

**REQUEST FOR PROPOSAL: PROVISION OF ECIC MEDIA ADVERTISING CAMPAIGN PLANNING,  
BUYING AND IMPLEMENTATION SERVICES**

Terms of Reference

---



---

**REQUEST FOR PROPOSALS**

**ECIC 007/2020**

---

**PROVISION OF ECIC MEDIA ADVERTISING CAMPAIGN PLANNING, BUYING AND  
IMPLEMENTATION SERVICES FOR A PERIOD OF THREE YEARS**

---

**CLOSING DATE: 18 OCTOBER 2020**

**TIME: 15H00**

---

# REQUEST FOR PROPOSAL: PROVISION OF ECIC MEDIA ADVERTISING CAMPAIGN PLANNING, BUYING AND IMPLEMENTATION SERVICES

## Terms of Reference

---

### 1. Purpose

ECIC requires the services of a professional service provider to assist with the services of media advertising campaign planning, buying and implementation for the corporation.

### BACKGROUND AND INTRODUCTION

The Export Credit Insurance Corporation of South Africa SOC LTD ("ECIC") was established on 2 July 2001 as the official export credit agency of the Republic of South Africa. It was established in terms of the Export Credit and Foreign Investments Insurance Act (Act no.78 of 1958) as amended. The Government of the Republic of South Africa, through the Department of Trade and Industry (**the dti**), as represented by the Minister of Trade and Industry ("Minister"), is the sole shareholder.

ECIC's main business is to promote trade with foreign countries or buyers in foreign countries by providing insurance cover in connection with export transactions, investments and loans or similar facilities connected with such transactions. It effectively underwrites any losses as a result of commercial causes of loss (insolvency or non-payment) or political causes of loss (nationalisation, expropriation, change in law or currency risk and other related events). The insurance cover is provided to South African registered financial institutions that provide the necessary funding or loans to finance export transactions, South African exporters who provide both goods and services to foreign buyers and South African investors who invest in foreign entities.

### 2. SCOPE OF SERVICES REQUIRED BY ECIC

- 2.1.1. Service providers are expected to develop and implement a comprehensive media advertising campaign and brand promotion strategy for the ECIC to reach its communications and marketing objectives. The media campaigns and brand strategy mix should include:
- 2.1.2. Local media campaign (targeting South African exporters of capital goods and South African investors in foreign markets, Banks, DFI's and Institutional investors)
- 2.1.3. International media advertising campaign (targeting importers of SA capital goods, foreign governments, private sector industrial projects etc)
- 2.1.4. Comprehensive digital media campaign (targeting both international and local markets explained above)
- 2.2. The campaigns should focus in improving communication and brand awareness, by promoting and creating understanding of the ECIC mandate, role and impact in the economy and Insurance products.

## **REQUEST FOR PROPOSAL: PROVISION OF ECIC MEDIA ADVERTISING CAMPAIGN PLANNING, BUYING AND IMPLEMENTATION SERVICES**

### Terms of Reference

---

- 2.3. The campaigns should also communicate and promote ECIC role and objective from the Africa Continental and Free Trade Agreement (AfCTA) perspective.
- 2.4. The above elements should form part of the media advertising and brand promotion strategy which will inform the implementation of the campaigns.
- 2.5. ECIC hereby requests experienced and reputable established marketing, media and brand communications companies with a minimum of +8 years' experience in promoting Intra-Africa trade, as well as to provide ECIC with the following services:
  - 2.5.1. Development and implementation of an Intra-Africa media advertising strategy and campaigns for ECIC.
  - 2.5.2. Development of media advertising campaign targeted at international markets in selected African countries.
  - 2.5.3. Development of media advertising campaign targeted at local markets (SA exports and other defined on 2.1)
  - 2.5.4. Develop a digital/online campaign to optimize search engine through online advertising campaign.
  - 2.5.5. Based on 3.1.2 and 3.1.3, Develop creative brand communication messages (copy) and audio-visual elements for mix media platforms i.e broadcast media (TV and Radio), online/digital media including social media, print media and outdoor media.
  - 2.5.6. Negotiate free publicity and interviews with media houses as value add of advertising investment.
  - 2.5.7. Using campaigns measurement tools, measure the campaign impact and regularly report. Advise on strategy review based on campaign results report.

### **3. CONFIDENTIALITY**

- 3.1. It will be expected that the service provider signs a confidentiality undertaking as part of the service level agreement.

