

## **ANNEXURE A: Terms of Reference.**

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### **TERMS OF REFERENCE (TORs) FOR THE APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE MEDIA BUYING AND MARKETING SERVICES TO ICASA FOR A PERIOD OF TWO YEARS.**

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#### **1. Introduction**

The Independent Communications Authority of South Africa (ICASA) is the regulator of the broadcasting, telecommunications and postal services in the public interest. ICASA utilizes media to, among others, educate, inform, communicate its objectives, create awareness about its services to the licensees as well as the general South African public.

#### **2. Objective**

ICASA would like to procure the services of a suitably qualified and experienced service provider to provide Media Buying and Placement Services for two (2) years.

The service provider will assist ICASA to create awareness and visibility of the Authority's mandate, services and for brand positioning. Furthermore, the service is meant to build relations with key stakeholders, improve interaction and communication with all the stakeholders through various means including advertising.

#### **3. Scope of Work**

ICASA requires services of an established media buying and placement agency to procure media placements in the following media platforms:

- Broadcast Media (National, Regional and Community); and
- Print Media (National, Regional and Community).

**The following are key deliverables for the service provider:**

- Undertake negotiations with media owners to secure the most cost-effective and impactful media partnerships that create added value to the ICASA brand;
- Book media space and place advertisements or advertorial or notice or announcement on behalf of ICASA – the media buying function must not be outsourced;
- Produce media schedules for agreed campaigns and activities;
- Ensure that the placement appear in publications and/or broadcast media; and provide proof of the placement;
- Able to respond to short lead times and booking requests;
- Provide electronic versions of all approved content for uploading on ICASA website and social media platforms within three (3) days of the advertisement being approved. The produced content must be provided to ICASA as an open file.

**4. Specifications**

<b>Project</b>	<b>Description</b>	<b>Quantity</b>	<b>Price</b>
Thought Leadership pieces/articles	750 to 1500 words of opinion pieces or editorial to be placed in the main body of the publication or OpEd section.  The thought leadership article must be placed on Tier 1 media, daily or weekly publications.  Service provider must produce content for print publications. This incorporates copywriting, editing, production and placement.	Eight (8)	R....
Stakeholder Meetings	2x half a page announcement on regional newspapers.  2x half a page announcement on community newspapers.	Four (4)	R....

	<p>1-week campaign on regional and community radio stations leading up to the engagement.</p> <p>The campaign must be a hybrid of live reads and advert.</p> <p>Service provider must produce content for broadcast. This incorporates concept, script, editing, production and placement.</p>		
Targeted campaigns	<p>3x half-page print advertorials (Regional and community newspapers).</p> <p>4x radio placement for 30" to 45" during peak hours (2x morning and 2x afternoon drive shows) on the public, community radio and regional radio stations.</p> <p>4x daily live reads during off-peak hours (2x mid-morning or midday; and 2x evening shows) on the public broadcaster, community and regional radio stations.</p> <p>Service provider must produce content for broadcast. This incorporates concept, script, editing, production and placement.</p>	Eight (8)	R....
<b>Total</b>			<b>R....</b>

**5. Timeframe**

The contract will be for a period of two (2) years from the day of the signing of the Service Level Agreement.

**6. Evaluation Criteria**

Bidders will be evaluated on the 80/20 preference points scoring system: that is, 80% of the points awarded will be based on price, as indicated in the table below; and 20% of the points awarded will be based on B-BBEE codes system, allocated as indicated in the table below:

<b>B-BBEE status level of Contributor</b>	<b>Number of points</b>	<b>Price</b>
1	20	<b>80</b>
2	18	
3	16	
4	12	
5	8	
6	6	
7	4	
8	2	
Non-compliant contributor	0	
<b>Total maximum points</b>	<b>20</b>	<b>80</b>

## **7. Conflict of interest**

Service providers are required to provide services that are professional, objective and impartial. Service providers must ensure that there is no conflict of interest between existing assignments, obligations and responsibilities to other clients and the services set out in the TORs.

In the event of any uncertainty in this regard, full disclosure in the submitted proposal should be considered. Non-disclosure of a conflict of interest may be grounds for termination of the contract.

