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DATE: 16 January 2020

REQUEST FOR QUOTATION (RFQ)

RFQ	RFQ/TV/2019/142
RFQ ISSUE DATE	16 January 2020
RFQ DESCRIPTION	APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE QUARTER 4 CREATIVE & ON AIR FOR SABC 2 AS A ONCE-OFF PROJECT.
CLOSING DATE & TIME	27 January 2020 @ 12h00 PM

Submissions must be delivered to: SABC Radio Park, Reception. Auckland Park on or before the closing date of this RFQ. Please consult the receptionist before you drop the document so that you ensure that you sign a register.

For queries, please contact **Lerato Masango** at Tel +2711 714-2805 masangorl@sabc.co.za

The SABC requests your quotation on the services listed above. Please furnish us with all the information as requested and return your quotation on the date and time stipulated above. Late and incomplete submissions will invalidate the quote submitted.

SUPPLIER NAME: _____

POSTAL ADDRESS: _____

TELEPHONE NO: _____

FAX NO. : _____

E MAIL ADDRESS: _____

CONTACT PERSON: _____

CELL NO: _____

SIGNATURE OF BIDDER: _____

DETAILED TECHNICAL SPECIFICATION

QUARTER 4 CREATIVE AND ON AIR

1. BACKGROUND

SABC2 Brand



Positioned as the Channel for the Nation, SABC2 promises to celebrate and empower the

The SABC 2 audience are family centred and champion the Nation. A Family defined is made of individuals who are bound together by blood relations, affinity or co-residence. Each individual in the family has a specific role to play for the family to function optimally. The SABC 2 audience is one of tolerance, diversity and building each other, think #openmosque, #nationalteachingawards. They are rooted by their cultural customs and traditions. They are collectivists where Family, Community and the Nation as a whole are very important to them. They are optimistic and interested in the happenings of the country. The concept of Ubuntu is alive and well. Think #Stokvels, #HeritageDay, #FamilyDay, Days of National importance, Opening of Parliament and Budget Speech.

SABC2 Demographic:

SABC2 - Centered around the family positioning and content offering. Family in the SABC2 context is not limited to family in the traditional sense but also those that are non-traditional.

SABC2 is a free-to-air channel, skewed towards female viewers and with an age profile centered on the 40 year old.

Age: 35 - 49

Background & Context

The channel would like TTL agencies to propose a quarter 4 campaign that will be broken down as per the below:

1. The channel will be introducing a notable change in the schedule, in April 2020. We would like to ensure that viewers are aware of the changes through an aggressive marketing campaign. The campaign will focus on the following:

- New shows
- New seasons

In terms of marketing elements to be used for the above, the focus will be on

- Radio
- Digital
- On Air (When we shoot the on air promo, we would like the promo to incorporate talent from our brand new shows and new seasons)

2. Most paramount is the launch of our BRAND NEW DRAMA's launching in April. We would like the drama's being introduced to be the 'lead' within the campaign. Campaign elements for the new shows and returning seasons:
- OOH will be utilized to promote Melody, The Riviera, Bone of my Bones, Beter As-sie Bure, Spyskaart, TKO
 - We require radio ads specific to the shows (can be grouped)
 - Digital banners specific to the shows
 - An on air promo and teaser elements that solely focus on the shows

Campaign Objectives

- Create awareness for the new show, new seasons that will take place in the months of April to June 2020
 - Heavy investment in the schedule promotion, to arrest audience declines and revenue losses
- Drive appointment viewing for each show
 - Current channel performance: 9% share
 - Target: 14% share

Upcoming programmes:

6 April 20	RAISING BABIES 101 S2	156x23'	Mon-Fri 09:00	New Season
7 April 20	MELODY S1	13x23'	Tuesday 19:30	When a poor young penny-whistler, Melody gets an opportunity to audition for a traditional Cape musical, she discovers that she needs to defy her tyrannical father to achieve her dream.
8 April 20	DIE RIVIERA	13x23'	Wednesday 19:30	Set in the late 1980s, the Isaacs' family is a typical working class Coloured-Muslim family and The Riviera follows their exploits through the eyes of 12 year old daughter Nazley, as she navigates her way through family dynamics and the politics of the day.
9 April 20	BONES OF MY BONES S2	13x23'	Thursday 21:30	New Season
10 April 20	AFRO CAFÉ S15	26x23'	Friday 19:00	New Season
11 April 20	DIJO LE BO PHELO S3	26x23'	Saturday 13:30	New Season: Change of slot
11 April 20	SPEAK OUT S12	52x23'	Sunday 20:00	New Season: Change of slot

