



REQUEST FOR PROPOSALS: APPOINTMENT OF A SUITABLE SERVICE PROVIDER FOR MEDIA BUYING, MEDIA PRODUCTION & MARKETING SERVICES TO ALL NHBRC OFFICES FOR A PERIOD OF THREE (03) YEARS

RFP NO.: NHBRC 07/2020

CLOSING DATE: 22 JANUARY 2021

TIME: 11:00AM

COMPULSORY BRIEFING SESSION

DATE: 14 DECEMBER 2020

TIME: 11:00AM

**VENUE: NHBRC HEAD OFFICE, 27 LEEUWKOP ROAD
SUNNINGHILL
JOHANNESBURG**

1 TERMS AND CONDITIONS

This Request for Proposal (RFP) has been compiled by the NHBRC and it is made available to the Bidders on the following basis.

Bidders submitting a Bid in response to this RFP are deemed to do so, on the basis that they acknowledge and accept the terms and conditions set out below:

- 1.1 The Bidder must be registered on the National Treasury's Central Supplier Database ("the CSD") and ensure that, if it is successful, it remains so registered and further ensure that the information on the CSD is up-to-date for the duration of the contract.
- 1.2 The Bidder must ensure that it is tax compliant at the time of submitting its bid in response to this RFP, and if it is successful, it remains tax compliant for the duration of the contract. In this regard, the Bidder undertakes to provide the NHBRC with a Tax Clearance Certificate issued by the South African Revenue Services ("SARS") on an annual basis, confirming that it is tax compliant.
- 1.3 The NHBRC reserves the right to amend, modify or withdraw this RFP or amend, modify or terminate any of the procedures or requirements set out herein at any time (and from time to time), without prior notice and without liability to compensate or reimburse any person.
- 1.4 If the NHBRC amends this RFP, the amendment will be sent to each Bidder in writing or publicized as the case maybe. No oral amendments by any person will be considered or acknowledged.
- 1.5 The NHBRC reserves the right to carry out site inspections or call for supporting documentation in order to confirm any information provided by a Bidder in its RFP Bid.
- 1.6 This RFP is not intended to form the basis of a decision to enter into any transaction involving the NHBRC, and does not constitute an offer or recommendation to enter into such transaction, or an intention to enter into any legal relationship with any person.
- 1.7 A Bid submitted in response to this RFP will constitute a binding offer which will remain binding and irrevocable for a period of ninety (90) days from the date of submission to the NHBRC. The offer constituted by the Bid will be deemed not to have been accepted and no agreement will be deemed to be reached with any Bidder, unless and until a binding Agreement and other related transactions/documents are concluded between the NHBRC and the Preferred Bidder.
- 1.8 The distribution of this RFP outside the Republic of South Africa may be restricted or prohibited by the laws of other countries. Recipients of this RFP are advised to familiarize themselves with and comply with all such restrictions or prohibitions applicable in those jurisdictions, and neither the NHBRC, nor any of their respective directors, officers, employees, agents, representatives or advisors, accepts liability to any person for any damages arising out of or in connection with the breach of any restriction or provision outside the Republic of South Africa. Persons contemplating submitting a Bid are advised to obtain legal advice as to the possible consequences thereof in terms of the law of the jurisdictions in which they are located.
- 1.9 Recipients of this RFP document may only distribute it to other parties whom they wish to involve as part of their Bidder consortium in submitting a Bid.