### **4. MANDATORY REQUIRED**

- 4.1. The Bidders must submit the following mandatory documents:
  - 4.1.1. Submit a B-BBEE certificate issued by a SANAS accredited agency or an affidavit (minimum Level 3 or better required). Sworn affidavit will be accepted as per the DTIC good practice.

**N.B Bidders that did not submit the mandatory document will be disqualified.**

**REQUEST FOR PROPOSAL: PROVISION OF ECIC MEDIA ADVERTISING CAMPAIGN PLANNING, BUYING AND IMPLEMENTATION SERVICES**

Terms of Reference

---

**5. REQUIRED DOCUMENTS**

**5.1.** The Bidders must submit the following required documents:

5.1.1. A copy of latest detailed Centralised Supplier Database report or MAAA number;

5.1.2. All SBD's signed and completed, SBD1, SBD4, SBD6.1; SBD8 &9;

**6. DURATION OF CONTRACT**

The duration of the contract will be for a period of three years.

**7. EVALUATION PROCESS**

**8.1 PART 1 MANDATORY DOCUMENTS EVALUATION CRITERIA**

All mandatory documents will be evaluated in terms of criteria in section 4.

**8.2 PART 2: FUNCTIONALITY CRITERIA**

8.2.1. Bidders must score 80 points or more out of a total 100 points allocated for Functional Criteria. Bidders who score less than 80 points will not be evaluated further. Bidders who obtain the required threshold points of 80 points or more will qualify for further evaluation.

8.2.2. The proposal submitted by prospective bidders will be evaluated by the Bid Evaluation Team based on the following criteria:

**Table 1- Functionality**

<b>CRITERIA</b>	<b>SUB CRITERIA</b>	<b>WEIGHTS</b>
<b>Approach and Method statement should be demonstrated on the proposal.</b>	a) Proposed Methodology (10 points) b) Development of Media advertising campaign strategy (10 points) c) Implementation of the media advertising campaign strategy, level of creativity and innovation (15 points) d) Demonstration and proof of experience in conducting international Advertising media campaigns and events with a focus in Africa. (15 points)  e) Value creation opportunities through corporate/organisational partnerships (10 points)	60

**REQUEST FOR PROPOSAL: PROVISION OF ECIC MEDIA ADVERTISING CAMPAIGN PLANNING, BUYING AND IMPLEMENTATION SERVICES**

Terms of Reference

<b>Track record</b>	Two signed reference letters from previous clients where similar service were rendered ( <b>10 Points</b> ) the contact numbers and email addresses of the referees should be included for verification by ECIC:  One letter will be 5 points ( <b>10 Points</b> ) N.B Total points will be scored for each platform mentioned above.	10
<b>Experience of the project leader and the team</b>	The bidder must provide CVs of the project team. -Project leader CV - 5 years or more experience ( <b>15 points</b> ). -Team members - 3 years or more experience ( <b>15 points</b> ) NB: The CV's must detail qualifications and the relevant years of experience of the project team.	30
<b>TOTAL</b>		<b>100</b>

**NOTE: Bidders that score less than 80 points on functionality will not be evaluated further on the Price and B-BBEE.**

**8.4 PART 3 - PRICING AND B-BBEE**

8.4.1 Bidders that successfully achieve 80 points for **Part 2** will qualify for evaluation of their Price and B-BBEE Proposal.

8.4.2 The Price Proposals will only be opened and evaluated once the **Technical Evaluation (functional evaluation)** is completed. Bidder's Price proposals and B-BBEE certificates will be ranked according to price and preference points from the highest number of points to the lowest.

8.4.3 The Price and B-BBEE will be evaluated as follows:

<b>PART 4</b>	<b>EVALUATION CRITERIA</b>	<b>DESCRIPTION</b>	<b>WEIGHT</b>
1	Preference Points System	Points for Price	80
		Points for B-BBEE	20
<b>TOTAL</b>			<b>100</b>

# REQUEST FOR PROPOSAL: PROVISION OF ECIC MEDIA ADVERTISING CAMPAIGN PLANNING, BUYING AND IMPLEMENTATION SERVICES

## Terms of Reference

---

8.4.4 The B-BBEE points shall be awarded in accordance with the B-BBEE level of the Bidder as evidenced by the latest B-BBEE verification certificate submitted as part of the Mandatory Documents.

