

## **RFQ: 6 MONTHS CREATIVE AGENCY CONTRACT**

### **1. INTRODUCTION**

Media & communications services are essential for creating awareness and conveying information about ICASA to diverse stakeholders. In order to implement a fully integrated communication strategy that encompasses various activities through different communication platforms, services of a creative agency are required to provide the Authority with support.

ICASA currently utilises a variety of communication tools and platforms including the following:

#### **Digital communications**

- Website
- Intranet
- Social Media (Facebook, Twitter, LinkedIn etc.)
- Newsletter
- Internal emailer to promote upcoming events and activities

#### **Print communications**

- Internal newsletter
- Press releases
- Other official communications such as invite cards, posters, banners etc.

#### **Broadcasting**

- Radio/ TV interviews
- Broadcasting adverts

ICASA is soliciting proposals for a creative agency to:

- Support the Authority's communication initiatives through various mediums by developing content and creative that supports the integrated communications strategy.

- This will include conceptualisation and development of information, education and communication (IEC) materials for events, social media, broadcasting, and other communication mediums.
- This will be for a period of 6 months and will involve the provision of services as mentioned hereunder but will not be limited to these only.

## **2. WORK SCOPE**

**Branding** – Assist in the further development of the ICASA visual identity. The service provider to assist in the consistency of the identity throughout all forms of consumer marketing programs.

Also assist in refreshing brand standards, logos and style sheets.

**Electronic Content** – produce high-quality content, including but not limited to Video, Audio, email broadcasts, and other electronic communications

**Print Production** – Produce high quality print content for print publications. This must include digital outputs of the same content.

**Graphic Design** – Design and produce brochures, reports, advertising materials, website content, direct mail materials, and miscellaneous promotional materials. Content including, but not limited to:

- Developing creative graphic concepts and brand identities for various programs or divisional projects.
- Creating unique leaflets, posters, direct mail pieces, banners, brochures, templates, t-shirts, advertisements, signage, video clips, interactive PDFs, website and social media graphics.
- Modifying/redesigning previously created collateral pieces and photo retouching.
- Audio/ Visual content such as video clips and other creative content.
- Supply stock images for use on Social Media, Website and other platforms

All created materials must adhere to ICASA's branding guidelines. The supplier must be able to provide all files, including stock photos and graphics, and as agreed upon with ICASA.

### **3. OUTPUTS OF THE SERVICES REQUIRED /KEY DELIVERABLES/COMPETENCIES**

The key deliverables below are an estimate and not limited to:

- a. Develop promotional concepts based on the ICASA integrated communications strategy.
- b. Creative concept generation for various projects or campaigns.
- c. Copywriting, design, layout and information gathering for the Authority's digital campaigns, annual report, newsletter, marketing brochure, service flyers, banners, infographics and any other publications that the entity may require.
- d. Design promotional materials including brand, service promotion marketing tools, branding and display material, advertorials and generic adverts.
- e. Design event specific material such as brand identity, invitations, programmes, templates for power point presentations and flash presentations when needed.
- f. Update the Authority's visual identity, look and feel
- g. Produce audio-visual content for brand and various projects or service promotional campaigns.

#### **Competencies and Capabilities:**

- a. Project management experience and capability to deliver on a project within a deadline.
- b. Experience in strategic marketing, brand, communications, digital and advertising.
- c. Experience producing content for various marketing and communication tools, including social networks.
- d. Experience in leveraging small budgets.

e. Proven track record in strategic and creative services.

