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17 March 2020

**REQUEST FOR QUOTATION (RFQ)**

**PROVISION OF SABC 3 MAY 2020 NEW SHOWS DIGITAL SOCIAL MEDIA CAMPAIGN**

RFQ	RFQ/TV/2020/35
RFQ ISSUE DATE	17 March 2020
RFQ DESCRIPTION	PROVISION OF SABC 3 MAY 2020 NEW SHOWS DIGITAL SOCIAL MEDIA CAMPAIGN
CLOSING DATE & TIME	<b>24 APRIL 2020 AT 12H00</b>

Submissions must be delivered to: SABC Radio Park, Reception. Auckland Park on or before the closing date of this RFQ. **PLEASE MAKE SURE THAT YOU SIGN ON THE RECEPTION REGISTER.**

**PLEASE NOTE THAT AS FROM 01 JULY 2016 COMPANIES THAT ARE NOT REGISTERED WITH CSD SHALL NOT BE CONSIDERED**

For queries, please contact **Livhuwani Ramushweu** at Tel +2711 714-2150 [ramushweuls@sabc.co.za](mailto:ramushweuls@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. DETAILED BACKGROUND AND TECHNICAL SPECIFICATION

### 1.1 SABC 3 BACKGROUND

<b>ESSENCE</b>	<b>A REFLECTION OF THE PROGRESSIVE SPIRIT OF SOUTH AFRICA</b>
<b>PROMISE</b>	RELEVANT, INSPIRATIONAL, FULFILING, RELATABLE AND CUTTING EDGE ENTERTAINMENT
<b>VALUES AND PERSONALITY</b>	<b>VALUES:</b> PATRIOTISM, SUCCESS, EMPOWERMENT, DIVERSITY, FREE SPIRIT <b>PERSONALITY:</b> AUTHENTIC, INSIGHTFUL, ENGAGING, BOLD
<b>REASONS TO BELIEVE</b>	Fresh relevant content that's on the pulse of South African and global issues/entertainment focusing on a lifestyle and socio-economic level with substance for free and as alternative to the mandate language content on SABC 1 & SABC 2
<b>KEY CONTENT FOCUS</b>	<b>WEEK DAYS</b> - DRAMA, REALITY, LIFESTYLE <b>WEEKENDS</b> - MOVIES, SPORT, LIFESTYLE
<b>STYLE &amp; TONE</b>	Chic, Fresh, Quality, Elegant, High Production Values, Contemporary
<b>TARGET MARKET</b>	<b>GLOBAL CITIZENS.</b> Confident in what they know and what they can do. Educated, forward thinking and creative. Strong spirit of Entrepreneurship. Well-travelled and Well read. Individual orientated, New Media Users. Great interest in lifestyle events, sports and entertainment <b>Communication target 30-40 (Core 35)</b>
<b>COMPETITIVE ENVIRONMENT</b>	Etv, DStv (Mnet, 1Magic, Mzansi), Netflix, Showmax,

#### Target Audience

- 30-40 years old (Core at 35)
- All South African races –inclusive – building social cohesion
- Forward thinking and Progressive
- Politically and Economically astute
- Strong spirited and aspirational
- Confident with their identity
- Self-Empowerment is important
- Upwardly mobile, Grounded Urban Adults with a global outlook



## 1.2 SCOPE OF WORK

With major changes happening on SABC 3, channel is launching a variety of both local & international shows to continue building audiences & SABC 3 brand. This April & May builds on this strategy with the launch of strong various international & local shows building on key pillars on the schedule.

### Marketing Objectives:

- To drive appointment viewing to meet slot target per show of overall performance of 5% during primetime
- Have social media dominance through engagement of shows & talent
- Create awareness for the new show, new seasons launched during this period

### Shows to be promoted:

Programme Title	Time Slot	TX Date	Duration	Premiere / Repeat	Prime time / Day time	Eps No	Genre	Local/ Foreign
Spirit S1	19:30-20:30	1 March 2020	1 hour	premiere	Prime time	13	Documentary	Local
Survivor S35	19:30 – 20:30	27 April 2020	1 hour	Premiere	Prime time	15	Reality Show	Foreign
Ready for Love	19:30 - 20:30	08 April 2020	1 hour	Premiere	Prime time	10	Reality Show	Foreign
The Next Brand Ambassador S2	19:30-20:30	02 April 2020	1 hour	Premiere	Prime time	13	Reality Show	Local
The Launch S2	19:30-20:30	18 April 2020	1 hour	Premiere	Prime time	7	Reality show	Foreign

In addition to the above, we would like to continue sup print the below titles that have started in March 2020:

Tropika Island Of Treasure Curacao	19:30-20:30	03 March 2020	1 hour	Premiere	Prime time	13	Reality Show	Local
At The Table ®	20:30-21:00	11 March 2020	30 minutes	Premiere	Prime time	13	Cooking Show	Local
MPC Report	15:00-16:00	19 March 2020	1 hour	Premiere	Prime time	1	Current Affairs	Local

SABC also want to have monthly movies themed promos, titles will be announced but SABC want premium Chrome treatment of movie titles, SABC want these for the month of April, May, June & July.