## 8. INSTRUCTIONS TO BIDDERS

### 9.1 Submission of the Proposals

9.1.1. N.B In view of the levels of lockdown and to comply with the COVID-19 Regulations, particularly on movement and social distancing, only properly filled and signed documents in line with the tender requirements must be submitted on PDF format via email to the email address, [procurement@ecic.co.za](mailto:procurement@ecic.co.za) on or before **18 October 2020 at 15H00**. No tenders will be accepted after cut-off time.

**NB:** All enquiries regarding this RFP should also be directed to [procurement@ecic.co.za](mailto:procurement@ecic.co.za). All questions will be responded to bidders within seven working days from the date of issue, no questions will be responded after this cut-off time.

9.1.2. ECIC is encouraging bidders to submit tenders electronically on the email provided. Should bidders experience challenges with emailing documents, tenders should be submitted to ECIC. The ECIC premises are situated at Block C7 Eco Origins Office Park, 349 Witch Hazel Avenue, Highveld Ext 79, Centurion, 0157, South Africa. The proposals should be neatly bound and presentable, concise and be accompanied by all Mandatory Documents and Required Documents in an orderly manner. There should be two separate sealed envelopes, envelope 1 for technical proposal and envelope 2 for price proposal.

9.1.3. The email submission procedures or protocols should be adhered to ensure safe and secure submission of the tender documents and supporting documents;

- a. The tender document, including the supporting or returnable documents should be submitted via email on PDF format.
- b. If the PDF tender document, including the supporting or returnable documents is less than 20 Megabytes (MB), it should be submitted as one document.
- c. If the electronic bid document is more than 20MB, the electronic tender document should be split in order to adhere to the 20MB email capacity
- d. Bidders are also encouraged to submit a USB detailing their tender proposals.

**REQUEST FOR PROPOSAL: PROVISION OF ECIC MEDIA ADVERTISING CAMPAIGN PLANNING, BUYING AND IMPLEMENTATION SERVICES**

Terms of Reference

---

9.1.4. Any proposal received after the closing date and time will not be accepted.

9.1.5. All proposals and all subsequent information received from respondents will not be returned. The proposals should be addressed to the Head of Procurement ECIC.

**9.2 Confidentiality**

Any information relating to the submissions, through the process or otherwise shall be treated in strict confidence. In submitting a response, a service provider agrees that it shall not be entitled to any information disclosed by another respondent to ECIC, which ECIC has determined to be of a confidential nature. The content and details of the evaluation of submissions will remain confidential to ECIC.

**9.3 Conflict of interest**

The service provider must complete and submit a declaration of interest form stating that none of ECIC personnel have any involvement or interest in their business with the response to this RFP.

**10. ECIC's RIGHTS OF THE RFP**

10.1 The service provider should kindly note that the ECIC is entitled to:

10.1.1. Amend any bid conditions, bid validity period, RFP specifications, or extend the bid closing date, all before the bid closing date. Such amendments will be posted on the ECIC's website under the relevant tender information. All prospective bidders should therefore ensure that they visit the website regularly before they submit their bid response to ensure that they are kept updated on any amendments in this regard.

10.1.2. Cancel or withdraw this RFP at any time, as a whole or in part without reasons and without attracting any liability.

10.1.3 Award this bid to more than one bidder.

10.1.4 Negotiate with all or some of the shortlisted bidders.

10.1.5 Not accept the lowest priced bid or award the bid to a bidder other than the highest scoring bidder.

10.1.6 Conduct site visits at bidder's offices and / or at client sites if so required.

**REQUEST FOR PROPOSAL: PROVISION OF ECIC MEDIA ADVERTISING CAMPAIGN PLANNING, BUYING AND IMPLEMENTATION SERVICES**

Terms of Reference

---

10.1.7 Request any relevant information and/ or documents to verify or clarify information supplied in the bid response in relation, but not limited, to the structure of the bidding entity, bidder's capacity, proposed solution, proposed timelines etc.