**8. Functionality will be evaluated in terms of the below table:**

No	Category (Cut-off 70)	Points						
<b>A.</b>	Functionality: Pre-qualification criteria (cut-off 70%)							
<b>Mandatory requirements</b>								
<b>Functional Proposal</b>								
<b>1.</b>	<p><b>The number of years providing media buying and placement services</b></p> <p>The bidder must provide a company profile that clearly indicates the number of years it has been in business, providing media buying and placement services. Further, the supplier must demonstrate its understanding of the media buying and placement environment.</p> <p>Evidence require:</p> <ol style="list-style-type: none"> <li>1. Company profile or any other documents that details the company's services;</li> <li>2. Media buying plan or schedule for print and broadcast; and</li> <li>3. Booking forms not older than two years.</li> </ol> <p><b>Evaluation Criteria</b></p> <table border="1" data-bbox="310 1188 1269 1757"> <thead> <tr> <th data-bbox="310 1188 1107 1226"><b>Functionality</b></th> <th data-bbox="1107 1188 1269 1226"><b>Score</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="310 1226 1107 1493">The bidder must submit a company profile or any other documents that details the company's services; media buying plan/ schedule for print and broadcast; and booking forms not older than two years.</td> <td data-bbox="1107 1226 1269 1493">5</td> </tr> <tr> <td data-bbox="310 1493 1107 1757">The bidder must submit a company profile or any other documents that details the company's services; and either media buying plan/schedule for print and broadcast; or booking forms not older than two years.</td> <td data-bbox="1107 1493 1269 1757">4</td> </tr> </tbody> </table>	<b>Functionality</b>	<b>Score</b>	The bidder must submit a company profile or any other documents that details the company's services; media buying plan/ schedule for print and broadcast; and booking forms not older than two years.	5	The bidder must submit a company profile or any other documents that details the company's services; and either media buying plan/schedule for print and broadcast; or booking forms not older than two years.	4	<b>35</b>
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	<p>The bidder must submit a company profile or any other documents that details the company's services.</p>	3								
	<p>The bidder must submit either the Media buying plan/schedule for print and broadcast; or booking forms not older than two years.</p>	2								
	<p>Nothing has been submitted.</p>	1								
<p><b>2.</b></p>	<p><b>Detailed methodology or workplan</b></p> <p>The bid must contain the details of the proposed approach to be adopted in order to deliver the service in line with the published TORs. The service provider will be required to provide a detailed methodology and workplan that details the following:</p> <ol style="list-style-type: none"> <li>1. Project execution plan;</li> <li>2. Working schedule that includes, among others, emergency requests; and</li> <li>3. Proposed approach in relation to the scope of work and the outputs.</li> </ol> <table border="1" data-bbox="321 1243 1261 1883"> <thead> <tr> <th data-bbox="321 1243 1107 1297">Functionality</th> <th data-bbox="1107 1243 1261 1297">Score</th> </tr> </thead> <tbody> <tr> <td data-bbox="321 1297 1107 1726"> <p>The service provider submitted a detailed methodology and workplan that details the following:</p> <ul style="list-style-type: none"> <li>• Project execution plan;</li> <li>• Working schedule that includes, among others, emergency requests; and</li> <li>• Proposed approach in relation to the scope of work and the outputs.</li> </ul> </td> <td data-bbox="1107 1297 1261 1726">5</td> </tr> <tr> <td data-bbox="321 1726 1107 1883"> <p>The service provider submitted a detailed methodology and workplan that details the following:</p> </td> <td data-bbox="1107 1726 1261 1883">4</td> </tr> </tbody> </table>	Functionality	Score	<p>The service provider submitted a detailed methodology and workplan that details the following:</p> <ul style="list-style-type: none"> <li>• Project execution plan;</li> <li>• Working schedule that includes, among others, emergency requests; and</li> <li>• Proposed approach in relation to the scope of work and the outputs.</li> </ul>	5	<p>The service provider submitted a detailed methodology and workplan that details the following:</p>	4	<p><b>25</b></p>		
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<b>3.</b>	<p><b>Contactable references:</b></p> <p>The service provider must provide a list of contactable references indicating similar work done. Reference letters must include the company name, company letterhead, and contact person and their active telephone or cellphone numbers.</p> <p><b>Evaluation Criteria</b></p> <table border="1" data-bbox="321 1121 1261 1890"> <thead> <tr> <th data-bbox="321 1121 1107 1173">Functionality</th> <th data-bbox="1107 1121 1261 1173">Score</th> </tr> </thead> <tbody> <tr> <td data-bbox="321 1173 1107 1337">6 or more reference letters with company name, company letterhead, and contact person with their active telephone numbers.</td> <td data-bbox="1107 1173 1261 1337">5</td> </tr> <tr> <td data-bbox="321 1337 1107 1499">5 reference letters with company name, company letterhead, and contact person with their active telephone numbers.</td> <td data-bbox="1107 1337 1261 1499">4</td> </tr> <tr> <td data-bbox="321 1499 1107 1661">4 reference letters with company name, company letterhead, and contact person with their active telephone numbers.</td> <td data-bbox="1107 1499 1261 1661">3</td> </tr> <tr> <td data-bbox="321 1661 1107 1822">2 - 3 reference letters with company name, company letterhead, and contact person with their active telephone numbers.</td> <td data-bbox="1107 1661 1261 1822">2</td> </tr> <tr> <td data-bbox="321 1822 1107 1890">No reference letter</td> <td data-bbox="1107 1822 1261 1890">1</td> </tr> </tbody> </table>	Functionality	Score	6 or more reference letters with company name, company letterhead, and contact person with their active telephone numbers.	5	5 reference letters with company name, company letterhead, and contact person with their active telephone numbers.	4	4 reference letters with company name, company letterhead, and contact person with their active telephone numbers.	3	2 - 3 reference letters with company name, company letterhead, and contact person with their active telephone numbers.	2	No reference letter	1	<b>25</b>
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No reference letter	1													