- 1.10 Neither the NHBRC nor any of their respective directors, officers, employees, agents, representatives or advisors will assume any obligation for any costs or expenses incurred by any party in or associated with preparing or submitting a Bid in response to the RFP.
- 1.11 No entity may be involved, whether directly or indirectly, in more than one Bid in response to this RFP. Failure to comply with this requirement may, within the sole discretion of the NHBRC, result in disqualification of the relevant entity.
- 1.12 Any material change in the control and/or composition of any Bidder or any core member of a Bidder after submission of a Bid, shall require the prior written approval of the NHBRC, and any failure to seek such approval from the NHBRC shall result in the NHBRC being entitled, in its sole discretion, to disqualify the relevant Bidder from any further participation in the Bid process. The NHBRC shall be the sole arbiter as to what constitutes a “material change in the control and/or composition of any Bidder”, and as to what constitutes a “core member of a Bidder” for purposes of such approval. Any request for such approval shall be made to the NHBRC’s Supply Chain Management (“SCM”) in writing and shall provide sufficient reasons and information to allow the NHBRC to make a decision. The NHBRC reserves the right to accept or reject any such request for approval at its sole discretion.
- 1.13 Briefing Session: There will be briefing session. The sharing of information and clarifications of issues related to this Bid, as given by the NHBRC will form part of this Bid and responses.
- 1.14 Any requirement set out in this RFP that stipulates the form and/or content of any aspect of a Bid, is stipulated for the sole benefit of the NHBRC, and save as expressly stated to the contrary, may be waived by the NHBRC in its sole discretion at any stage in the RFP process.
- 1.15 The NHBRC and its advisors shall rely on a Bid as being accurate and complete in relation to the information and proposals provided therein by the Bidders.
- 1.16 All Bids submitted to NHBRC will become the property of the NHBRC and will as such not be returned to the Bidder. The NHBRC will make all reasonable efforts to maintain proposals in confidence. Proprietary information should be identified as such in each proposal.
- 1.17 The Bid submitted by the bidder shall be considered irregular if they show any omissions, alteration of form, additions, or conditions not called for, or irregularities of any kind. However, the NHBRC reserves the right to waive any irregularities and to make award in the best interest of the company.
- 1.18 Bids must only be submitted on documentation provided by the NHBRC. Late, emailed, faxed and telegraphic bids will not be considered.
- 1.19 The NHBRC reserves the right to accept or reject the Proposal.
- 1.20 RFP’s shall be rejected, among other reasons, where Bids are received after the closing date and time as specified in the RFP.
- 1.21 Potential service provider(s) shall be disqualified and their Bids not considered among other reasons, for any of the following specific reasons:
- 1.21.1 If the SCM Mandatory Documents are not submitted and completed as per this RFP; and/or
 - 1.21.2 The Bid contains irregularities.
- 1.22 The NHBRC reserves the right to require that any bidder provide a formal presentation of its RFP at a date and time to be determined by the NHBRC. The NHBRC shall provide all instructions and clarification regarding the purpose and scope of the presentation. All expenses must be borne by the bidder.

1.23 All costs associated with the preparation and submission of the Bid is the responsibility of the Bidder.

The costs shall not be chargeable to the NHBRC by successful or unsuccessful Bidder.

1.24 This document is released for the sole purpose of responding to this RFP and must be considered confidential. In addition, the use, reproduction or disclosure of the requirements, specifications or other material in this RFP is strictly prohibited.

1.25 All Bids must be formulated and submitted in accordance with the requirements of this RFP.

2 BACKGROUND

2.1 ABOUT THE NHBRC

2.1.1 The National Home Builders Registration Council (NHBRC) is a regulator established in terms of section 2 of the Housing Consumers Protection Measures Act 95 of 1998 ("the Act"). Section 3 of the Act provides that the objects of the NHBRC are to:

- (a) represent the interests of housing consumers by providing warranty protection against defects in new homes;
- (b) regulate the home building industry;
- (c) provide protection to housing consumers in respect of the failure of home builders to comply with their obligations in terms of this Act;
- (d) establish and to promote ethical and technical standards in the home building industry;
- (e) improve structural quality in the interests of housing consumers and the home building industry;
- (f) promote housing consumer rights and to provide housing consumer information;
- (g) communicate with and to assist home builders to register in terms of this Act;
- (h) assist home builders, through training and inspection, to achieve and to maintain satisfactory technical standards of home building;
- (i) regulate insurers contemplated in section 23 (9) (a); and
- (j) in particular, achieve the stated objects of this section in the subsidy housing sector.