**9. SUBCONTRACTING**

- 11.1 ECIC fully endorses Government's transformation and empowerment objectives and in awarding the tender or contract, preference may be given to bidders (Generics) who are willing to subcontract at least not less than 30% of the contract to a company which is Black Owned, Black Women Owned, Black Youth Owned, owned by Black People with Disabilities, an EMEs and QSE. EME's and QSE's are allowed to bid without subcontracting.
- 11.2 If contemplating subcontracting, please note that a bidder will not be awarded points for B-BBEE if it is indicated in its Proposal that such bidder intends subcontracting more than 30% (thirty percent) of the value of the contract to an entity/entity that do not qualify for at least the same points that the bidder qualifies for, unless the intended subcontractor is a company which is Black Owned, Black Women Owned, Black Youth Owned, owned by Black People with Disabilities, an EME and QSE , with the capability to execute the subcontract.
- 11.3 A person awarded a contract may not subcontract more than 25% (twenty five) of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level than the person concerned, unless the contract is subcontracted to an EME that has the capability and ability to execute the subcontract.
- 11.4 Respondents are required to indicate the percentage of the contract that will be sub-contracted as well as the B-BBEE status of the sub-contractor/s on the SBD6.1.



**REQUEST FOR PROPOSAL: PROVISION OF ECIC MEDIA ADVERTISING CAMPAIGN PLANNING, BUYING AND IMPLEMENTATION SERVICES**

Terms of Reference

---

**12. BROAD-BASED BLACK ECONOMIC EMPOWERMENT (B-BBEE) STATUS LEVEL CERTIFICATES.**

- 12.1 As prescribed in terms of the Preferential Procurement Policy Framework Act (PPPFA), Act 5 of 2000 and its Regulations, bidders are to note that ECIC will allow a “preference” to companies who provide a valid B-BBEE Verification Certificate.
- 12.2 Bidders are required to complete SBD 6.1 and submit it together with proof of their B-BBEE Status as stipulated in the bidding form in order to obtain preference points for their B-BBEE status.
- 12.3 Bidders are required to submit proof of B-BBEE Status Level of contributor. Proof of valid B-BBEE status level verification certificates to substantiate their B-BBEE rating claims.
- 12.5 A consortium or joint venture (including unincorporated consortia and joint ventures) must submit a consolidated B-BBEE status level verification.

**13. OTHER MATTERS**

- 13.1. If the ECIC does not accept any proposal, it will declare this RFP process and may then elect to:
- Proceed on a completely different basis; and/or
  - Not to appoint any respondent (in the event it deems all or any of the proposals not appropriate).
- 13.2. The ECIC reserves the right to engage in any processes required to validate all claims made in the proposal. The ECIC has the right to enter into negotiation with a prospective service provider regarding any terms and conditions, including price, of a proposed contract.

**14. DISCLAIMERS**

**REQUEST FOR PROPOSAL: PROVISION OF ECIC MEDIA ADVERTISING CAMPAIGN PLANNING, BUYING AND IMPLEMENTATION SERVICES**

Terms of Reference

---

14.1 The ECIC has produced this RFP in good faith. However, the ECIC, its agents and its employees and associates, do not warrant its accuracy or completeness. The ECIC will not be liable for any claim whatsoever and howsoever arising (including, without limitation, any claim in contract, negligence or otherwise) for any incorrect or misleading information contained in this RFP due to any misinterpretation of this RFP.

14.2 This RFP is a request for proposals only and not an offer document; answers to it must not be construed as acceptance of an offer or imply the existence of a contract between the ECIC and the service provider. The bidders responding to this RFP, undertake to render services described in the attached tendering documents to ECIC in accordance with the requirements as detailed in the TOR.

**15. TERMS OF ENGAGEMENT**

The ECIC's engagement of the service provider will be documented in a contract between the ECIC and the selected bidder.

**16. FURTHER INFORMATION**

No telephonic or any other form of communication with any other ECIC member of staff other than the named individual below, relating to this RFP will be permitted. All enquiries must be in writing only.

For any queries related to this RFP, please send email to: [procurement@ecic.co.za](mailto:procurement@ecic.co.za) as outlined above.

