schedule to be provided by the Agency.
- D. SASSA will remunerate the appointed service providers with a 15% management fee for each invoice or service rendered upon request. This compensation will also cover costs associated with travel, accommodation, and late cancellations arising from unforeseen circumstances.
- E. The appointed service providers are required to supply SASSA with a qualified and experienced media trainer. Furthermore, SASSA reserves the right to request and verify proof of the trainer's qualifications and relevant experience. The service providers must ensure that all documentation and evidence supporting the trainer's expertise are readily available upon request to facilitate a thorough evaluation and compliance with SASSA's standards

12. RESPONDING TO THE BID

Response to the bid should follow the following format:-

12.1 Proposal

12.1.1 Bidders are required to specify the category or categories they are interested in when submitting proposals as per Annexure B. This ensures that each bidder's area of focus aligns with the components of the integrated communication and marketing services required for SASSA.

12.1.2 Clearly indicating the preferred category that will enable effective



evaluation and assignment of roles based on expertise and interest.

The category will be determined as follows

- Communication Channel A
- Communication Channel B
- Communication Channel C

12.1.3 Bidders must provide proposals as per the expected deliverables.

12.2 Pricing

12.2.1 A bidder must provide a comprehensive quotation inclusive of VAT and Management fee. Grand total should be included in your proposal (Complete Annexure A).

12.3 Online Microsoft-Teams Non-compulsory Briefing Session

12.3.1 A non-compulsory briefing session will be held online (MS Teams).

12.3.2 All enquiries, questions and requests for clarification will be entertained during a compulsory briefing session.

12.3.3 All bidders may attend the non-compulsory briefing session using a meeting invitation link in the notice of tender award (Advert).

12.3.4 Enquires for any challenges related to the link to be sent to (e-mail: comms2025@sassa.gov.za).

The content of the email to clearly indicate the following:

- Bid Ref number in the Subject Line of your e-mail
- The companies' name,
- Contact person and
- Telephone number



Annexure A, B & C- Pricing Schedule for the three-year period



[*paying the right social grant, to the right person,
at the right time and place. NJALO!*

PRICING SCHEDULE FOR COMMUNICATION AND MARKETING SERVICES

COMMUNICATION CHANNEL -A

No.	Item & Description	Quantity	Unit price
1.	Branding, Events and Stakeholder Management		
1.1.	Exhibitions and promotions: Promotional package for indoor ✓ Procurement of exhibitions stand - Medium (approx. 18 \ (m^{\{2\} \})): Often 6m x 3m. which will offer more space for branding, product displays, and visitor interaction ✓ Design of look and feel for the stand . External exhibition material procured for each District Office, Region and Head Office ➤ Wall-banner ➤ Telescopic banner ➤ Pull-up ➤ Gazebo ➤ Table cloth ➤ Trolley for lectern (podium)		

	➤ Install signage in all identified offices. ➤ Install digital posters in key areas in the office		
1.4	Vehicle branding (Wrap) ➤ Sedan ➤ Hatch-back ➤ Bakkie ➤ Bus ➤ Truck ➤ Taxi ➤ Compact Van Unwrapping of written off / auctioned vehicles Partial wrapping of accident vehicles	1 1 1 1 1 1 1 1 1	
1.5	Support Communication and Marketing Programme (Events) ✓ Marquee for events (at least to accommodate 500 – 1000 people) to include: ➤ Safety Compliance (Engineering certificate, Lightning conductor, Safety Officer, Public Liability Insurance, Fire extinguisher) ➤ Ramp for people with disabilities ➤ Ablution facilities for males, females and people with disabilities with water and toilet papers, paper towels, hand soap, sanitizer ➤ Sound system with roving microphones x 4, podium- glass with gooseneck micks X1, 1 large pull up screen, projector, PA system ➤ Backup power ➤ Main Stage and Backdrop Draping Behind Main Stage ➤ Chairs for the general public	1	