2.2 NHBRC OFFICES

2.2.1 The NHBRC is a medium sized organization with a staff compliment of approximately 700 employees. The NHBRC's Head Office is located in Sunninghill, Gauteng, with nine (09) Provincial Offices of varying size and 12 Satellite Offices which are located in the following areas:

	NHBRC OFFICE LOCATIONS	#	NHBRC OFFICE LOCATIONS
1	Head Office, (Sunninghill)	13	Eastern Cape (East London) - Satellite
2	Gauteng (Sunninghill) – Provincial	14	Western Cape (George) - Satellite
3	Kwa-Zulu Natal(Durban) – Provincial	15	North West (Klerksdorp) - Satellite
4	Western Cape (Cape Town) – Provincial	16	Limpopo (Tzaneen) - Satellite
5	Eastern Cape (Port Elizabeth) – Provincial	17	Limpopo (Bela Bela) - Satellite
6	North West (Rustenburg) – Provincial	18	Mpumalanga (Witbank) - Satellite
7	Limpopo (Polokwane) – Provincial	19	Free State (Bethlehem) – Satellite
8	Mpumalanga (Nelspruit) – Provincial	20	North West (Mafikeng) – Satellite
9	Free State (Bloemfontein) – Provincial	21	Limpopo (Thulamela) – Satellite
10	Northern Cape (Kimberly) - Provincial	22	Gauteng (Pretoria) – Satellite

11	Kwa-Zulu Natal (Newcastle) - Satellite	23	Eric Molobi Innovation Hub (Soshanguve)
12	Kwa-Zulu Natal (Richards Bay) - Satellite		

3 INTRODUCTION

The National Home Builders Registration Council is mandated by the Housing Consumers Protection Measures Act, 1998 (Act No. 95 of 1998) to regulate the homebuilding industry and protect housing consumers. The NHBRC ensures that it delivers on its mandate by delivering on its products and services, and the key performance indicators that are contained in the organisational scorecard.

VISION

To be the Champion of the Housing Consumers.

MISSION

To Protect the Housing Consumers and to Regulate the Homebuilding Environment.

MOTTO

Assuring Quality Homes.

STRATEGY OF NHBRC

The strategy of the NHBRC is based on the following pillars:

- To ensure that housing consumers and home builders are educated on their rights and obligations.
- To entrench a culture of compliance through fair and efficient enforcement mechanisms
- To research and introduce innovative products, methods and technologies within the homebuilding industry.
- To maintain a sustainable warranty fund.

4 OBJECTIVE

4.1. NHBRC's objective is to appoint a reputable bidder for Media Buying, Media Production and Marketing related services who will assist it to:

- 4.1.1 **Create awareness and visibility** of NHBRC Brand positioning, including its mandate, services, values, benefits to create relevance.
- 4.1.2 **Educate Housing Consumers** regarding rights and responsibilities to inform about property related transactions in order to produce property consumers.
- 4.1.3 **Promote access using digital and other innovative channels** in order to improve interaction and communication with all stakeholders.
- 4.1.4 **Relationship building** in order to develop win-win relations with all key stakeholders internally and externally.
- 4.1.5 **Position the NHBRC as an effective homebuilding regulator** and inform homebuilders of their rights and obligations.

5 SCOPE OF WORK

The NHBRC requests proposals from service providers that can plan and execute an integrated marketing communications strategy. The selected service provider will develop and execute the above for a contract period of 36 months. The service provider will be expected to provide the following services:

5.1 MARKETING AND ADVERTISING

- 5.1.1 Developing, refining and helping to implement the overall integrated marketing and communication strategy for NHBRC;
- 5.1.2 Create and execute integrated marketing campaigns (Above the line, below the line & Through the line) that align with NHBRC's integrated marketing and communication strategy.
- 5.1.3 Identifying areas of improvement / innovation in communication and marketing for NHBRC and advising on a suitable course of action;
- 5.1.4 Conceptualising, producing and sustaining effective through-the-line advertising in respect of all strategy development, creative production, account handling and account planning for marketing activities and campaigns of NHBRC;
- 5.1.5 Ensuring effective liaison for planning and implementation purposes with NHBRC, media partners and other service providers;
- 5.1.6 Providing graphic design services, including animation for online use or presentations, and the development of material in Flash;
- 5.1.7 Providing audio-visual services such as videos, online videos, and videography. Services will also include editing of material of content, script writing, pre-production, production and post-production.
- 5.1.8 Review, the current NHBRC Corporate Identity Manual;
- 5.1.9 Conduct and interpret external and internal stakeholder market research (qualitative, quantitative, brand or campaign surveys, marketing data and analytics) and recommend appropriate interventions to improve or maintain a positive perception or correct a negative perception of the NHBRC;
- 5.1.10 Ensure overall consistent messaging across all media channels and platforms;

