



# **THE NATIONAL CREDIT REGULATOR**

## **REQUEST FOR PROPOSAL (Invitation to Bid)**

**To conceptualize and implement print, broadcast and electronic media advertising campaigns on behalf of the National Credit Regulator (NCR).**

## **July 2010**

**BID NUMBER: [NCR052/07/10](#)**

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## 1. General Information for Bidders

This RFP is issued by the National Credit Regulator (NCR). The NCR will determine which bidding organisation (“bid participant”), if any, is appointed in response to this request for submission of proposals to conceptualize and implement the NCR’s print, broadcast and electronic media advertising campaigns.

### 1.1 General Terms

This tender is issued in terms of the Public Finance Management Act 1 of 1999 (PFMA), the Preferential Procurement Policy Framework Act 5 of 2000 (PPPFA), the Preferential Procurement Regulations, 2001 (PPR), and Supply Chain Management Regulations issued by the National Treasury.

Parties that wish to submit proposals are required to indicate that they are willing to accept the General Conditions and Procedures of the NCR (see Section 1.5 below and Annexure B). Please read this document carefully prior to submitting your proposal.

### 1.2 The Proposal Format

- **Economy of proposal preparation**

The proposal should be prepared simply and economically providing a straightforward and concise description of the bid participant’s ability to meet the requirements of the proposal request. Extravagant proposal preparations will receive no extra evaluation credit.

Clear factual responses are required. The content of the proposals shall determine the merit of each participant, not brochures or other marketing material. To facilitate the review of proposals, participants are required to organize their responses according to the format presented below. Should a participant wish to provide additional information, that information should be referred to and provided in a file of annexures.

- **Validity of proposals**

The proposals must include a statement as to the period for which the proposal remains valid. The proposal must be valid for at least sixty (60) days from the due date for the submission of all bids.

- **Number of proposals**

Each bid participant must provide three (3) hard copies of their entire proposal, including all the documentation referred to in 1.5 below, in the format specified in that section. All submitted proposals will become the property of the NCR, and will not be returned. Receipt of all proposals will be recorded in a register at the point of receipt. One proposal copy must be signed and dated in ink by the bidder or authorized representative of the bidder and initialed on each page.

### **1.3 Submission of proposals**

1.3.1 Proposals must reach the offices of the NCR before 11:00 on Thursday, 29 July 2010, and must be enclosed in a sealed envelope which must be clearly inscribed on the outside:

(a) **RFP No: NCR052/07/10**

(b) **Advertising Agency RFP**

(c) **Closing date: 11h00, Thursday, 29 July 2010**

1.3.2 Proposals are to be submitted in the marked tender box, at the reception area of National Credit Regulator, 127-15<sup>th</sup> Road, Randjespark, Halfway House, Midrand. The tender box will **only** be available for the depositing of proposals between 08h00 and 16h30 on weekdays (excluding public holidays).

1.3.3 Please note that this RFP closes punctually at 11h00 on **Thursday 29 July 2010**. No late submissions will be considered under any circumstances.

1.3.4 **All** the documentation referred to in Section 1.5 below must be submitted. Failure to submit all the documentation referred to in this section may result in a submission being discarded, and not considered for evaluation.

1.3.5 If responses are not delivered as stipulated in this Section 1.3, such responses will be considered **“late”**, and will not be considered for evaluation.

1.3.6 The NCR shall not disclose any details pertaining to the responses received, to any other participant, as this is regarded as confidential information.

1.3.7 Envelopes must not contain documents relating to any RFP other than to conceptualize and implement the NCR's print, broadcast and electronic media advertising campaigns RFP.

- 1.3.8 The responses to the RFP will be opened as soon as is practical after the expiry of the time advertised for receiving them.
- 1.3.9 Only the participants that are short-listed after the evaluation process will be informed of the results of the submission evaluation process.
- 1.3.10 After the evaluation process is completed, the Evaluation Committee may, prior to making a final selection, draw up a shortlist of participants and require them to make a detailed presentation to the Adjudication Committee. A minimum of 2 days' notice will be given to relevant participants in advance of the presentation date.

#### 1.4 Timetable

Dates and Times	Events
09/07/2010	Issue of tender
29/07/2010	Deadline for submission of all proposals, to be delivered in accordance with this document
29/07/2010	Bid Opening and Evaluation
05/08/2010	Bid Adjudication and shortlist, if any
05/08/2010	Presentation by short listed participant
13/08/2010	Appointment of selected service provider

The National Credit Regulator reserves the right to determine the structure of the process, the right to determine the number of short-listed participants, the right to withdraw from the proposal process, and the right to change this timetable at any time without notice.

