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DATE: 13 February 2020

**REQUEST FOR QUOTATION (RFQ)**

RFQ	RFQ/TV/2019/19
RFQ ISSUE DATE	13 February 2020
PRESENTATIONS	n/a
RFQ DESCRIPTION	APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE CREATIVE & ON AIR CAMPAIGN FOR SABC 1
CLOSING DATE & TIME	21 February 2020 @ 12h00 PM

**Submissions must be delivered to: SABC Radio Park, Reception. Please consult the receptionist before you drop the document so that you ensure that you sign a register.**

For queries, please contact **Nyandano Nemukula** at Tel +2711 714-4687 [nemukulan@sabc.co.za](mailto:nemukulan@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: \_\_\_\_\_

## 1. BACKGROUND

### SABC 1 Audience Profile

The SABC 1 audience represents the young fibre of South Africa. They are highly materialistic and are in tune with the latest trends, what's hip and happening what's now! They live in a digital world where the 3<sup>rd</sup> screen is an extension of their lives, think twelebs, think instafamous, think snap chat heroes but with depth and character Fashion and entertainment is high on their priority list. They are very opinionated and stand for what they believe in. think #feesmustfall think #Pretoria-GirlsHighProtest They do not believe that old ways are always the best, they are often first to try out new things they are charting their own history

### Primary Target Audience

- ❖ 16-34.LSM5-8 (epicentre 24yrs)
- ❖ **Now Generation:** They are the young fibre of South Africa. They are self-conscious and full of aspiration. They are fast paced. They are marketing and media savvy. Fashion and Entertainment is high on their priority list and they're highly brand-conscious.

They do not believe the old ways are always the best, they are often first to try out new things. They love variety and choice.



### **More than TV, we are South African Youth Culture**

SABC 1 is starting 2020 with a bang based on the number of brand new shows launching in January. The environment however is very competitive as other broadcasters are also launching their new shows thus we need a campaign that is distinctive, catchy and positions SABC 1 as a leader in best local content that resonates with viewers.

The primary objective of the campaign is to drive appointment viewing and awareness of the planned shows. Below is a list brand new shows & new seasons:

### **BRAND NEW SHOWS:**

- 18:00: Township Monsters ( Mon 6 Jan )
- 18:00 15 Seconds Of Fame ( Wed 8 Jan)
- 21:00: Rest In Power Trayvon Martin ( Mon 3 Feb)
- 21:00: Surviving R Kelly ( Mon 7 Feb)
- 19:30: Judass Kiss ( Wed 15 Jan)
- 13 Weeks to Finding Mr Right ( Wed 15 March)
- 18:00: Father's Love ( Tue 7 Jan)
- 18:00 15 Seconds of Fame (Fri 10 Jan0
- 21:00 : You Are Commissioned ( Thurs 23 Jan )
- 19:30: Isishimane (Sun 12 Jan)
- 20:00: Uzulu Nomhlaba (12 Jan )
- 19:30: Ola De ( Sun 12 April)
- 20:00: Bahwebi (Sun 12 April

### **BRAND NEW SEASONS:**

- 19:00: Thandeka's Diary S3 ( 20 Jan)
- 21:00: Stereo Type Drop S2 (8 Jan)
- 19:30: TBT S3 (Thurs 9 Jan) : 12 March there will be a brand new season
- 18:00: Lip Sync Battle (Fri 10 April)

### **Project Objectives:**

- Gain market share focusing on key prime time slots: Weekday 18h00, 19h00, 19h30 & Sunday 19h30 & 20h00
- Drive awareness and appointment viewing of all listed shows
- Position SABC 1 as a leader in local content that resonates with the majority of the country

## **2. REQUIREMENTS**

### **2.1 Big Idea**

We require an interpretation of our value proposition in the market based on the shows we are launching. This interpretation should be based on understanding the competitive environment & understanding the audience & insight. The big idea should be translated into the below mediums:

- On Air
- Digital
- Out of home
- Print
- Radio
- Digital

### **2.2 Photo Shoot & Design Layout**

2.1.1 We would like the ATL campaign to be memorable and visible across South Africa.

The creative design should communicate the following:

- Proposition of the big idea
- Communication message
- # HashTag
- Show name, time and day and include a number of shows

2.1.2 We need designs/layouts that will showcase individual programs and an option that will have more than one show i.e 3 to 4 shows per layout.