5.2 DIGITAL MARKETING AND COMMUNICATIONS (DIGITAL ADVERTISING & CAMPAIGNS)

- 5.2.1 Develop, implement and monitor a digital strategy aligned to the organisation's digitisation roadmap;
- 5.2.2 Review the NHBRC's current digital landscape with a view to improve current deliverables;
- 5.2.3 Targeted high quality copywriting and design aimed at driving relevant calls –to-action and meeting set objectives;
- 5.2.4 Creative conceptualisation, testing and executing an ongoing optimisation of digital adverts and campaigns;
- 5.2.5 Development and maintenance of relevant content for use in other channels;
- 5.2.6 Drive campaigns to grow relevant website and social media followers on (Facebook, Twitter, Instagram, YouTube, LinkedIn) and relevant new social media channels as per set targets website and other digital traffic;

- 5.2.7 Identify platforms and channels to market and advertise on and proposing campaigns in order to achieve overall objectives;
- 5.2.8 Continuous tracking and tweaking of digital campaigns pre, during and post campaign period using relevant tools;
- 5.2.9 Provide online reputation management support;
- 5.2.10 Production of relevant multimedia content for NHBRC including messaging, creative design, graphics, video, audio, animation and any other required formats;
- 5.2.11 Provision of on-site resource(s) for select NHRBC events as instructed by the organisation;
- 5.2.12 Monitoring and reporting on performance of all platforms and campaigns;
- 5.2.13 Provide ongoing digital content management;
- 5.2.14 Live updates and streaming on social media accounts at selected NHBRC events; and
- 5.2.15 propose innovative initiatives and partnerships to advance our empowerment and transformation objectives.

5.3 MEDIA PLANNING, BUYING AND PLACEMENT

- 5.3.1 Demonstrate an understanding of the political landscape and socio-economic conditions that would influence consumers' perception of NHBRC and consequential reputational impact;
- 5.3.2 Develop, refine and implement media strategies for NHBRC campaigns;
- 5.3.3 Undertake negotiations with media owners to secure the most cost-effective and impactful media partnerships that creates added value for NHBRC brand;
- 5.3.4 Undertake media planning and buying of all NHBRC advertising requirements;
- 5.3.5 Provide post campaign analyses indicating effectiveness and cost efficiency of all media placements;
- 5.3.6 Ensure tracking, monitoring and management of all NHBRC media placements.
- 5.3.7 Submit monthly, quarterly and annual analytical reports as well as ad hoc reports on advertising spend by NHBRC;
- 5.3.8 Provide NHBRC access to research data and analysis which will assist NHBRC in its media planning and placement;
- 5.3.9 Advising NHBRC of any innovations in the media industry that would be suitable for NHBRC advertising; and
- 5.3.10 Respond to short lead times and booking requests.

5.4 STRATEGIC PUBLIC RELATIONS & EVENTS MANAGEMENT

- 5.4.1 Provide events management support as and when required;
- 5.4.2 Document/record events and programs in full high definition video, photographic and audio formats; and
- 5.4.3 Provide public relations and marketing support of key and strategic events.
- 5.4.4 Development and execution of Public Relation Plan.
- 5.4.5 Reputation management strategy and plan.
- 5.4.6 Media training

6 PURPOSE OF THE CONTRACT

The purpose of this RFP is to appoint an established service provider for Media Buying, Media Production & Marketing related services that can support the NHBRC for a period of thirty-six (36) months. The services constitute the following categories:

- 6.1. Marketing, Advertising and related services
- 6.2. Media placement and buying
- 6.3. Digital marketing
- 6.4. Strategic Public Relations and Events management

7 IMPLEMENTATION PLAN

- 7.1 The service provider will be responsible for the implementation of media buying, media production and marketing services for a period of three (03) years.
- 7.2 The service provider will provide a detailed project management plan.
- 7.3 The service provider will implement the media buying services, media production and marketing services all NHBRC offices.

8 KEY ROLE PLAYERS NHBRC

- 8.1 Marketing, Communication & Stakeholder Relations
- 8.2 Business Services

9 DURATION

- 9.1 The service provider and NHBRC will enter into a three (03) years' Service Level Agreement (SLA) on an effective date to be determined by the parties.

10 SERVICE PROVIDER RESPONSIBILITIES

- 10.1 As part of the service expectation the following key elements will be required to be addressed:
 - 10.1.1 NHBRC working hours are from 8h30 to 16h30, the service provider will be required to work eight (8) hours a day. The service provider must avail themselves as and when required by the NHBRC.
 - 10.1.2 Service provider may be required to travel to other NHBRC regional offices if required.
 - 10.1.3 Service provider will be expected to provide high quality work.
 - 10.1.4 Service provider will be expected to deliver assigned tasks and daily duties as per the agreed time frames.
 - 10.1.5 Propose other cost-effective methods of delivering media buying, media production and related services to the NHBRC.

11 FUNCTIONAL EVALUATION CRITERIA

11.1 The evaluation of the functional/ technical detail of the proposal will be based on the following criteria:

Functional Factors	Criteria Description
1.Number of years rendering media buying, media production and marketing related services	At least five (05) years' experience in providing all the following services: media buying, media production and marketing services. Company profile must clearly indicate the number of years in business providing media buying, media production and marketing related services and support.
2. Client references	At least five (05) contactable references where the media buying, media production and marketing related services were successfully implemented.
3. Qualification	Bidder must provide NQF Level 6 for all qualifications that are relevant to the scope of service.
4.Detailed Project Plan	The Bidder must provide an actionable project plan for a period of 12 months with clear deliverables and clear timelines that demonstrates an understanding of the project and is within the NHBRC time frame.
5. Proposal	The Bidder must provide a proposal that demonstrates an understanding of the NHBRC brand. Refer to page 14 for detailed information.

Proposals with functional/technical points that are less than minimum threshold of 80 points will be eliminated from further evaluation.

12 ELIMINATION CRITERIA

12.1 Proposals that do not meet the stipulated conditions of the NHBRC will be eliminated.

13 REPORTING

13.1 The report format will be agreed upon between the service provider and NHBRC Corporate Communications & Stakeholder Relations Manager.

13.2 The service provider shall provide monthly, quarterly, and annual reports to management.

14 TRACK RECORD

14.1 A complete list of the five recent projects that were successfully completed within media buying, media production and marketing related services signed off by the accounting officer or his/her delegated is required.

15 TECHNICAL DATA TO BE SUBMITTED BY BIDDER

15.1 General Information

15.1.1 The NHBRC requires the Goods or Services of interested and competent organisations or companies that are experienced in media buying, media production and marketing services and the Service Provider is expected to provide proof of expertise.

15.2 Requisites of the Service Provider:

15.2.1 A detailed proposal:

- Understanding of terms of reference.
- Team composition competencies (please attach CVs and indicate roles of individuals (Note: The CVs must clearly indicate the team member's experience in their respective role.)
- Quality Assurance measures (process and control).
- Detailed Pricing Schedule (Refer to Annexure 1 for pricing schedule as attached on this document)

Summary of projects executed and completed.

15.3 Documents to be submitted:

15.3.1 At least (05) projects the bidder has completed in the last five years. The bidder must submit a summary of the projects in the format presented below:

Name of Project	Project Description	Project Period (Start date – End date)	Contract Value (incl. VAT)	Client Name	Client Contact Tel

Name of project:

Name of Client:

Client Contact Details

Contact person:

Role in Project:

Contact Tel No:

Contact Cell:

Project Start Date:
 Project Completion Date:
 Contract Amount (incl. VAT):
 Summary of Project (maximum 200 words).

Note: Please attach a reference letter from the client indicating successful completion of the project as per the client's brief. (Excluding the NHBRC)

15.3.2 Expertise and experience of key personnel

15.3.3 The successful service provider will be required to provide the expertise, qualifications, and experience to successfully deliver the media buying, media production and marketing services.

15.3.4 Suitably qualified and experienced technical personnel must be assigned to this project. Please complete a summary detail of the main Project Team in the format shown below:

NO	PROJECTS COMPLETED IN THE LAST FIVE (5) YEARS					Professional Registration
	Full Name	Role in Project	Current Academic Qualifications	Key Area of Specialization	Years of Experience in the industry	
1.						
2.						
3.						
4.						
5.						

*Please attach recent (last 6 months) certified copies of academic qualifications.