	➤ 3 rectangular banquet tables (typically 6-foot and 8-foot in length) ➤ 6 Wing chairs ➤ Greenery ➤ Chair covers ➤ Livestreaming Services ✓ Catering Services ➤ Establish a process to provide catering services for VIP and the general public (50 VIPs and 500 – 1000 for general public) for ensuring high standard of service. Quote per person MENUS <u>VIP's Breakfast (quote per person)</u> • Tea (equivalent to Five Roses Tea and Rooibos) • Coffee (Equivalent to Nescafé and Jacobs) • Cans - 100% fresh fruit juice cans (330 ML) • Fresh Milk and powder milk • White and brown sugar and sweeteners • Fresh sliced lemon • Different kinds of Fruits • Croissants with different fillings • Savory Snacks: • Sandwiches with different fillings, include veg as well • Variety of Samoosas, include veg as well <u>Holding room snacks for VIP (quote per person)</u> • 100% Fresh Fruit Juice cans (330 ML) • Sliced Fruit • Hot and cold - Savory snack plater	1	
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	<u>VIP Lunch Menu (quote per person)</u> • Lamb or Beef • Chicken • 2 X Starch • 2 X Vegetables • 2 X Salads • Fish • Any assortment of 100% fruit juice 330ml • Fizzy drinks 330ml (include no sugar as well) <u>Community Lunch (quote per person)</u> • 2 x Rolls, • 1x Chicken Quarter leg Grilled • Gravy • 1 x 330ml - fizzy drink • 1 fruit ✓ Venues and Conference centers with full package including livestreaming services ➤ Main plenary with 100 - 200 people ➤ 03 holding rooms ➤ 03 breakaway rooms ➤ Conference package (notepads, pens, mints, water, lunch and teas) ➤ Projector ➤ Podium with mic ➤ Goose Mic and / or Roving Mic ➤ 2 x Two screens ➤ Stage	1 1 1	
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1.7	Translation services of all material in all official languages (including brail and sign language) ➤ Media statements ➤ Information material including videos	1	
SUB-TOTAL			
VAT			
GRAND TOTAL			

PRICING SCHEDULE FOR COMMUNICATION AND MARKETING SERVICES

COMMUNICATION CHANNEL B

No.	Item & Description	Quantity	Total Cost
1. Media, Marketing, Creative and Production			
1.1	Social Media Strategy	1	
1.2	Social Media Campaign (As and when required) ✓ Advertise content on all platforms ✓ Boost content on all platforms ✓ Educational video animations ✓ Educational videos with content creators with large following ✓ Livestreaming during events	1	

1.3	Production of '30 - 45 sec radio adverts in 11 official language	1	
1.4	Placement of '30 - 45 sec Radio Adverts in Radio Station	1	
1.5	Conceptualisation; Copy Writing & Production as and when required	1	
1.6	Television Squeeze Backs (10 sec)	1	
1.7	Story line integration in a popular soapie/drama	1X storyline integration of 20 sec	
1.8	News clock	1X news clocks of 10 sec	
1.9	Placement of Digital Billboards at highest traffic volume taxi ranks, intersections, traffic prone areas into communities etc. ✓ 3m X 6m ✓ 7,5m X 5m	1	
1.10	Media Training for Executives and Senior Managers (Training on how to do interviews) ✓ Physical media training ✓ Virtual media training NB: The appointed service providers are required to ensure the provision of essential resources and arrangements necessary to facilitate physical and virtual training sessions. This includes but is not limited to: • Securing the appropriate training venues	1 1	

	• The venue to have appropriate training equipment and ensuring suitable technology • To supply training material		
1.11	Monthly Media Monitoring and Analysis reports	1	
	SUB-TOTAL		
	VAT		
	GRAND TOTAL		

PRICING SCHEDULE FOR COMMUNICATION AND MARKETING SERVICES

COMMUNICATION CHANNEL C

No.	Item & Description	Quantity	Total Cost
1. Public Relations, Promotions, Photography and Videography			
1.1	Provide photography support with high quality images ➤ Edit the photos with professional software ➤ Send the edited photos through a link for easy access ➤ Give full rights to SASSA officials to own the link ➤ 20 Maximum highly quality and story telling photos	1	
1.2	Provide videography services as and when	1 x Videos Data Bank	

	required (educational videos not more than 5 minutes)		
1.3	Produce multimedia content ➤ Podcasts ➤ Animations ➤ Audio slideshow ➤ Images ➤ Creative content ➤ Websites	1	
1.4	Reputation monitoring report	1	
1.5	Assess communication environment as and when required	1	
1.5	Artificial Intelligence Software for Social media services	1	
1.6	Creative Concept and Strategy (deal with copyright infringement)	1	
	SUB-TOTAL		
	VAT		
	GRAND TOTAL		

ANNEXURE D - CATEGORY OF THE COMMUNICATION CHANNELS

Bidders are also required to complete Annexure A and/or B and/or C for evaluation process

Bidders will be evaluated in accordance with the guidelines set out in Annexure A,B and C.

Only those bidders who have clearly indicated the specific services they are interested in will be considered for technical/functional evaluation.

It is compulsory that each bidder specifies the services for which they are submitting their proposal, as only these submissions will proceed to the next evaluation stage.

Category	Interested (✓) /Yes/ No
Communication Channel A	
Communication Channel B	
Communication Channel C	

Please tick (✓) or indicate yes /no for the category or categories that you are interested in providing services for.

NB: Bidders are allowed to choose more than one category.

Name of the Company Representative:

Company Name:

Signature: