

ERRATUM : BID NO:SASSA: 24-23-CM-HO

APPOINTMENT OF SERVICE PROVIDER FOR THE PROVISION OF COMMUNICATION AND MARKETING SERVICES UNTIL MARCH 2024

- 1. The closing date of the bid has been extended from
07 August 2023 until 22 August 2023 @11:00.**
- 2. Weight on Page 15 of the TOR amended**





sassa

SOUTH AFRICAN SOCIAL SECURITY AGENCY

TERMS OF REFERENCE:

SASSA #BetterLife Campaign - Provision of Communication
and Marketing Services for SASSA until March
2024)



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1. CONTRACTING AUTHORITY

South African Social Security Agency (SASSA).

2. ABOUT SASSA

The South African Social Security Agency (SASSA), listed as a schedule 3A public entity in terms of the PFMA, is an extension of government's delivery arm that administers the delivery of social grants to the poor in South Africa. Through SASSA, government must ensure improvement of the social security service delivery system.

With a footprint in all nine regions and a staff compliment of about 9 000, SASSA aims to deliver quality and comprehensive social security services in partnership with non-governmental, community-based, faith-based organisations, business, civil society and labour movement. Over 18 million people receive various social grants through SASSA.

The founding legislation of this entity – The SASSA Act of 2004 - is intended to make provision for the effective management, administration and payment of social assistance and services through the establishment of the SA Social Security Agency.

3. BACKGROUND

3.1 SASSA is faced with the immediate need for an integrated marketing communication campaign to provide reliable information to SASSA clients and the public amid the COVID-19 pandemic. While the COVID-19 pandemic has presented unprecedented disruption for the provision of public services, it has placed focus on communication and information provided by SASSA on the payment of social grants. SASSA is also faced with increase need to support the Department of Health with communication and marketing with special focus on COVID-19 campaign messages, regulations and guidelines.



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3.2 The post COVID-19 era has heightened the need for constant communication and marketing of SASSA services while sustaining engagement with clients. With a myriad of organizational changes, including digital access to SASSA services, communication and marketing in a modern era has become critical in getting the SASSA narrative.

4. PROJECT OBJECTIVES

4.1. The aim of the campaign is to:

- 4.1.1 Communicate COVID-19 SRD grant campaign messages
- 4.1.2 Build stakeholder engagement, public trust and advocacy through strategic communications interventions.
- 4.1.3 Create awareness, understanding, and support of the Social Development Portfolio work
- 4.1.4 Consistently communicate correct SASSA and social grants information to customers
- 4.1.5 Manage SASSA Reputation and rebut fake news, wrong information and instill confidence as a caring government
- 4.1.6 Strengthen SASSA public relations using regional, local and district levels of communication
- 4.1.7 Drive a change management through internal and external multimedia communication campaign for SASSA

4.2 Target Market

Internal

- Minister of Social Development
- Deputy Minister of Social Development
- SASSA Employees (national, regional, local and district offices)
- National Development Agency (NDA)



External

- National Government (Ministries)
- Financial Sector
- Recipients and beneficiaries of social assistance
- Social Cluster Departments
- Provincial Government
- Traditional leaders
- Ward Councillors
- Ward Committees
- Community-based organizations & structures
- Non-governmental organizations
- Civic organizations
- Paymasters
- The electronic and printed media
- Influentials and opinion-makers

4.3 Key Messengers

- Minister of Social Development
- Deputy Minister of Social Development
- SASSA CEO
- SASSA Management (Regional Executive Managers, SMS, etc.)
- Premiers
- Local government
- Portfolio Committee on Social Development
- Select Committees



5. SCOPE OF WORK

- 5.1 The key integrated marketing communication aspects identified herein is aimed at broadly supporting the communication and marketing services on social grants particular and government objectives in general.
- 5.2 Customised multimedia products will be developed for purposes of SASSA brand activation through the following channels:
- 521 **Public Relations:** Using SASSA information for publicity and to communicate issues regarding the COVID-19 Social Relief of Distress grant. This includes, video content, opinion pieces, rapid response approach to stories, reputation management (media training) amongst others.
- 522 **Media Strategy and Direction:** Developing and implementing a strategy-based media bulk-buying. This includes for example, media selection and rationale, flight plans, flow chart, media trends analysis (with actions and recommendations/actions). In addition, ensure timely delivery of multimedia content, for example, drama series for key aspects of the campaign or using radio & television items and features and/or Billboards, especially in rural areas.
- 523 **Promotions:** Engage in regular promotions, direct contact and information dissemination target clients at key points of contact (paypoints; SASSA Offices; Merchants/Retailers; exhibitions; partnerships with other government departments)
- 524 **Brand Management:** Ensure consistency, resonance and alignment of messages to SASSA core values, vision, mission, look and feel
- 525 **Stakeholder Engagement:** identify and engage key stakeholders and clients of SASSA and ensuring that they are responsive and collaborate to ensure effective information dissemination during COVID-19. Accelerate stakeholder engagement support through (a) Outreach programmes; (b) cluster participation; (c) inter-departmental communication programme.



- 526 **Creative and Production Services:** Transform raw data into catchy design and layout; provide production of brochures, poster and other multimedia products to aid the customised campaign/s
- 527 **Video & photographic services:** Provide quality video and photographic services for events, which tell the SASSA story to beneficiaries and the public in general
- 528 **Digital Marketing:** Create copy that is consistent and appropriate for SASSA clients, including digital advertising; web content management or website support /updates.
- 529 **Monitoring and Evaluation:** Provide regular reports based on artificial intelligence technology on implementation of the integrated communication and marketing plan. Provide a close out report, which includes analysis and recommendations.
- 5210 **Strategic approach, deliverables and services:** Bidders must describe the processes and methods that they will employ to develop effective marketing communication of SASSA services. Furthermore, the response to this bid should indicate how the prospective bidder evaluates the effectiveness of its work for clients and how this can be implemented for SASSA.

6. MESSAGES AND THEMES

The key theme running through the communication of the Campaign is to display a caring government that is responsive to the needs of the poor and vulnerable, including:

- 6.1 **Broader Slogan/Brand promise:** For SASSA, throughout its regional offices and local offices, the brand promise is "paying the right social grant, to the right person, at the right time and place. NJALO!
- 6.2 **Campaign Hashtags:** #SASSACares #SASSABetterLife
- 6.3 **Tone and feel:** will include Social Development Portfolio approach
- 6.4 **Brand-led marketing:** integrated marketing communication products, messages and related themes must reinforce the SASSA brand, its vision, mission and values;



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6.5 EXPECTED DELIVERABLES

Deliverables	Description of deliverables
Radio	<ul style="list-style-type: none"><li data-bbox="630 421 1082 454">• Production and placement of '30



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<p>(commercial and community) Advertising</p>	<p>sec radio adverts in 11 official language</p> <ul style="list-style-type: none"> • Placement of '30 sec Radio Adverts in Radio Station • Production and placement of '30 sec Radio Adverts in Community Radio Station • Provide monthly social media campaign for SASSA
<p>Television Adverts & documentaries</p>	<ul style="list-style-type: none"> • Production and placement of '30 sec TV Adverts in English and two African languages
	<ul style="list-style-type: none"> • Production and placement of '10 sec squeeze backs
	<ul style="list-style-type: none"> • Produce and place digital billboards embedded into television soap opera scenes
<p>Media Bulk Buying and Advertising (Outdoor Advertising; Taxi Ranks and other Transport Hubs Activations)</p>	<ul style="list-style-type: none"> • Placement of Digital Billboards at highest traffic volume taxi ranks, etc. • 10 Taxi Wraps per region and Advertising (two local and 5 interprovincial)
	<ul style="list-style-type: none"> • 10 second billboards with SASSA messages on ATM's
	<ul style="list-style-type: none"> • LED screen adverts production and placement
	<ul style="list-style-type: none"> • Wall Murals & Graffiti at strategic points, especially taxi ranks with key messages