Note, in addition please provide the following:

- CV for each of the project team members highlighting specific and relevant qualifications and experience.
- Key personnel may only be replaced by the personnel with similar expertise over the life of the contract and written permission must be obtained from the NHBRC.

16 TECHNICAL AND PRICE EVALUATION CRITERIA

16.1 In accordance with the NHBRC Supply Chain Management Policy, the bid evaluation process shall be carried out in four (4) stages namely:

16.1.1 Stage 1: Pre-qualifying Criteria

16.1.2 Stage 2: Compliance check of Mandatory Requirements;

16.1.3 Stage 3: Functional Evaluation Criteria

16.1.4 Stage 4 Price and Preference Points Evaluation

16.2 Stage 1: Pre-qualifying Criteria

16.2.1 B-BBEE Status Level Contributor of between Level One to Four.

16.2.2 Bidders must have a B-BB-EE Status Level Contributor of between One (1) to Four (4) as pre-qualifying criteria, in order to be considered for further evaluation.

16.2.3 Bidder must submit a certified copy of B-BBEE certificate/ original B-BBEE or Sworn Affidavit signed by the Commissioner of Oaths in order to prequalify for the bid.

Stage 2: Compliance check of Mandatory Requirements

All mandatory documents as per the SCM Mandatory Checklist in this RFP should be completed in full, signed and submitted with the Bidder's response to this RFP. Failure to comply with this requirement or submission of false, fraudulent or misleading information or documents will result in the disqualification of the Bidder or termination of the successful bidder's contract. In this regard, the NHBRC reserves its rights to take appropriate legal action.

DOCUMENTS TO BE SUBMITTED			
No.	Please note; the items marked with an (X) are mandatory requirements and failure to meet the requirements will result in your bid being disqualified.		Yes/No
1.	X	Valid B-BBEE Status Level or Copy/Sworn affidavit signed by the Commissioner of Oaths on the DTI template.	
2.	X	SBD1 Invitation to bid, make sure it is completed and signed.	
3	X	SBD 3.1 - Pricing Schedule. (Firm Price)	
4.	X	Annexure 1 Pricing schedule (including a detailed costing breakdown of all costs and escalation per annum	
5.	X	SBD 4 Declaration of interest, make sure it is completed and signed.	
6.	X	SBD 6.1 Preference claim form should be completed and signed, regardless if points are claimed or not.	
7.	X	SBD 8 Declaration of Bidder's past supply chain management practices, make sure it is completed and signed.	
8.	X	SBD 9 Certificate of independent bid determination, Make sure it is completed and signed.	
9.		CSD/Central Supplier Database supplier number Report	
10.		General Conditions of the contract (GCC).	

Stage 3: Functionality in terms of the set technical evaluation criteria

Bids must fully comply with all the Mandatory Requirements for the **Stage 2: Compliance check of Mandatory Requirements** in order to qualify for **Stage 3: Functional Evaluation** and those bids which failed to comply with all the requirements of Stage 2 will be invalidated or disqualified from the process.

The Bidders information will be scored according to the following points systems:

The following values and formulae will be applicable when evaluating the bid

Member score for criteria

$$\frac{\text{Member score for criteria}}{\text{Highest points for criteria}} \times \text{Weight per criteria} = \text{Total Score per criteria}$$