#### 1.5 Documentation to be submitted

##### Please Note

All of the documentation described below must be submitted, with no omissions whatsoever. Where a particular form or format of documentation is stipulated, this is the **only** form or format in which these documents must be submitted. Failure to adhere to these requirements may result in the rejection of the entire submission.

All of the documentation referred to below (in Parts One - Seven) must be submitted. For ease of reference and to facilitate the

evaluation process, you are requested to clearly mark each part of the submitted documentation as it is referred to below.

**Part One – Proposal drafted in response to Terms of Reference**  
Section 2 of this document below, contains a detailed Terms of Reference (TOR). Bid participants are required to draft a proposal that will clearly indicate to the Evaluation Committee how they will fulfill the requirements as set out in the TOR.

Bid participants should include the following information when drafting their proposals:

- (i) Proposals should make clear the relevant skills, experience and capacity of the participant, with regards to this particular TOR. This is an important evaluation criterion. Bid participants should ensure that their proposals focus on how they will address the requirements of this TOR, rather than on achievements.
- (ii) Proposals must contain the details of the proposed approach to be adopted in order to deliver a service in accordance with the TOR.
- (iii) Proposals should clearly indicate whether or not bid participants have the internal capacity to meet the requirements of the TOR.

### **Part Two – Pricing Proposal**

Please see Annexure A – SBD 3.1(Pricing Schedule – Firm Prices). **DO NOT RETYPE THESE FORMS.** They must be completed on the original and signed, all in black ink. Forms with photocopies and/or other reproductions of signatures may be rejected. Additional information may be added on a separate page if necessary.

The total price that the participant will charge to deliver services in accordance with the TOR must be clearly indicated. The pricing proposal should contain sufficient information to allow the Evaluation Committee to estimate the likely cost of the service, to a high degree of accuracy. In this case only a firm price will be accepted.

**All prices provided must be inclusive of Value-Added Tax (VAT).**

Please note that the prices contained in the pricing proposal are the only charges that may be levied if the participant’s proposal is

successful, unless explicitly agreed to in writing by the National Credit Regulator, and in terms of the General Conditions of Contract.

### **Part Three – General Conditions and Procedures of the NCR**

See Annexure B. Bid participants must indicate clearly that they have read this document, and have no objections to being bound by its contents. Where any provisions of the General Conditions and Procedures conflict with this General Information for Bidders and/or Terms of Reference, the latter will take precedence over the General Conditions of Contract.

### **Part Four – Tax Clearance Certificate**

See Annexure D. Please complete form SBD 2. **DO NOT RETYPE THESE FORMS.** They must be completed on the original and signed, all in black ink. Failure to submit a valid, original tax clearance certificate issued by SARS may result in a proposal being rejected. Please note that the Tax Clearance Certificate submitted must be valid for at least one month after the closing date of the tender.

### **Part Five – Preference Points Claim Form**

See Annexure E – form SBD 6.1. Bid participants must complete Sections 8 and 9 in full. **DO NOT RETYPE THESE FORMS.** They must be completed on the original and signed, all in black ink. Forms with photocopies and/or other reproductions of signatures may be rejected.

### **Part Six– Declaration of Interest**

See Annexure F – form SBD 4. **DO NOT RETYPE THESE FORMS.** They must be completed on the original and signed, all in black ink. Forms with photocopies and/or other reproductions of signatures may be rejected.

### **Part Seven – Declaration of past Supply Chain Management Practices**

See Annexure G – form SBD 8. **DO NOT RETYPE THESE FORMS.** They must be completed on the original and signed, all in black ink. Forms with photocopies and/or other reproductions of signatures may be rejected.

### **Part Eight – Non-Disclosure Agreement**

See Annexure H – Non-Disclosure Agreement. Participants must indicate clearly that they have read this agreement, and have no objections to signing it, as is.

## 1.6 Evaluation Criteria

Proposals will be evaluated on the 90/10 preference points scoring system: that is, 90% of the points awarded will be based on functionality and price, as indicated in the table below; and 10% of the points awarded will be preference points, allocated as indicated in the table below.

Preference Points		Price, Functionality	
HDI	7 points	Functionality	65% of 90 points
Women	2 points	Price	35% of 90 points
Disabled	1 point		
<b>Total maximum</b>	<b>10 points</b>	<b>Total maximum</b>	<b>90 points</b>

### Weightings

Proposed methodology 30

Relevant Experience 30

Each bid proposal will thus be awarded a score out of 100 by the Evaluation Committee, based on the table above. Anyone who score less than 29.25 in terms of functionality will be disqualified.