Print, Production Promotions and stakeholder Engagement	<ul style="list-style-type: none">• Strategy Development-• Reputation Management• Digital Marketing (Online and Mobile)• Provide community activations• Production of Posters, Brochures• Design of multimedia products and infographics• Pamphlets in all official languages• Creative Multimedia Concept Development and execution - Full Colour printing in all official languages• Loudhailing Services• Provide promotional indoor and outdoor package• 4 X 5 minute Educational Videos,• Provide photographic & videography services
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6.6 General expertise

6.6.1 The prospective bidder/s appointed to render the communication and marketing services for the campaign should broadly possess the following competencies:

- Reputation Management expertise
- Creative concept development;
- Copy writing;
- Marketing Strategy Development and Implementation;
- Project/campaign management;
- Media buying
- Printing/Publishing;
- Brand Management;



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- Ability to negotiate media discounts and rates;
- Negotiate added values for the media campaigns;
- Deliver a quality product at a cost effective price.
- Multimedia Design
- Digital Marketing

It is compulsory to complete full the Annexure A: Pricing Schedule

A) Pricing Schedule

7. ROLES AND RESPONSIBILITIES

7.1 Personnel

The service providers' proposals must describe their proposed approaches and the key expertise that they would require to bring onto the project. They must clearly indicate the persons to be assigned to the project and their individual roles. Their curriculum vitae must form part of the bid submissions.

7.2 Office Accommodation

Service providers will work from their own premises. However, SASSA may request meetings or other contracted duties on the contract to be conducted at various SASSA offices. This should be included in the industry project-based management fee and total not exceeding 15% of the total bid.

7.3 Facilities to be provided by the service provider

The service providers will have to provide their own equipment and software, as well as their own support/administrative staff.

7.4 Reporting

Reporting will be based on the agreed-to project plan, comprising of:

- Monthly reports
- Final project report



7.5 Monitoring and Evaluation

The project plan will determine weekly activities. Monitoring will be mainly through monthly meetings between the service provider and the staff of the Office of the Project Manager. Performance indicators will be determined by the tasks to be accomplished and their completion dates as reflected in the project plan. Role of regions in monitoring activities roll-out in regions plan and providing reports. Approved reporting template between SASSA and the Supplier. Additional monitoring will also be decentralised to regions (reporting templates will be provided).

8. CONTRACT DURATION

SASSA intends to enter into a contract and/or agreement until the March 2024. A comprehensive Budget inclusive of VAT and management fee should be included in your response to these terms of reference.

9. EVALUATION CRITERIA

All proposals will be evaluated in terms of the 80/20 preferential point scoring system.

9.1 Bids will be evaluated as follows:

9.1.1 Stage 1:

- a) Phase One: Administrative Compliance
- b) Phase Two: Functional Criteria

a) 9.1.2 Stage 2

- a) Price and Specific Goals

9.2 Phase One: Administrative Compliance

- a) Tax Compliance Status PIN
- b) Proof of registration with Central Supplier Database / CSD MAAA Number
- c) B-BBEE verification certificate or sworn affidavit
- d) Fully completed standard bidding forms



**NB: Failure to comply with the above may lead to disqualification*

9.3 Phase Two: Functionality Evaluation

9.3.1 Prospective bidders will be evaluated for functionality criteria as stipulated in the terms of reference. Only those who score a minimum of **65 points** functionality shall proceed for further evaluation.