11 April 20	CONNECTED S2	13x23'	Sunday 20:30	New Show: The concepts of Connected S1 are centered on five women who don't know each other, each are given a camera to film their lives. Through the cameras five parallel stories unfold and five lives gradually become "Connected" as each other woman experiences transformation, life changes and journey of self-discovery.
12 April 20	OH MY GOD (OMG!)	18x23'	Sunday 11:30	New Show: This series takes an inviting and insightful look at the spiritual teachings, customs and daily lives of families of different faiths. Experiencing a vast array of traditions and social activities it explores faith through the eyes of youth, their families and social connections as it takes a light-hearted and honest look at faith, culture and how the youth of today view their spiritual education as an integral part of who they are.
12 April 20	IT'S GOSPEL TIME S17	26x45'	Sunday 17:00	New Season
4 May 20	TAKALANE SESAME S10	130x23'	Mon – Fri 15:30	New Season
11 May 20	VOETSPORE S1 (SOUTH AMERICA)	13x45'	Monday 19:00	New Season
21 May 20	BETER ASSIE BURE S3	13x45'	Thursday 19:00	New Season
2 June 20	SPYSKAART S2	13x23'	Tuesday 19:00	New Season
4 June 20	BOTH0 S2	13x23'	Thursday 20:30	New Season
21 June 20	TKO S1	10x45'	Sunday 19:00	New Show: A new one-hour obstacle course competition series hosted by Kevin Hart. It features people from all walks of life, where one player races through daunting obstacles while four other contestants are manning battle stations along the course, firing over-the-top projectiles in an attempt to knock them off and slow them down. It's a physical and funny "us versus them" scenario, with the fastest finisher winning a cash prize.

2. REQUIREMENTS

Deliverables/Requirements:

- Strategy
 - Rationale and messaging
- Campaign creative
 - On-Air promo
 - Main TVC
 - On-Air campaign imaging elements
 - End Boards, Bumpers 5"& Stings 10"
 - Behind scenes insert of the campaign
 - Viewer competition
 - Above-the-line creative
 - Radio scripts
 - Digital posters. GIFS & 10 stings
 - OOH
 - Creative – Photoshoot & Design: Billboards, digital billboards, Street Poles, Taxi, wall Murals and print
 - Open files
 - Timelines

Delivery Dates:

- January/February 2020

3. COSTING

- 3.1 The quotation must reflect a detailed cost breakdown, and any indirect costs associated with the delivery of the service.

3.2 ***RFQ Response Information***

Effective Date of Bid

Vendors should state in writing in its quotation to the SABC that all furnished information, including price, will remain valid and applicable for 90 days from the date the vendor quotation is received by the SABC.

4. LOCATION OF SITE

- 4.1 The Contract site and **delivery point** is at **TV Park**.

5. EVALUATION CRITERIA

5.1 BBBEE and Price

The RFQ responses will be evaluated on the **80/20** point system

5.2 Technical Evaluation

5.2.1 The RFQ submission will be technically evaluated out of a maximum of **155**;

5.2.2 A threshold of 100 out of 155 has been set for paper base evaluation.

5.2.3 All bidders achieving less than the set threshold will be declared non-responsive and not taken to the next phase of evaluation.

5.3 Objective Criteria

5.3.1 The SABC further reserve the right not to award this RFQ to any bidder based on the proven poor record of accomplishment of the bidder in previous projects within the SABC.