**17. PROTECTION OF PERSONAL INFORMATION**

**REQUEST FOR PROPOSAL: PROVISION OF ECIC MEDIA ADVERTISING CAMPAIGN PLANNING, BUYING AND IMPLEMENTATION SERVICES**

Terms of Reference

---

- 17.1 ECIC recognises that when the Bidder submit its proposal in response to this Request for Proposals, it will provide personal information, which ECIC will process for the sole purpose of evaluating the Bidder's proposal. By submitting its proposal in responding to this Request for Proposals, the Bidder hereby provide its consent to the processing of its Personal Information by ECIC.
- 17.2 The following terms shall have the meaning ascribed to them:
- 17.2.1 **"Personal Information"** shall bear the same meaning as ascribed to it under POPI;
  - 17.2.2 **"POPI"** means Protection of Personal Information Act, No. 4 of 2013;
  - 17.2.3 **"Responsible Party"** shall bear the same meaning as ascribed to it under POPI; and
  - 17.2.4 **"RFP"** means this Request for Proposals.
- 17.3 ECIC as the Responsible Party undertakes to:
- 17.3.1 comply with the provisions of POPI as well as all applicable legislation as amended or substituted from time to time;
  - 17.3.2 treat all Personal Information strictly as defined within the parameters of POPI;
  - 17.3.3 process Personal Information only in accordance with the consent it was obtained for, for the purpose agreed, as permitted by law;
  - 17.3.4 secure the integrity and confidentiality of any Personal Information in its possession or under its control by taking appropriate, reasonable technical and organisational measures to prevent loss, damage, unauthorised destruction, access, use, disclosure or any other unlawful processing of Personal Information;
  - 17.3.5 not transfer any Personal Information to any third party in a foreign country unless such transfer complies with the relevant provisions of POPI regarding transborder information flows; and
  - 17.3.6 not retain any Personal Information for longer than is necessary for achieving the purpose in terms of RFP or in fulfilment of any other lawful requirement.
- 17.4 ECIC will ensure that all reasonable measures are taken to:

## **REQUEST FOR PROPOSAL: PROVISION OF ECIC MEDIA ADVERTISING CAMPAIGN PLANNING, BUYING AND IMPLEMENTATION SERVICES**

### **Terms of Reference**

---

- 17.4.1 identify reasonably foreseeable internal and external risks to the Personal Information in its possession or under its control;
  - 17.4.2 establish and maintain appropriate security safeguards against the identified risks;
  - 17.4.3 regularly verify that the security safeguards are effectively implemented;
  - 17.4.4 ensure that the security safeguards are continually updated in response to new risks or deficiencies in previously implemented safeguards;
  - 17.4.5 provide immediate notification to the Bidder if a breach in information security or any other applicable security safeguard occurs; provide immediate notification to the Bidder where there are reasonable grounds to believe that the Personal Information has been accessed or acquired by any unauthorised person;
  - 17.4.6 remedy any breach of a security safeguard in the shortest reasonable time and provide the Bidder with the details of the breach and, if applicable, the reasonable measures implemented to address the security safeguard breach;
  - 17.4.7 provide immediate notification to the Bidder where the Bidder has, or reasonably suspects that, Personal Information has been processed outside of the purpose agreed to or consented to;
  - 17.4.8 provide the Bidder, upon request, with all information of any nature whatsoever relating to the processing of the Personal Information for the purpose of the RFP and any applicable law; and
  - 17.4.9 notify the Bidder, if lawful, of receipt of any request for access to Personal Information, in its possession and relating to the Bidder.
- 17.5 The Bidder has the right to inspect the Personal Information processing operations, as well as the technical and organisational information security measures employed by the ECIC to ensure compliance with the provisions of this item 17.

## **18. DECLARATION BY TENDERER**

### **18.1 Bidders are encouraged to complete the declaration below;**

**REQUEST FOR PROPOSAL: PROVISION OF ECIC MEDIA ADVERTISING CAMPAIGN PLANNING,  
BUYING AND IMPLEMENTATION SERVICES**

Terms of Reference

---

18.1 I hereby undertake to render services described in the attached tendering documents to ECIC in accordance with the requirements and task directives / proposal specifications stipulated in **RFP No**..... at the price/s quoted. My offer/s remains binding upon me and open for acceptance by the ECIC during the validity period indicated and calculated from the closing date of the proposal.

18.2 I confirm that I am satisfied with regards to the correctness and validity of my proposal; that the price(s) and rate(s) quoted cover all the services specified in the proposal documents; that the price(s) and rate(s) cover all my obligations and I accept that any mistakes regarding price(s) and rate(s) and calculations will be at my own risk.

18.3 I accept full responsibility for the proper execution and fulfilment of all obligations and conditions devolving on me under this proposal as the principal liable for the due fulfilment of this proposal.

18.4 I declare that I have no participation in any collusive practices with any tenderer or any other person regarding this or any other proposal.

18.5 I accept that the ECIC may take appropriate actions, deemed necessary, should there be a conflict of interest or if this declaration proves to be false.

I have also noted that

I confirm that I am duly authorised to sign this proposal.

**NAME** ..... **CAPACITY** .....

**NAME OF FIRM** .....

**SIGNATURE** ..... **DATE** .....