Values:

1= Poor; 2= Average; 3=Good; 4=Very Good; 5= Excellent

FUNCTIONALITY CRITERIA (elements)	Weight	SubWeight
A) Bidder to provide creative concept as customized and applicable to SASSA covering (but not limited to): <ul style="list-style-type: none">• Online and Mobile Marketing: Web; Social Media; Mobile Compliant Ads; Video Marketing• Messaging Strategy• Creative Process (Originality, Big Idea and Execution)	(30)	
		10
		10
		10



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<p>B) Media Bulk Buying</p> <p>i) Demonstrate ability to do the following:</p> <ul style="list-style-type: none"> • Placement of Digital Billboards at highest traffic volume taxi ranks, etc. • 10 Taxi Wraps per region and Advertising (two local and 5 interprovincial) • 10 second billboards with SASSA messages on ATM's • LED screen adverts production and placement • Wall Murals & Graffiti at strategic points, especially taxi ranks with key messages 	<p>(30)</p>	<p>10</p> <p>5</p> <p>5</p> <p>5</p> <p>5</p>
<p>C) Bidder to provide indicative project and Implementation Plan customized for SASSA (COVID-19 and SASSA messages) which include:</p> <ul style="list-style-type: none"> • Roll out plan and time frames • Alignment of the Plan to Deliverables • Project Update and Reporting 	<p>(30)</p>	<p>10</p> <p>10</p> <p>10</p>
<p>D) Bidder's experience</p> <p>Bidder to demonstrate key expertise in handling similar projects (Value must not be aggregated but per project)</p> <ul style="list-style-type: none"> • Less than R20 000 000 = 1 • Above R20 000 000 to R30 000 000 = 2 • Above R30 000 000 – R40 000 000 = 3 • Above R40 000 000 – R50 000 000= 4 • Above R50 000 000 = 5 <p>Bidder will qualify for the above subject to the following:</p> <p>Provide proof (reference letter) indicating successful, similar and completed project. The letter to indicate the following:</p> <ul style="list-style-type: none"> • Client's letterhead 	<p>(10)</p>	<p>10</p>



<ul style="list-style-type: none"> • Description of the Project • Value per project • Duration • Signed by Project manager / Equivalent • Date • Contact Details 		
Total Points	100	100

9.32 Prospective bidders must score a minimum of 65 out of 100 points to be considered for further evaluation. Failure to score the minimum score in terms of functionality will/shall be disqualified and will render the bid non-responsive and will not continue being evaluated further.

9.33 Price and Specific Goals (100) 80/20 of which:

PRICE	80
SPECIFIC GOALS	20

9.34 In terms of SASSA SCM Policy, as approved on 15 January 2023 and informed by the Preferential Procurement Policy Framework Act 5 of 2000 must be awarded in accordance with the table below:



Specific Goals	Number of points (80/20 system)
1. B-BBEE Status Level 1-2 contributor with at least 51% black women ownership	20
2. B-BBEE Status Level 3-4 contributor with at least 51% women ownership	18
3. B-BBEE Status Level 1-2 contributor with at least 51% youth or disabled ownership	16
4. B-BBEE Status Level 1-2 contributor	14
5. B-BBEE Status Level 3-8 contributor with at least 51% youth or disabled ownership	12
6. B-BBEE Status Level 3-4 contributor	8
7. B-BBEE Status Level 5-8 contributor	4
Others	0

9.35 Bidder must fully complete Annexure A (Pricing Schedule).

9.36 a) To claim number of points under Specific Goals bidder should submit B-BBEE verification certificate from a verification agency accredited by the South African National Accreditation System (SANAS) indicating the BBEE Level and submit Central Supplier Database / CSD MAAA Number indicating the percentage of all shareholders and/or owners
OR

b) Bidders to submit sworn affidavit indicating BBEE Level and the percentage of all shareholders and/or owners signed by the commissioner of oaths as well as all the company shareholders and/or owners.

9.37 Failure to submit will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed.



10. BID CONDITIONS

- A. Bids must be submitted in line with specifications.
- B. The successful bidder shall provide the service required based on the timelines and as per schedule to be provided by the Agency.
- C. The successful bidder shall deliver services across the country/all regions.
- D. SASSA reserves the right to award or not to award this bid.
- E. SASSA will enter into a contract and Service Level Agreement with the successful bidder(s).
- F. General Conditions of Contract as stipulated by the National Treasury will be applicable.
- G. The tender is valid for 90 days.
- H. SASSA reserves the right to negotiate the prices with the preferred bidder.
- I. SASSA shall own all copyright to all services and products which will be produced by the successful bidder.
- J. SASSA reserves the right to contact references and verify all information contained in this bid. It responsibility of the Bidder to provide SASSA with authentic contact details.