Highest points for criteria

5=Excellent 4=Very good 3= Good 2= Average 1= Poor 0= Non-compliance

Item No	Evaluation Criteria	Description	Weight (%)
1.	Number of years providing media buying, media production and marketing services.	<p>At least five (05) years' experience in providing all the following services: media buying, media production and marketing services. Company profile clearly indicating the number of years in business providing media buying, media production and marketing services.</p> <p>Bidder Experience – Media Buying 0 Years' Experience = 0 Points 1 Year Experience = 1 Point 2 Years' Experience = 2 Points 3 Years' Experience = 3 Points 4 Years' Experience = 4 Points 5 Years' Experience and more = 5 Points</p> <p>Bidder Experience – Media Production 0 Years' Experience = 0 Points 1 Year Experience = 1 Point 2 Years' Experience = 2 Points 3 Years' Experience = 3 Points 4 Years' Experience = 4 Points 5 Years' Experience and more = 5 Points</p> <p>Bidder Experience – Marketing Services 0 Years' Experience = 0 Points 1 Year Experience = 1 Point 2 Years' Experience = 2 Points 3 Years' Experience = 3 Points 4 Years' Experience = 4 Points 5 Years' Experience and more = 5 Points</p>	15
2.	Client References	<p>The service provider must provide five (5) positive written contactable references indicating the similar services rendered.</p> <p>The reference letters from the clients of a bidder must include:</p> <ul style="list-style-type: none"> • Company name • Company letterhead • Contact person and contact telephone numbers • The letter must be signed by a duly authorised person <p>Bidders Reference Letters 0 Reference Letters = 0 Points 1 Reference Letters = 1 Point 2 Reference Letters = 2 Points 3 Reference Letters = 3 Points 4 Reference Letters = 4 Points 5 Reference Letters and more = 5 Points</p>	35

Item No	Evaluation Criteria	Description	Weight (%)
3.	Qualifications	<p>Bidder must provide NQF Level 6 FOR all qualifications that are relevant to the scope of services as listed below:</p> <ol style="list-style-type: none"> 1. Project Management 2. Graphic Design 3. Public Relations / Communications 4. Digital Marketing / Media 5. Copywriting / Editing <p>Scoring</p> <ul style="list-style-type: none"> • No Qualification Submitted =0 Points • Bidder submitted 1 Qualification = 1 Point • Bidder submitted 2 Qualifications = 2 Points • Bidder submitted 3 Qualifications = 3 Points • Bidder submitted 4 Qualifications = 4 Points • Bidder submitted 5 Qualifications and more = 5 Points 	30
4.	Detailed Project Plan	<p>The Bidder must provide an actionable project plan for a period of 12 months with clear deliverables and clear timelines that demonstrates an understanding of the project and is within the NHBRC time frame. A detailed Project Plan should clearly indicate the following:</p> <ul style="list-style-type: none"> • Project Activities • Duration • Timeframes • Resources • Means of verification <p>Scoring</p> <p>Bidder failed to address all the points = 0 Points</p> <p>Bidder addressed 1 out 5 items = 1 Point</p> <p>Bidder addressed 2 out 5 items = 2 points</p> <p>Bidder addressed 3 out 5 items = 3 Points</p> <p>Bidder addressed 4 out 5 items = 4 Points</p> <p>Bidder addressed 5 out 5 items and more = 5 Points</p>	10
5.	Proposal	<p>The Bidder must provide a proposal that demonstrates (in not more than 1 500 words):</p> <ol style="list-style-type: none"> A. An understanding of the NHBRC brand and its mandate; B. An understanding of the challenges facing the NHBRC brand and how these could be addressed. C. What should the overall communication strategy include to effectively improve visibility of the NHBRC brand D. What makes your agency uniquely qualified to meet the requirements of the NHBRC 	10

Item No	Evaluation Criteria	Description	Weight (%)
		<p>E. What innovation measures as a service provider you can implement to help the NHBRC to improve its accessibility and visibility</p> <p>Scoring</p> <p>If none of the five not covered = 0 Points</p> <p>If one of the five covered = 1 Point</p> <p>If two of the five covered = 2 Points</p> <p>If three of the five covered = 3 Points</p> <p>If four of the five covered = 4 Points</p> <p>If five of the five covered and more = 5 Points</p>	
		TOTAL	100

NB: Technical Assessments' minimal acceptable requirements on Functionality is 80 Points or greater.

TOTAL SCORE = 100

After considering the functional pre-qualifying criteria, a bidder is considered to have passed Stage 3 (Functional Requirements) if the TOTAL score is equal to, or greater than 80 points

Stage 4: Price and Preference Points Evaluation

Only bids that obtained a minimum qualifying score (**80 points**) for **Stage 3 (Functional Requirements)** will be evaluated further.

The contract will be awarded in terms of Regulations 4 of the Preferential Procurement Regulations pertaining to the Preferential Procurement Policy Framework Act, 2000 (Act 5 of 2000) and Preferential Procurement Regulations, 2017 and bids will be adjudicated in terms of a (80/20) preference point system in terms of which points are awarded to bidders on the basis of:

80/20 Preference point system (for acquisition of services, works or goods with a Rand value not more than R 50 million) (all applicable taxes included)

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

Where;

P_s = Points scored for comparative price of bid or offer under consideration

P_t = Comparative price of bid or offer under consideration

P_{min} = Comparative price of lowest acceptable bid or offer.