Our proposition for this campaign is the best in international & local variety viewing pleasure focusing on the above stated shows during April, May & June 2020 period.

### Requirements

1. Social Digital Media Strategy for SABC 3
2. Content Creation
  - a. Copywriting

- b. Design
- c. Posting content
- d. Responding & engaging
- 3. Social Digital Media Management for 3 months
- 4. Digital buying to increase reach
- 5. Digital Influencers

## **1. Social Digital Media Strategy for SABC 3**

SABC currently have an internal social media team which posts our schedule and any other additional information we need to communicate on social media. Little attention is given to engagement, taking our viewers on a story through a good strategic content creation strategy.

Using our shows listed above, we need a strategy of how we are going to use our social media platforms to engage with viewers and drive appointment viewing & enhance the viewing experience using our social media 2<sup>nd</sup> screen.

## **2. Content Creation**

- a. Copywriting
- b. Design
- c. Posting content
- d. Responding & engaging

We need a team of copywriters & designers to create content that we post to engage with viewers. This requires:

- a) A team of researchers looking for interesting information on our shows, actors
- b) A team writing content to post
- c) A team of designers to create digital posters of our talent
- d) A team responding to comments on twitter & Facebook

Every content must be based on the actors and back story and also borrowing successes from other regions. We must also use our local talent to promote our shows, cross promotion is key.

For local shows, we would need a team to go and shoot behind the scenes, videos, pics & shot outs from actors to viewers.

## **3. Social Digital Media Management for 3 months**

We would need a weekly analytic report of the reach, engagement & reach we had. A monthly report with insight on what we are doing well, what we are not & take these learnings on the next months.

## **4. Digital buying to increase reach**

We also need additional reach buying on social media for content we post to increase our reach.

## **5. Digital Influencers**

Digital influencers have been a key trend on social media, we would like to use SABC talent to drive this with an incentive to them. Please identify key SABC talent to use as influencers, ideally on SABC 3. Allow a budget for these influencers.

**Service provider to supply the SABC with the following:  
Presentation with all the elements in the scorecard**

- Hard copy
- Memory stick

## **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.

## **3. COSTING**

The quotation must reflect a detailed cost breakdown, and any indirect costs associated with the rendering of this service. .

## **4. DURATION OF THE CONTRACT**

The contract will run for one 12 Months (01 May 2020 – 30 May 2021).

## **5. EVALUATION CRITERIA**

### **5.1.1 BBBEE and Price**

The RFQ responses will be evaluated on the **60/20** point system

### **5.1.2 Technical Evaluation**

The tender submission will be technically evaluated out of **100 points**.

**5.1.3** All bidders achieving less than the set threshold of **60 points out of 100 points** will be declared non-responsive and therefore will not continue to be evaluated for BBBEE & Price Preference.

### **5.2 Objective Criteria**

**5.2** 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.

<b>Evaluation Area</b>	<b>Evaluation Criteria</b>	<b>Max Points</b>	<b>Min Points</b>
<b>Previous work experience in digital services to similar clients.</b>	<ul style="list-style-type: none"> <li>Any Digital Work done for Entertainment/Broadcasters.               <ul style="list-style-type: none"> <li>○ X 3 &amp; more Broadcasters (10)</li> <li>○ Only x 1 Broadcasters (5)</li> </ul> </li> </ul>	20	10
<b>Previous</b>	<ul style="list-style-type: none"> <li>Recent successful case studies with</li> </ul>		

experience in broadcasting/entertainment events an advantage	stats & ROI from Entertainment/Broadcasters <ul style="list-style-type: none"> <li>○ X 2 or more case studies of broadcasters with analytics &amp; ROI (10)</li> <li>○ X 1 case study of broadcaster with analytics &amp; ROI (5)</li> </ul>		
Digital Social Media Strategy	<ul style="list-style-type: none"> <li>- <b>Well written &amp; articulated digital strategy on how to achieve our objectives (10)</b> <ul style="list-style-type: none"> <li>○ Strategy responds to brief, outlines a clear path to achieve objectives (10)</li> <li>○ Strategy submitted but is not clear and gives vague direction (5)</li> <li>○ Bad strategy that is off brief and not aligned to brand (0)</li> </ul> </li> <li>• <b>Reporting, Analytics &amp; Data insight Plan submission. (5)</b> <ul style="list-style-type: none"> <li>○ A detailed analytics plan submitted demonstrating when reporting will be done, what analytics will be shared and how insight will be used (5)</li> <li>○ No reporting or analytics plan submitted (0)</li> </ul> </li> </ul>	15	10
Content Creation	<ul style="list-style-type: none"> <li>• <b>Demonstration of how a team will be organised for the content creation, linking back to the strategy. (20)</b> <ul style="list-style-type: none"> <li>○ Content creation plan detailing how the copy, layout design, videos will be posted. A content plan including timing of content to be posted (20)</li> <li>○ Content plan submitted but not detailed or clearly describes how copy, layout or videos will be used (15)</li> <li>○ No content plan supplied (0)</li> </ul> </li> </ul>	20	15

