

QUESTION AND ANSWER SESSION FOR PO 2020 /21: 009 APPOINTMENT OF A PANEL OF AGENCIES (MEDIA PRODUCTION AND MARKETING SERVICES) FOR A PERIOD OF THREE (3) YEARS.

1) Budget Allocation: Multimedia production

- a. Kindly advise if the Presidency has any brand assets and if so, are you able to share the list of assets available?

ANSWER: WEBSITE, YOU TUBE CHANNEL, FACEBOOK, GCIS PUBLICATIONS, TWITTER

2) Operational Procedure: Appointed agency and procedure

- a. Just to confirm, the appointed agencies will be required to pitch and submit a proposal with a quote for all the campaigns?

ANSWER: YES

3 Can we apply for ONLY one section of the three sections? For example, we are interested to submit proposal under CONTENT CREATION? This means we are excluding Campaigns Management and Community Management.

ANSWER: THAT WILL BE YOUR PREROGATIVE

4. Are we expected to submit proposals with methodology, treatment and deliverables with cost or will the casting will be expected as and when a request is sent during the period of the SLA?

ANSWER: PLEASE READ THE SPECS AND FOLLOW ACCORDINGLY

5. In content creation the list is very vague, I would like to request clarity on:

a. Creative concept generation:

- i. Does this mean audio-visual, audio or graphic concept?

ANSWER: ALL CONTENT

ii. Will these be expected as per request or must we keep coming up with concepts? **ANSWER: WILL BE BRIEFED TO APPOINTED AGENCIES**

iii. Can we provide concepts even if we are not appointed in the panel of service providers? If so, who is it addressed to?

ANSWER: NO YOU HAVE TO BE ON THE PANEL

b. Online creative:

- i. Does this mean audio-visual, audio, or graphic creative?
- ii. Will these be expected as per request or must we keep coming up with creative?
- iii. Can we provide creative suggestions even if we are not appointed in the panel of service providers? If so, who is it addressed to?

ANSWER: SEE ANSWERS ABOVE

c. Graphic design:

- i. Will these be expected as per request or must we keep coming up with creative?
- ii. Can we provide suggestions even if we are not appointed in the panel of service providers? If so, who is it addressed to?

ANSWER: SEE ANSWERS ABOVE

d. Copywriting:

- i. What is the actual expectation here? E.G. are we expected to assist the Presidency with copywriting of work delivered or for requested work only?

ANSWER: THIS WILL BE BRIEFED TO APPOINTED PANEL

e. Multimedia production

- i. Is this referring to events (multi camera or single cam), audio-visual reports, departmental audio-visual documentaries and / or research, special projects or public service announcements (PSA's)

ANSWER: DEPENDS ON THE BRIEF

- ii. In the case of multi camera production how many cameras will be required per production?

ANSWER: DEPENDS ON THE BRIEF

- iii. If any work will be for broadcast, will we be advised of who the broadcaster is (because they do not have the same technical specifications)

ANSWER: ALL PUBLIC BROADCASTERS

f. Development of digital assets:

- i. What do you refer to as digital assets?

ANSWER: SOCIAL MEDIA AND DIGITAL ASSETS THAT ARE MENTIONED ABOVE

g. Brand and CI intergration

- i. Are right for assuming that this will be applied across all delivered work?

ANSWER: YES

6. Kindly advise on who the target audience for the content is. It is extremely crucial that messaging be designed based on the needs of the target audience. The roles, responsibilities and accountabilities will differ based on the positional authority i.e., general public, community leaders, management or executive. The language, tone and pace of each content will differ with the level and type of audience.

ANSWER: PUBLIC CONSUMPTION AND AT TIMES STAKEHOLDERS WHO WILL BE SPECIFIED IN THE BRIEF

7. Are there any of the audience with special needs, such as impaired vision / hearing? This is also important to know so that we can be seen to be inclusive in the production of the content to accommodate elements such as subtitles, sign language, etc.

ANSWER: YES AND WILL BE IN BRIEF FOR CREATIVE WORK

8. One of the requirements that is general in this category is to translate some of the content to vernacular languages.

ANSWER: DEPENDS ON THE BRIEF

9. Is the submission of all work done for the Presidency expected to be electronic (link)? Or must there be a physical submission?

ANSWER: DEPENDS ON THE BRIEF

10. Are we required to create content for platforms on a campaign basis or always on perspective (meaning that content should be created on non-campaign months as well)?

ANSWER: CONTENT WILL BE CREATED ON BRIEF

11 **BBBEE and transformation requirements:** Based on the Equity Equivalent Programmes created to help multinationals meet ownership elements of BBBEE where there are limitations due to global practices, the current 51% Black ownership requirement as stated in the bid does not allow multinationals to participate. In light of this perspective, is there openness for this requirement to be reconsidered to enable participation by multinationals who may not

meet the requirement as stated in the bid, but can demonstrate transformation in within the company?

ANSWER: THE BID EVALAUTION COMMITTEE WILL USE ALL THE STIPULATED CRTIERIA IN THE BID SPECIFICATION TO ASSESS THE BID

12 Confirmation of BBBEE requirements: If participation will be allowed, could we kindly receive formal communication that confirms the decision?

ANSWER: THE BID EVALAUTION COMMITTEE WILL USE ALL THE STIPULATED CRTIERIA IN THE BID SPECIFICATION TO ASSESS THE BID

13. Please elaborate more on Multimedia Production? What is the scope of work under production e.g filming of events, live streaming?

ANSWER: ALL OF THESE AND WILL BE BRIEFED ACCORDINGLY

12 . Does The Presidency cover paid budget for content being placed on social media and digital platforms or should it be within our capacity?

ANSWER: PLEASE NOTE THAT THE TENDER HAS NOT SPECIFIED MEDIA BUYING

13 . Can you please clarify your expectation of a 'digital media project plan'?

ANSWER: HOW WILL CAMPAIGNS/ PROJECTS BE COMMUNCATED ON DIGITAL MEDIA CHANNELS