6. Technical Criteria

Technical Requirements

Evaluation Area	Evaluation Criteria	Max Points	Min Points
Previous work experience in campaign work	<ul style="list-style-type: none"> Five campaigns, with the work attached for any Entertainment/ Broadcasters (10) <ul style="list-style-type: none"> Between 4/3 campaigns- (5) Less than 3- (0) List five similar work done for other Clients outside of broadcasting (10) <ul style="list-style-type: none"> Between 4/3 campaigns- (5) Less than 3- (0) Two or more awards for any campaigns done (5) 	35	20
Concept	<ul style="list-style-type: none"> Creative concept for the campaign (70) <ul style="list-style-type: none"> Strategy (10) <ul style="list-style-type: none"> Rationale (5) Messaging (5) Campaign creative (45) <ul style="list-style-type: none"> Concept (5) On-Air execution (5) <ul style="list-style-type: none"> Promos and script attached if any (2) Bumpers (1) Pop-ups (1) Behind the scenes idea/ treatment (1) Radio scripts (5) Digital (10) <ul style="list-style-type: none"> Generic (5) Show specific treatment example (5) Out-of-home (5) <ul style="list-style-type: none"> Creative execution (5) References (15) Incorporation of the brand, shows and appointment viewing (5) Synergy of all elements (5) Brand alignment (5) 	70	50
Quality of submission	<p>Strategy & Creative work</p> <ul style="list-style-type: none"> Strategic approach <ul style="list-style-type: none"> Does the rationale speak to the objectives included on the brief <ul style="list-style-type: none"> Strongly yes (10) Medium (5) No (0) Communication message derived from the rationale, does it make sense and does it speak to the brand and the shows that we are taking to market 	40	20

	<ul style="list-style-type: none"> • Campaign creative <ul style="list-style-type: none"> ○ Look and feel aligned to the SABC2 brand <ul style="list-style-type: none"> ▪ Design or layout for the new shows and new seasons <ul style="list-style-type: none"> • Strongly yes (10) • Medium (5) • No (0) • Incorporation of the brand, shows and appointment viewing <ul style="list-style-type: none"> ○ Does the layout include all the important brand factors in accordance to the brand CI <ul style="list-style-type: none"> ▪ Strongly yes (10) ▪ Medium (5) ▪ No (0) • Brand alignment <ul style="list-style-type: none"> ○ Is the campaign aligned to the channel positioning <ul style="list-style-type: none"> ▪ Strongly yes (10) ▪ Medium (5) ▪ No (0) 		
Staff Compliment/Client Service Timelines	<ul style="list-style-type: none"> • Enough people to work on the account: <ul style="list-style-type: none"> - Staff compliment/ organogram to show that they are able to handle the job (5) - Timing plan/ project plan in line with the delivery date (5) 	10	10
Total		155	100

Functionality Threshold for Paper based Evaluation:

The points obtained for the paper based evaluation must be at least 100 points out of a maximum of 155 points. Bidders who do not achieve the threshold will not be taken to the next phase of evaluations.

7. ADJUDICATION USING A POINT SYSTEM

- 7.1 The bidder obtaining the highest number of total points will be awarded the contract unless objective criteria justify the award to another bidder
- 7.2 Preference points shall be calculated after process has been brought to a comparative basis taking into account all factors of non-firm prices.
- 7.3 In the event that two or more bids have scored equal points, the successful bid must be the one scoring the highest number of preference points for B-BBEE.

- 7.4 However, when functionality is part of the evaluation process and two or more bids have scored equal points for B-BBEE, the successful bid must be the one scoring the highest score for functionality
- 7.5 Should two or more bids be equal in all respect, the award shall be decided by the drawing of lots.

8. POINTS AWARDED FOR PRICE.

The **80/20** preference point system

A maximum of **80** points is allocated for price on the following basis:

$$Ps = 80 \left(1 - \frac{Pt - Pmin}{Pmin} \right)$$

Where:

Ps = Points scored for comparative price of bid under Consideration

Pt = Comparative price of bid under consideration

Pmin = Comparative price of lowest acceptable bid

9. B-BBEE PREFERENTIAL POINTS WILL BE AWARDED AS FOLLOWS:

B-BBEE Status Level of Contributor Number of Points

B-BBEE Status level of Contributor	Number of points
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

- 9.1 Bidders who qualify as EME's in terms of the B-BBEE Act must submit a certificate issued by an accounting officer as contemplated in the CCA or a verification Agency accredited by SANAS or a Registered auditor. Registered auditors do not need to meet the prerequisite for IRBA's approval for the purpose of conducting a verification and issuing EMEs with B-BBEE Status Level Certificates.
- 9.2 Bidders other than EMEs must submit their original and valid B-BBEE status level verification certificate or a certified copy thereof, substantiating their B-BBEE rating issued by a registered auditor approved by IRBA or a verification agency accredited by SANAS.
- 9.3 A trust, consortium or joint venture will qualify for points for their B-BBEE status level as a legal entity, provided that the entity submits their B-BBEE status level certificate.
- 9.4 A trust, consortium or joint venture will qualify for points for their B-BBEE status level as an unincorporated entity, provided that the entity submits their consolidated B-BBEE scorecard as if they were a group structure and that such a consolidated B-BBEE scorecard is prepared for every separate bid.