<b>Content Creation Team Allocation</b>	<ul style="list-style-type: none"> <li>• <b>Clear outlined what &amp; how each of the below will be utilised (40)</b> <ul style="list-style-type: none"> <li>○ <i>Submit a research team who will be looking for interesting information on our shows, actors (10)</i> <ul style="list-style-type: none"> <li>▪ 2 or more team people (10)</li> <li>▪ 1 research person (5)</li> <li>▪ No research team supplied (0)</li> </ul> </li> <li>○ <i>A team of copywriters for all digital content that will be posted (10)</i> <ul style="list-style-type: none"> <li>▪ 3 or more team people (10)</li> <li>▪ 2 research person (5)</li> <li>▪ No research team supplied (0)</li> </ul> </li> <li>○ <i>A team of designers videographers + editors to create digital posters and videos about brand &amp; SABC 3 content: (10)</i> <ul style="list-style-type: none"> <li>▪ 3 or more team people (10)</li> <li>▪ 2 research person (5)</li> <li>▪ No research team supplied (0)</li> </ul> </li> <li>○ <i>A team responding to comments on twitter &amp; Facebook (10)</i> <ul style="list-style-type: none"> <li>▪ 3 or more team people (10)</li> <li>▪ 2 research person (5)</li> </ul> </li> </ul> </li> <li>No research team supplied (0)</li> </ul>	40	20
<b>Staff Compliment/Client Service &amp; Management of digital campaign</b>	<ul style="list-style-type: none"> <li>• Supply a detailed organisational structure outlining current business structure and capacity to handle the job.( 5)</li> <li>• No submission of organogram &amp; staff (0)</li> </ul>	5	5
<b>Total</b>		100	60

## 6 ADJUDICATION USING A POINT SYSTEM

- 6.1 The bidder obtaining the highest number of total points will be awarded the contract unless objective criteria justify the award to another bidder

- 6.2 Preference points shall be calculated after process has been brought to a comparative basis taking into account all factors of non-firm prices.
- 6.3 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.
- 6.4 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
- 6.5 Should two or more bids be equal in all respect, the award shall be decided by the drawing of lots.

## 7 POINTS AWARDED FOR PRICE

The **80/20** preference point system

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

$$\text{Where: } P_s = 80 \left( 1 - \frac{P_t - P_{min}}{P_{min}} \right)$$

$P_s$  = Points scored for comparative price of bid under Consideration  
 $P_t$  = Comparative price of bid under consideration  
 $P_{min}$  = Comparative price of lowest acceptable bid

### 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

- 7.1 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 verification and issuing EMEs with B-BBEE Status Level Certificates.
- 7.2 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.
- 7.3 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.



- 7.4 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.
- 7.5 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.
- 7.6 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.
- 7.7 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.

## **8 MANDATORY DOCUMENTS FOR ALL SOUTH AFRICAN PARTNERS**

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

## **9 REQUIRED DOCUMENTS FOR ALL SOUTH AFRICAN PARTNERS**

- Original Tax Clearance (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.**

- For Exempted Micro Entrepreneurs (EME's), as per CODE 000 statement 000 (Framework for measuring BBBEE) sufficient evidence of qualification as an EME is an Auditor's certificate issued by an accounting officer or verification agency. An EME is any enterprise with an Annual Total Revenue of R5million or less.
- Certified ID Copies of all directors/ Shareholders Certificate
- Company registration documents

## **10 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.

## **11 CONDITIONS TO BE OBSERVED WHEN TENDERING**

11.1 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.

11.2 No tender shall be deemed to have been accepted unless and until a formal contract / letter of intent is prepared and executed.

11.3 The Corporation reserves the right to:

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

**Make a selection solely on the information received in the submissions and**

11.3.1 Enter into negotiations with any one or more of preferred bidder(s) based on the criteria specified in the evaluation of this tender.

11.3.2 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.

11.3.3 Award a contract to one or more bidder(s).

11.3.4 Accept any tender in part or full at its own discretion.

11.3.5 Cancel this RFQ or any part thereof at any time.

11.3.6 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.

## **12 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)**

<b>Project Descriptions</b>	<b>Client</b>	<b>Contact no</b>	<b>Contact person</b>	<b>Email address</b>	<b>Period of projects</b>	<b>Value of projects</b>	<b>Project Commence date</b>	<b>Completed date</b>

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

<b>Project Descriptions</b>	<b>Client</b>	<b>Contact no</b>	<b>Contact person</b>	<b>Email address</b>	<b>Period of projects</b>	<b>Value of projects</b>	<b>Project Commence date</b>	<b>Completion date</b>