The following table must be used to provide a cost estimate of some of the items that will be required for the implementation of the integrated communications strategy.:

<b>Item #</b>	<b>Description</b>	<b>Dimensions/Detailed Specification</b>	<b>Quantity required</b>	<b>Price (Vat Inclusive)</b>
<b>1.</b>	<b>Retainer Fee Monthly</b>	<ul style="list-style-type: none"> <li>• Concept development</li> <li>• Concept execution plan</li> <li>• Design, Layout, Business Copy editing, Proofreading Production</li> <li>• As per Service Level Agreement on Retainer Workplan</li> </ul>	Monthly	<b>R.....</b>
<b>2.</b>	<b>Company Profile brochure/ Marketing Brochure (Introduction to ICASA)</b>	<ul style="list-style-type: none"> <li>• Size: A4</li> <li>• No. of pages: 8Pg full colour Paper               <ul style="list-style-type: none"> <li>◦ 4 Pg Matt cover</li> <li>◦ 4Pg Insert</li> </ul> </li> <li>• Grammage: 128gsm ROF and 350gsm Cover</li> <li>• Production               <ul style="list-style-type: none"> <li>◦ Printing and Lamination</li> </ul> </li> </ul>	500 copies	<b>R.....</b>
			1000 copies	<b>R.....</b>
			1500 copies	<b>R.....</b>
			1000 copies	<b>R.....</b>
<b>3.</b>	<b>Service flyers (Broadcasting &amp; Licencing flyer; Electronic Communications &amp; Licencing flyer; Type Approval flyer)</b>	<ul style="list-style-type: none"> <li>• Broadcasting &amp; Licencing flyer</li> <li>• Size A5 – 4Pg Paper</li> <li>• Print ready open files</li> </ul>	1000 copies	<b>R.....</b>
		<ul style="list-style-type: none"> <li>• Electronic communications flyer</li> <li>• Size A5 – 4Pg Paper</li> <li>• Print ready open files</li> </ul>	1000 copies	<b>R.....</b>
		<ul style="list-style-type: none"> <li>• Licencing &amp; Type Approval flyer</li> <li>• Size A5 – 4Pg Paper</li> <li>• Print ready open files</li> </ul>	1000 copies	<b>R.....</b>
<b>4.</b>	<b>Corporate newspaper/ newsletter</b>	Digital newsletter	Quarterly (X 4) Digital copies	<b>R.....</b>

<b>5.</b>	<b>Visual Identity Guide update/redesign</b>	<ul style="list-style-type: none"> <li>Size: A4</li> <li>No. of pages: 15Pg</li> <li>Production PDF</li> </ul>	1 X Digital copy	<b>R.....</b>
<b>6.</b>	<b>Online banners (Social Media/ email/ website)</b>	Social Media profile banners (Facebook, Twitter, LinkedIn, Instagram)	Social Medi Profile banner X 6	<b>R.....</b>
		Social Media Post size banners ((Facebook, Twitter, LinkedIn, Instagram)	Facebook post size banner X 20	<b>R.....</b>
		Computer desktop screensaver design	X 1 Screensaver	<b>R.....</b>
		Email footer templates	X 6 banners	<b>R.....</b>
<b>7</b>	<b>Infographics</b>	<ul style="list-style-type: none"> <li>ASMS usage</li> <li>Consumer Protection</li> <li>Type approval</li> <li>Spectrum Management</li> <li>Numbering</li> <li>Broadcasting licensing</li> <li>Electronic communications</li> <li>Postal services</li> <li>CCC infographic</li> <li>CAP infographic</li> <li>History of ICASA</li> <li>20 years of ICASA timeline</li> </ul>	10 X Digital copy	
<b>8.</b>	<b>Corporate Stationary</b>	Letterhead redesign	1 X Digital copy	<b>R.....</b>
		PowerPoint Templates	1 X Digital copy	<b>R.....</b>
		Report Templates	1 X Digital copy	<b>R.....</b>