- 9.5 Tertiary institutions and public entities will be required to submit their B-BBEE status level certificates in terms of the specialized scorecard contained in the B-BBEE Codes of Good Practice.
- 9.6 A person will not be awarded points for B-BBEE status level if it is indicated in the bid documents that such a bidder intend sub-contracting more than 25% of the value of the contract to any other enterprise that does not qualify for at least the points that such a bidder qualifies for, unless the intended Sub-contractor is an EME that has the capacity and the ability to execute the sub-contract.
- 9.7 A person awarded a contract may not sub-contract more than 25% of the value of the contract to any other enterprise that does not have equal or higher B-BBEE status level than the person concerned, unless the contract is sub-contracted to an EME that has the capacity and the ability to execute the sub-contract.

10. MANDATORY DOCUMENTS FOR ALL SOUTH AFRICAN PARTNERS

- **CSD report (Bidder must be registered with CSD in order to do business with the SABC)**

11. REQUIRED DOCUMENTS FOR ALL SOUTH AFRICAN PARTNERS

- Valid Tax Clearance and PIN (verification will be done with SARS).
- Valid TV Licence (Company's and all Directors').
- Original Valid Original BBEE Certificate (from SANAS accredited Verification Agency) or from the Auditors approved by the Independent Regulatory Body of Auditors (IRBA)
NOTE: Verification agencies and auditors who are accredited by the IRBA (Independent Regulatory Board for Auditors) are no longer the 'Approved Regulatory Bodies' for B-BBEE verification and therefore IRBA Auditors are NOT allowed to issue B-BBEE certificates after 30 September 2016.
Companies who have engaged their IRBA verification agency prior to 30 September will be able to receive their BEE Certificate after 30 September, but only until 31 December 2016.
- Any EME or QSE is only required to obtain a sworn affidavit on an annual basis, confirming the following:
 - Annual Total Revenue of R10 Million or less (EME) or Revenue between R10 Million and R50 Million for QSE,
 - Level of Black Ownership,
 - All EME's and 51% black Owned QSE's are only required to obtain a **sworn affidavit** on an annual basis, confirming the following;
 - Annual Total Revenue of R10 Million or less (EME) or Revenue between R10 Million and R50 Million for QSE
 - ANY MISREPRESENTATION IN TERMS OF THE ABOVE CONSTITUTES A CRIMINAL OFFENCE as set out in the BBEE Act as amended.
- Signed Declaration of Interest Form.

12. COMMUNICATION

Respondents are warned that a response will be disqualified should any attempt be made by a tenderer either directly or indirectly to canvass any officer(s) or employees of SABC in respect of a tender, between the closing date and the date of the award of the business.

All enquiries relating to this RFQ should be emailed three days before the closing date.

13. CONDITIONS TO BE OBSERVED WHEN TENDERING

The Corporation does not bind itself to accept the lowest or any tender, nor shall it be responsible for or pay any expenses or losses which may be incurred by the Tenderer in the preparation and delivery of his tender. The Corporation reserves the right to accept a separate tender or separate tenders for any one or more of the sections of a specification. The corporation also reserves the right to withdraw the tender at any stage.

- 13.1 No tender shall be deemed to have been accepted unless and until a formal contract / letter of intent is prepared and executed.
- 13.2 The Corporation reserves the right to:

Not evaluate and award submissions that do not comply strictly with his RFQ document.

- 13.1.1 Make a selection solely on the information received in the submissions and
- 13.1.2 Enter into negotiations with any one or more of preferred bidder(s) based on the criteria specified in the evaluation of this tender.
- 13.1.3 Contact any bidder during the evaluation process, in order to clarify any information, without informing any other bidders. During the evaluation process, no change in the content of the RFQ shall be sought, offered or permitted.
- 13.1.4 Award a contract to one or more bidder(s).
- 13.1.5 Accept any tender in part or full at its own discretion.
- 13.1.6 Cancel this RFQ or any part thereof at any time.
- 13.1.7 Should a bidder(s) be selected for further negotiations, they will be chosen on the basis of the greatest benefit to the Corporation and not necessarily on the basis of the lowest costs, aligned to the BBBEE & Preference Point system.

14. Cost of Bidding

The Tenderer shall bear all costs and expenses associated with preparation and submission of its tender or RFQ, and the Corporation shall under no circumstances be responsible or liable for any such costs, regardless of, without limitation, the conduct or outcome of the bidding, evaluation, and selection process.

