

TERMS OF REFERENCE FOR THE APPOINTMENT OF A PANEL OF SERVICE PROVIDERS FOR PROVIDING ADVERTISING SERVICES TO THE DEPARTMENT OF ENERGY FOR THE PERIOD OF 24 MONTHS

1. BACKGROUND

The Department of Energy requires the panel of service providers to provide the advertising services as and when required. Due to the complexities and diverse nature of these duties, the appointed service providers must comply with the terms of reference that will be provided as the need arises.

2. SCOPE OF WORK

The successful service provider(s) with the required expertise will be expected to perform the following advertisement functions:

- 2.1. Print media consisting of layout and design, proof reading and editing, content development of the advert. The provision must also be made for submission of five (5) revisions of the artworks to the customer's satisfaction. Final copies must be submitted for approval before printing and send to the media required upon agreement with the Department.
- 2.2. Electronic media consisting of production and placement of the advert in the required/ proposed medium (radio ads, live reads, screen grabs, TV News clocks, billboards etc.). The Service Provider will report to the Project Manager for Communication Directorate. The service provider will have to ensure that the expected outputs are completed on time and that they comply with the specific project criteria and requirements.
- 2.3. The service providers will be required to source the required information and material for the development of the entire advertisement.

3. PROJECT OUTPUT

3.1. Consistent advertising services to the Department as and when required. The details of the project output will be outlined as and when the service is required by the Department.

4. DURATION OF THE PROJECT

The duration of this project is 24 months after the signing of a contract by the successful service providers. The General Conditions of the Contract will also be applicable for the project.

5. PREQUALIFICATION CRITERIA

The service providers must sub-contract a minimum of 30% of the value of the contract to Exempted Micro Enterprises (EMEs) which are 51% owned by Blacks.

6. TERMS AND CONDITION OF THE BID

The Department reserves the right to appoint more than one service providers for the project.

7. BRIEFING SESSION

A compulsory information session will be held on **03 April at 10h00**, at the Department of Energy, 192 Corner Visagie and Paul Kruger Streets, Pretoria.

8. EVALUATION / CRITERIA

8.1. Project Cost

8.1.1. Service providers will be required to quote as and when the service is required.

8.2. Qualification

- 8.2.1. A minimum of three (3) year tertiary qualification in Communication, Marketing and Advertising.
- 8.2.2. Copies of certified certificates must be attached to the proposal as proof.
Functionality points will be forfeited should proof not be attached.

8.3. Company Experience

- 8.3.1. Minimum of three (3) years experience in advertising.
- 8.3.2. Service providers are required to provide proof that they have facilitated/performed similar projects, accompanied by correspondence from three (3) references that such project was executed as well as their contactable references.
- 8.3.3. **Failure to submit correspondence from references will lead to scoring minimum points allocated in this category.**

8.4. Team Leader and Members Experience

- 8.4.1. Team leader must have minimum of five years (5) and team members three (3) years working experience in advertising environment.
- 8.4.2. CV's to be attached on the technical proposal as proof. **Bidders will forfeit functionality points should proof not be attached.**

8.5. Project Plan / Methodology

- 8.5.1. Service provider should indicate the methodology that will be used to execute the service or project.
- 8.5.2. Project plan with final outputs and identified timeframes.
- 8.5.3. Management of the project.
- 8.5.4. Service provider should indicate how they will transfer skills, to the departmental officials.

9. EVALUATION CRITERIA

Bidders will be evaluated based on functionality only. The minimum threshold for functionality is **70 out of 100** points be recommended to participate in the panel of service providers.

Criteria	Weights
Company Experience <ul style="list-style-type: none"> ❖ Minimum of three (3) years experience in Marketing, Communication and Advertising. ❖ Service providers are required to provide proof that they have facilitated/performed similar projects, accompanied by correspondence from three (3) references that such project was executed as well as their contactable references. 	15 10 5
Qualification of team leader and team members <ul style="list-style-type: none"> ❖ Team leader and team members must have a minimum of five (5) year tertiary qualification in Communication, Marketing and Advertising. ❖ Team members must have a minimum of three (3) year tertiary qualification in Communication, Marketing and Advertising. ❖ Copies of certified certificates must be attached to the proposal as proof. Functionality points will be forfeited should proof not be attached. 	15 10 5
Team Leader and Members Experience <ul style="list-style-type: none"> ❖ Team leader must have minimum of five (5) years working experience in communication and advertising environment. ❖ Team members three (3) years working experience in communication and advertising environment. ❖ CV's to be attached on the technical proposal as proof. Bidders will forfeit functionality points should proof not be attached. 	20 10 5 5
Project Plan / Methodology <ul style="list-style-type: none"> ❖ Proposed methodology ❖ Project plan with final outputs and identified timeframes. ❖ Management of the project. ❖ Samples of the previous work executed. ❖ Skills transfer 	50 15 15 10 5 5
Total	100

Confidential

For purpose of evaluating functionality, the following values will be applicable:

1=	Very Poor	Will not be able to fulfill the requirements
2=	Poor	Will partially fulfill the requirements
3=	Average	Will be able to fulfill the requirements
4=	Good	Will be able to fulfill better in terms of the requirements adequately
5=	Excellent	Will fulfill the requirements exceptionally

10. TERMS AND CONDITIONS OF A SERVICE PROVIDER

- 10.1. The Department reserves the right to use the services of Government Communication and Information System (GCIS) as and when required/and terminate the service due to non-adherence to specifications, quality and timelines.
- 10.2. The service provider will be expected to sign a Service Level Agreement (SLA) with the Department prior to commencement of the service.

11. FORMAT AND SUBMISSION OF THE PROPOSAL

- 11.1. All the official forms (SBD) that are included in the bid document must be completed in all respects by bidders. Failure to comply will invalidate a bid.
- 11.2. Bidders are requested to submit two (2) copies: 1 original plus copy of the proposal and bid documents.

12. CLOSING DATE

Proposals must be submitted on **13 April 2018 at 11H00**, 192 Corner Visagie and Paul Kruger Streets, Pretoria, in the bid box **marked** Department of Energy. **No late bids will be accepted.**

13. ENQUIRIES

All general enquiries relating to bid documents should be directed to:

Ms. Daisy Maraba / Ms. Leah Mnguni

Tel No: (012) 406 7748 / 7703

E-mail: daisy.maraba@energy.gov.za / leah.mnguni@energy.gov.za

Technical enquiries can be directed to:

Mr Johannes Mokobane/Ms. Zinhle Mbhele: Tel: (012) 406 7477/ (012) 406 7481

E-mail: Johannes.mokobane@energy.gov.za / Zinhle.mbhele@energy.gov.za