		• Email Signature template	1 X Digital copy	<b>R.....</b>
		• Company Folder Design	1 X Digital copy	<b>R.....</b>
		• Design of Corporate gifts/ promotional materials	1 X Digital copy	<b>R.....</b>
		• Corporate invites	1 X Digital copy	<b>R.....</b>
		• Business Card Design	1 X Digital template	<b>R.....</b>
			500 copies	<b>R.....</b>
<b>9.</b>	<b>Audio/Visuals</b>	• Company Profile video <ul style="list-style-type: none"> <li>○ Concept &amp; production</li> <li>○ 4 Mins clip</li> </ul>	1 X Digital copy	<b>R.....</b>
		• Consumer Protection <ul style="list-style-type: none"> <li>○ Concept &amp; production</li> <li>○ 1 Min clip</li> </ul>	1 X Digital copy	<b>R.....</b>
		• Online Services <ul style="list-style-type: none"> <li>○ Concept &amp; production</li> <li>○ 2 mins clip</li> </ul>	1 X Digital copy	<b>R.....</b>

**New Initiatives** – Agency to advise the Authority on appropriate opportunities that may help communicate the ICASA brand message to targeted audiences. Agency will also provide advice on other related communication, social media, advertising and public relations matters, as requested.

#### **4. REQUIREMENTS**

In addition to the standard requirements, the following additional items are to be included in a prospective supplier's proposal.

##### **4.1 Additional company information and or resume**

- A comprehensive list of services that you provide
- Describe previous experience
- Experience/Qualifications of the professionals

#### **4.2 Samples of similar work**

Provide a description of relevant past projects and examples of prior work and materials pertinent to providing the services.

- A minimum of three examples of previous graphic design work that may include newsletters, promotional emails, social media graphics, infographics, online banners, video clips.
- Public Relations initiatives done

#### **4.3 Company references**

Provide the names and contact information for three contactable client references.

#### **4.4 Work approach**

Briefly describe any project approaches or ideas that you feel will separate you from other bidders.

#### **4.5 Proposed timelines**

Provide a specific timelines or schedules you would require delivering a completed design service. Include deadlines required to receive copy/other materials from ICASA and deadline for final approval to print or publish.

Describe the method of communication that you will use with the Authority.

#### **4.6 Payment proposal.**

Provide proposed monthly retainer based on the scope of services.

The proposed rate for any Additional Services that may be proposed, including an hourly rate for services outside of the scope. Rates should include all costs of performing the Services (itemised billing)

**3.7 Exclusions & additional services.** Include any proposed exclusions to the services or RFQ, providing details and the reasoning behind the exclusion, and any proposed additional services.

List any additional information or services not requested as part of the RFQ that respondent believes should be considered in the evaluation of the quote.

## **5. EVALUATION**

The evaluation and selection will be made on the basis of the following additional criteria:

1. Expertise and experience of the service provider in providing similar Services;
2. Range of Services offered;
3. Cost; and
4. Proposed method and approach

5.1 All RFQ's received will be evaluated in accordance with the 90/10 preferential procurement principle with a functionality criterion cut off point at 70 out of 100 points. Only bidders that scored 70 points and over for functionality will be further evaluated for price.

5.2 The scoring will be done between 1 and 5 for each criterion on functionality by the appointed Bid Evaluation Committee.

<b>Score</b>	<b>Meaning</b>
<b>1</b>	Poor
<b>2</b>	Average
<b>3</b>	Good
<b>4</b>	Very Good
<b>5</b>	Excellent