END OF RFQ DOCUMENT

Annexed to this document for completion and return with the document:

- | | | |
|------------|---|---|
| Annexure A | - | Declaration of Interest |
| Annexure B | - | Consortiums, Joint Ventures and Sub-Contracting Regulations |
| Annexure C | - | Previous completed projects/Current Projects |

ANNEXURE A

DECLARATION OF INTEREST

1. Any legal or natural person, excluding any permanent employee of SABC, may make an offer or offers in terms of this tender invitation. In view of possible allegations of favouritism, should the resulting tender, or part thereof be awarded to-
 - (a) any person employed by the SABC in the capacity of Tenderer, consultant or service provider; or
 - (b) any person who acts on behalf of SABC; or
 - (c) any person having kinship, including a blood relationship, with a person employed by, or who acts on behalf of SABC; or
 - (d) any legal person which is in any way connected to any person contemplated in paragraph (a), (b) or (c),

it is required that:

The Tenderer or his/her authorised representative shall declare his/her position *vis-à-vis* SABC and/or take an oath declaring his/her interest, where it is known that any such relationship exists between the Tenderer and a person employed by SABC in any capacity.

Does such a relationship exist? [YES/NO]

If YES, state particulars of all such relationships (if necessary, please add additional pages containing the required information):

	[1]	[2]
NAME	:
POSITION	:
OFFICE WHERE EMPLOYED	:
TELEPHONE NUMBER	:
RELATIONSHIP	:

2. Failure on the part of a Tenderer to fill in and/or sign this certificate may be interpreted to mean that an association as stipulated in paragraph 1, *supra*, exists.
3. In the event of a contract being awarded to a Tenderer with an association as stipulated in paragraph 1, *supra*, and it subsequently becomes known that false information was provided in response to the above question, SABC may, in addition to any other remedy it may have:
 - recover from the Tenderer all costs, losses or damages incurred or sustained by SABC as a result of the award of the contract; and/or
 - cancel the contract and claim any damages, which SABC may suffer by having to make less favourable arrangements after such cancellation.

SIGNATURE OF DECLARANT

TENDER NUMBER

DATE

POSITION OF DECLARANT

NAME OF COMPANY OR TENDERER

ANNEXURE B**CONSORTIUMS, JOINT VENTURES AND SUB-CONTRACTING REGULATIONS****1. CONSORTIUMS AND JOINT VENTURES**

- 1.1 A trust, consortium or joint venture will qualify for points for their B-BBEE status level as a legal entity, provided that the entity submits their B-BBEE status level certificate.
- 1.2 A trust, consortium or joint venture will qualify for points for their B-BBEE status level as an unincorporated entity, provided that the entity submits their consolidated B-BBEE scorecard as if they were a group structure and that such a consolidated B-BBEE scorecard is prepared for every separate tender.

2 SUB-CONTRACTING

- 2.1 A person awarded a contract may only enter into a subcontracting arrangement with the approval of the organ of state.
- 2.2 A person awarded a contract in relation to a designated sector, may not subcontract in such a manner that the local production and content of the overall value of the contract is reduced to below the stipulated minimum threshold.
- 2.3 A person awarded a contract may not subcontract more than 25% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level of contributor than the person concerned, unless the contract is subcontracted to an EME that has the capability and ability to execute the subcontract.

3 DECLARATION OF SUB-CONTRACTING

3.1 Will any portion of the contract be sub-contracted? YES / NO

3.2 If yes, indicate:

- 3.2.1 The percentage of the contract will be sub-contracted%
- 3.2.2 The name of the sub-contractor
- 3.2.3 The B-BBEE status level of the sub-contractor.....
- 3.2.4 whether the sub-contractor is an EME YES / NO

SIGNATURE OF DECLARANT

TENDER NUMBER

DATE

POSITION OF DECLARANT

NAME OF COMPANY OR TENDERER

ANNEXURE “C”

Previous completed projects (preferably provide a detailed company profile, detailed the below mentioned information)

Project Descriptions	Client	Contact no	Contact person	Email address	Period of projects	Value of projects	Project Commence date	Completed date

Current projects (preferably provide a detailed company profile, detailed the below mentioned information)

Project Descriptions	Client	Contact no	Contact person	Email address	Period of projects	Value of projects	Project Commence date	Completion date