The points scored will be rounded off to the nearest two decimal places.

The points will be awarded to a Bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

BBBEE Level	80/20
Level 1	20
Level 2	18
Level 3	14
Level 4	12
Level 5	8
Level 6	6
Level 7	4
Level 8	2
Non-Compliant Contributor	0

The points scored for price will be added to the points scored for B-BBEE status level to obtain the Bidders total points scored out of 100 points.

17 RFP SUBMISSION INSTRUCTIONS

- 17.1 All RFP documents must be sealed in a clearly marked envelope and deposited into the tender box at the **NHBRC HEAD OFFICE: 27 LEEUWKOP ROAD, SUNNINGHILL, JOHANNESBURG**

18 AVAILABILITY OF THE RFP DOCUMENT

- 18.1 Bid documents can be downloaded on the NHBRC Website (www.nhbrc.org.za/current-tenders) from the **04 December 2020**.
- 18.2 There will be a compulsory briefing session that will be held on the **14 December 2020 at 11h00 am** at the NHBRC HEAD OFFICE: 27 LEEUWKOP ROAD, SUNNINGHILL, JOHANNESBURG

19 RFP CLOSING DATE

- 19.1 Bid documents should be marked for Attention: Supply Chain Manager and deposited into the Bid boxes at the NHBRC National Office, 27 Leeuwkop Road, Sunninghill on or before the **22 January 2021 at 11h00am**. No emailed or faxed bids will be accepted. The bid document should be supplied in a sealed envelope and clearly marked (**Copy or Original**) with the bid number and the full name of the service provider.
- 19.2 No late submissions will be accepted.

20 VALIDITY PERIOD OF BIDS

- 20.1 All bids submitted by the bidders must be valid for a period of 90 days from the closing date specified above.

21 ENQUIRIES SHOULD BE DIRECTED TO BOTH:

21.1 The administrative enquiries may be directed to:

Department: Supply Chain Management

Contact Person: Ms. Paballo Relela, Mr. Bernard Kekana

E-mail address: Tenders@nhbrc.org.za

22 SUBMISSIONS OF PROPOSALS

- 22.1 Submission of bid MUST include **one** (1) original and **three** (3) copies of the proposals in a clearly marked (**Copy or Original**) envelope and deposited into the Bid box.
- 22.2 All costs and expenses incurred by the Bidder relating to the participation in, and preparation of this proposal process shall be borne by the Bidder exclusively. All documentation and manuals submitted in respect of this RFP shall be retained by NHBRC, whether or not the proposal is accepted.

ANNEXURE 1: PRICING SCHEDULE

DESCRIPTION	Unit of measure	Estimated quantity	Annual costs	Year 1	Year 2	Year 3	Total Cost (incl. VAT)
Agency fees(Resources)	Monthly						
External e-newsletter	Per year	4					
Internal e-newsletter	Per year	12					
DIGITAL MARKETING							
Website maintenance and hosting	Per year	1					
Live streaming	Per year	6					
Content development and social media management	Per year	1					
STRATEGIC PUBLIC RELATIONS							
Media Training of NHBRC subject matter experts	Per year	30 individuals					
Total							

DESCRIPTION	Unit of measure	Estimated quantity	Per contract	TOTAL COST (INCL VAT)
MARKETING AND ADVERTISING				
Develop and implement integrated marketing campaign (Above the line, below the line & Through the line)strategy and plan that align with NHBRC's strategy.	Per contract (over three-year period)	1		
MARKETING PRODUCTION				
1	Per contract (over 3-year period)	6		
45" generic TV advertisement	Per contract (over 3-year period)	3		
30"generic radio advertisement	Per contract (over 3-year period)	10		

DIGITAL MARKETING					
Intranet redevelopment	Per contract (over 3-year period)	1			
Development and implementation of a digital media campaign strategy and plan	Per contract (over 3-year period)	1			
STRATEGIC PUBLIC RELATIONS					
Development and execution of the PR strategy and plan	Per contract (over 3-year period)	1			
Total					