3.	<p><b>Key personnel</b></p> <p>The bidder must show the relevant skills, experience and capacity to undertake the project in respect of the TORs</p> <ul style="list-style-type: none"> <li>• The resources or team that will be working on this project;</li> <li>• The relevant skills level (including at least one (1) graphic designer and content editor) of the entire project team (Brief CVs of the team members including their qualifications and minimum of four (4) years of experience doing similar work); and</li> <li>• Submit the two (2) recent media buying reports compiled by the team.</li> </ul> <p><b>Evaluation Criteria</b></p> <table border="1" data-bbox="321 814 1263 1879"> <thead> <tr> <th data-bbox="321 814 1105 867">Functionality</th> <th data-bbox="1105 814 1263 867">Score</th> </tr> </thead> <tbody> <tr> <td data-bbox="321 867 1105 1455">           Proposed team members must have the relevant skills level:           <ul style="list-style-type: none"> <li>• At least one (1) graphic designer and/or content editor of the entire project team (Brief CVs of the team members including their qualifications and minimum of four (4) or more years of experience doing similar work); and</li> <li>• submit the two (2) recent media buying reports compiled by the team in the last two (2) years.</li> </ul> </td> <td data-bbox="1105 867 1263 1455">5</td> </tr> <tr> <td data-bbox="321 1455 1105 1724">           Proposed team must have a graphic designer and/or content editor of the entire project team (Brief CVs of the team members including their qualifications and minimum of 3 years experience doing similar work); and two (2) recent media buying reports.         </td> <td data-bbox="1105 1455 1263 1724">4</td> </tr> <tr> <td data-bbox="321 1724 1105 1879">           Proposed team must have a graphic designer and/or content editor of the entire project team (Brief CVs of the team members including their qualifications         </td> <td data-bbox="1105 1724 1263 1879">3</td> </tr> </tbody> </table>	Functionality	Score	Proposed team members must have the relevant skills level: <ul style="list-style-type: none"> <li>• At least one (1) graphic designer and/or content editor of the entire project team (Brief CVs of the team members including their qualifications and minimum of four (4) or more years of experience doing similar work); and</li> <li>• submit the two (2) recent media buying reports compiled by the team in the last two (2) years.</li> </ul>	5	Proposed team must have a graphic designer and/or content editor of the entire project team (Brief CVs of the team members including their qualifications and minimum of 3 years experience doing similar work); and two (2) recent media buying reports.	4	Proposed team must have a graphic designer and/or content editor of the entire project team (Brief CVs of the team members including their qualifications	3	15
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	Proposed team members have no experience and no media buying reports.	1		
	<b>Total for functionality pre-qualification criteria</b>			<b>100</b>

Bidders achieving less than 70% will not be evaluated further.

**ICASA reserves the right to:**

- Decrease the quantities and/or items due to budget constraints or any other reasons as provided by ICASA during the RFQ process and post appointment of a service provider.
- Negotiate and/or change the scope of the work, where necessary.