2.1.3 Creative will be used for the following elements:

- Billboards
- Magazine Advertising
- Digital Advertising (Twitter, Facebook, Instagram & digital banners)
- On-air Promo End boards

### **2.3 On-Air**

2.3.1 We need a conceptual TVC that will be based on the big idea. We need to highlight all the above listed shows, use our talent or footage where talent is not available. The TVC should be 60" with 30" and 15" cut downs.

2.3.2 BTS footage with talent driving appointment viewing of their shows.

NB: We require these in open files & alpha channels including font used for all of the above. As well as music files with sound effects used for the 60", 30" and 15"

- Please can the agencies include wardrobe costs for the TVC.

## 2.4 Radio

Channel marketing will be utilizing SABC radio stations to drive appointment viewing ad awareness of channels new schedule. Agency to submit radio scripts that will promote the above ads. The ads can be broken down to drama, entertainment, new shows as well as new seasons.

## 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 **100**;

5.2.2 A threshold of **70 out of 100** 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- Paper based

Evaluation Area	Evaluation Criteria	Min Points	Max Points
Previous work experience in TTL or any similar campaigns ( Through-The-Line) Campaigns	<ul style="list-style-type: none"> <li>Supply a visual presentation of previous work done in relation a TTL campaign/similar campaign. (10)</li> <li>Additional (5) points for previous work done for any broadcaster</li> </ul>	10	15
Project lead time	<ul style="list-style-type: none"> <li>Provide a detailed project plan from start to               <ul style="list-style-type: none"> <li>3 Weeks to complete (20)</li> <li>4 Weeks to complete (15)</li> <li>6 Weeks to complete (10)</li> <li>More than 6 to complete (0)</li> </ul> </li> </ul>	15	20
Staff Compliment/Client Service	<ul style="list-style-type: none"> <li>Supply a detailed organisational structure outlining current business structure and capacity to handle the job.( 10)</li> </ul>	10	10
Proposed Strategy	<ul style="list-style-type: none"> <li>Strategy (35):               <ul style="list-style-type: none"> <li>Link big idea to problem &amp; brand (20)                   <ul style="list-style-type: none"> <li>Yes (20)</li> <li>Maybe (10)</li> <li>No link (0)</li> </ul> </li> <li>Link the Big Idea to shows driving appointment viewing                   <ul style="list-style-type: none"> <li>Clear link &amp; demonstration of Key SABC 1 shows (15)</li> <li>Some shows (not all) linked to big idea (10)</li> <li>No link to any shows (0)</li> </ul> </li> </ul> </li> </ul>	25	35
Proposed Treatment of the campaign execution of the creative concept for print/ooh/digital & on air campaign (Presentation)	<ul style="list-style-type: none"> <li><u>Execution of Creative alignment to the brand</u> <ul style="list-style-type: none"> <li>Quality of creative work:                   <ul style="list-style-type: none"> <li>Fresh interpretation of art direction (5)</li> <li>Number of shows featured in print, OOH layouts (10)                       <ul style="list-style-type: none"> <li>6 Shows (10)</li> <li>4 shows (5)</li> <li>Less than 4 shows (0)</li> </ul> </li> <li>Detailed story boards of the campaign (5)</li> </ul> </li> </ul> </li> </ul>	10	20
<b>TOTAL</b>		<b>70</b>	<b>100</b>

## 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 30% 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 BBBEE 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 BBBEE 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