11. RESPONDING TO THE BID

Response to the bid should follow the following format:-

11.1 Proposal

- 11.1.1 Bidders must provide proposals as per the expected deliverables.

11.2 Pricing

- 11.2.1 A bidder must provide a comprehensive quotation inclusive of VAT and Management fee. Grand total should be included in your proposal (Complete Annexure A).



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11.3 Online Compulsory Briefing Session

- 11.3.1 A compulsory briefing session will be held online (MS Teams).
- 11.3.2 All enquiries, questions and requests for clarification will be entertained during a compulsory briefing session.
- 11.3.3 All bidders that will be attending the compulsory briefing session to send registration (e-mail) to comms2022@sassa.gov.za.

The content of the email to clearly indicate the following:

- Bid Ref number in the Subject Line of your e-mail
 - The companies' name,
 - Contact person and
 - Telephone number
- 11.3.4 Only written enquiries will be responded to with regards to this Bid.



**Annexure A - Pricing Schedule: SASSA #BetterLife Campaign
Communication and Marketing Services**



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Annexure A - Pricing Schedule: SASSA Communication and Marketing Services

No.	Item & Description	Quantity	Cost per Item	Total Cost
1.	Digital and Online Marketing			
	Social Media Strategy	1 X monthly		
	Social Media Campaign	1 x monthly		
	Online Activations	1 x Monthly Activation monthly		
2.	Radio Advertising (Commercial Radio)			
	Production of '30 sec radio adverts in 11 official language	13 National Radio Stations		
	Placement of '30 sec Radio Adverts in Radio Station	4 Local radio stations x 9 (per region)		
3.	Radio Advertising (Community Radio)			
	Production of Production of '30 sec radio adverts in 11 official language	9X36 Community Radio Stations		
	Placement of '30 sec Radio Adverts in Radio Station	9 x 36 Community Radio Stations		
4.	Television Adverts	20/12/11		
	Conceptualisation; Copy Writing & Production	2 X Educational Content of 10 sec		
	Placement of Adverts	3X Educational Content of 10 Sec		
	Television Squeeze Backs	3X Educational Content of 10 Sec		
5.	Media Bulk Buying & Promotions			

	Taxi Ranks and other Transport Hubs Activations	27 (3/region)		
	Target Activations on high frequency areas	27 (3/region)		
	Loudhailing Services	27 (3/region)		
	Placement of Digital Billboards at highest traffic volume taxi ranks, etc.	27 (3/region)		
	Wall Murals and Graffiti	27 (3/region)		
6.	Brand Promotional Items			
	Promotional package for indoor promotions	100		
	Promotional package for outdoor promotions	100		
7.	Stakeholder Engagement			
	Support Communication and Marketing Programme	27 (3/region)		
	Support community activations and outreach	27 (3/region)		
	Loudhailing	27 (3/region)		
8.	Print and Production			
	Creative Concept Development and execution	6 x Creative Concepts		
	Design of multimedia products\collateral (brochures; posters, infographics, etc)	120		
	Full Colour printing in all official languages	400 000		
	Production of Posters, Brochures in all official languages	100 000		
9.	Photography and Videography			

	Provide photography support with high quality images	1 X Photographs Data Bank		
	Provide videography services	1 x Videos Data Bank		
	Produce multimedia content			
10.	PR and Reputation Management			
	Reputation monitoring report	4 x Monitoring Report		
	Content responses to feedback/communication environment	12 Content Responses		
	Artificial Intelligence Software for Social media listening	1 X AI Software		
	Project Report	2		
	Creative Concept and Strategy	1		
	SUB-TOTAL			
	15% Management fee			
	VAT			
	GRAND TOTAL			