**The following weights and criteria are applicable to evaluate the received bids:**

No	Category	Weight
<b>A.</b>	<b>Functionality Criteria</b>	
<b>1.</b>	<p><b>Samples of similar work:</b></p> <p>Bidders must provide proof of experience in producing various multimedia artwork. Copies of print, audio and video artwork must be provided.</p> <p><b>Evidence required:</b> Sample Creatives (Portfolio) as prepared for past campaigns undertaken by the bidder, submitted for traditional, new and digital mediums. Bidders should use this section to showcase the quality and range of their service offering/s. Include creatives in different formats</p> <p><b>Evaluation criteria</b></p> <ol style="list-style-type: none"> <li>1. No submission of portfolio and links/images/videos = 1</li> <li>2. A minimum of three or less examples of previous graphic design work that may include newsletters, promotional emails, social media graphics, infographics, online banners, video clips etc. = 2</li> <li>3. Four to seven examples of previous graphic design work that may include newsletters, promotional emails, social media graphics, infographics, online banners, video clips etc. = 3</li> <li>4. Eight to twelve examples of previous graphic design work that may include newsletters, promotional emails, social media graphics, infographics, online banners, video clips etc. = 4</li> <li>5. A portfolio of more than twelve previous graphic design work showcasing an expansive range of artwork (Print, newsletters, promotional emails, social media graphics, infographics, online banners, copywriting, audio-visuals etc) = 5</li> </ol> <p>The Evaluation Committee may, at its own discretion, consider the accuracy and quality of the artwork in allocating points. The maximum score value which can be awarded is 5).</p>	<b>50</b>
<b>2.</b>	<p><b>Proposed Resources for deployment</b></p> <p>Bidders must provide details of the of all the individuals that they will deploy in to provide services for Icasa. This should include the designers, project manager etc.</p>	<b>30</b>

	<p><b>Evidence required:</b> CVs of the key personnel who will work on the project. The CVs must depict the individuals' skills and experience.</p> <p><b>Evaluation criteria</b></p> <ol style="list-style-type: none"> <li>1. No CVs of the person(s) who will be responsible for implementing the required solution = 1</li> <li>2. CVs submitted with Over 1 year to 2 years = 2</li> <li>3. CVs submitted with Over 2 years to 3 year = 3;</li> <li>4. CVs submitted with Over 3 years to 4 years = 4;</li> <li>5. CVs submitted with 4 years and above = 5.</li> </ol> <p>The final value will be allocated per number of years' experience of the company. The Evaluation Committee may, at its own discretion, consider the total years of experience of the combined team who will be working on the project. The maximum score value which can be awarded is 5).</p>	
<b>3</b>	<p><b>Successful completion of similar projects in the past three years</b></p> <p>This must be supported by the submission of a list of all similar projects successfully completed, as well as</p> <p><b>Evidence required:</b> Letters of completion and/or references from current/previous clients.</p> <p><b>Evaluation criteria</b></p> <ol style="list-style-type: none"> <li>1. No submission of contactable references or letters of completion = 1</li> <li>2. Submission of one contactable reference or letter of completion = 2</li> <li>3. Submission of two contactable references or letters of completion = 3</li> <li>4. Submission of three contactable references or letters of completion = 4</li> <li>5. Submission of four or more contactable references or letters of completion = 5</li> </ol>	<b>10</b>
<b>4.</b>	<p><b>Work Plan</b></p> <p>The quality and reasonableness of the Retainer work plan will be assessed / evaluated and therefore a detailed work programme outlining the various work flow items/tasks required for this project, and how deadlines will be adhered to should be submitted</p> <p><b>Evidence required:</b> A detailed work plan that outlines how work will be carried out.</p> <p><b>Evaluation criteria</b></p>	<b>10</b>

	1. No work plan/ program = 1 2. Poor program/plan (insufficient information provided) = 2 3. Adequate program/plan (work items shown) = 3 4. Very good program/plan (all necessary and major work items shown) = 4 5. Excellent program/plan (all necessary work items shown, including links between tasks and additional information) = 5  The maximum score value which can be awarded is 5).	
<b>Total</b>	<b>Functionality:</b> <i>(Bidders with a total score of less than 70 points for functionality will not be considered further for price evaluation)</i>	<b>100</b>
<b>B.</b>	<b>Price</b>	<b>80</b>
<b>C.</b>	<b>BB-BEE Status</b>	<b>20</b>

## 5. Price Proposal

Bidders must as part of their quotes, submit a price proposal form.

The form must include:

- 1) Variety of services and the level of services to be provided to Icasa for the monthly retainer fee;
- 2) Circumstances under which Icasa would be billed for additional services over and above the monthly retainer fee. (The cost of those services must be included on the form)

Proposal offering the lowest monthly cost will be viewed as the "lowest proposer."