“Functionality” will be assessed on the quality of the submitted proposal, including-

### Strategy

- Understanding of the industry landscape;
- Understanding of marketplace knowledge;
- Understanding of NCR Target Audience;
- Understanding of NCR business context and challenges.

### Creative

- Brand/product/Retail/Promotion/Sponsorship integration;
- Communication strategy approach;
- Emotional vs Function connection;
- Multi-segment impact.

### Media Usage

- Understanding of media and media innovation as a differentiator and

- New media understanding and focus.

These points will, therefore, be allocated on the assessed ability of the participant to deliver the services described in the TOR. Price points will be allocated as detailed in SBD 3.1. – Annexure A.

### **1.7 Conflict of interest**

Service providers are required to provide services that are professional, objective and impartial. Service providers must ensure that there is no conflict of interest between existing assignments, obligations and responsibilities to other clients and the services set out in the TOR. In the event of any uncertainty in this regard, full disclosure in the submitted proposal should be considered. Non-disclosure of a material conflict of interest may be grounds for termination of any contract.

### **1.8 Confidentiality agreement**

The successful service provider may have access to confidential data or information. The appointment of a successful bidder is subject to that bidder agreeing to the contents of, and signing, the NCR's standard Non-Disclosure Agreement.

### **1.9 Contact details**

This no-contact policy does not apply to any information deemed to be in the public domain, or which is readily available from organs of State, which are repositories of such information.

All communications and enquiries/requests for clarification relating to this proposal should be directed to the contact person:

Mr. Cornie Tema  
National Credit Regulator

Tel: 011-554 2784  
Email:ctema @ncr.org.za

Or

Mr Elliot Chonco  
Procurement

Tel: 011 554 2646  
Email: echonco@ncr.org.za

### 1.10 Disclaimer

The issue of the conceptualize and implement the NCR's print, broadcast and electronic media advertising campaigns RFP No. (NCR052/07/10) is subject to the disclaimer set out below:

- The National Credit Regulator and its Board of Directors reserve the right to amend, modify or withdraw this tender at any time, without prior notice and without liability to compensate and/or reimburse any party.

## **2 Terms of Reference**

### **2.1 Introduction**

The objective of this assignment is to conceptualize and implement, print, broadcast and electronic media advertising campaigns on behalf of the National Credit Regulator, in accordance with specific processes and procedures as prescribed by the NCR.

### **2.2 Background**

The National Credit Regulator is the regulatory authority established on 01 June 2006 in terms of the National Credit Act, 2005 with the mandate to promote and advance the social and economic welfare of South Africans, promote a fair, transparent, competitive, sustainable, responsible, efficient, effective and accessible credit market and industry, and to protect consumers.

### **2.3 Objective**

The Service Provider will conceptualize and implement the NCR's print, broadcast and electronic media's advertising campaigns.

### **2.4 Scope of the project**

- Prepare layout of the NCR's marketing, promotional and advertising needs including below and above the line advertising campaigns;
- Continuous marketing and advertising services that include ensuring that the produced material is submitted to media houses on time and in the correct formats;
- Produce advertising material according to the NCR's brief;
- Identify advertising opportunities for the NCR;
- Produce different themes/concepts for advertising purposes in respect to the NCA;
- Produce media schedules in line with the allocated budget;
- Purchase media space on behalf of the NCR;
- Work with the Public Relations Agency to develop advertising material;
- Manage media liaison for advertising purposes;
- Report to the NCR on marketing and advertising on a monthly basis and
- Monitor and report the incorrect usage of the NCR corporate identity by both internal/external parties in the public space, as per the NCR policies and corporate identity manual.

## **2.5 Key Messages**

2.5.1 Key messages will be developed by the appointed service provider, under the NCR's supervision.

2.5.2 Messages will vary from time to time and will in the main promote the National Credit Act and the National Credit Regulator.

## **2.6 Target Audience**

Primary Target Audience:

- Consumers who include both women and men in LSM 1- 9
- Stakeholders:
  - Politicians and government organizations
  - Credit Bureaux
  - Credit Providers
  - Debt Counsellors
  - Consumer groups
  - Banking Ombud
  - Credit Ombudsman
  - Payment Distribution Agencies

Secondary Target Audience:

- Women and men in LSM 10+
- Youth over 18 yrs.

## **2.7 Timeframe**

The contract will be for a period of 12 months commencing from the date of appointment with an option to extend the contract for another 12 months.

## **2.8 Compulsory Documents to be submitted**

2.8.1 Company Profile

2.8.2 Relevant Projects Undertaken

2.8.3 Curriculum Vitae of the Project Team Members