

Terms of Reference

Appointment of a service provider to render Marketing and Communication services for Agrément South Africa

1. Introduction

Agrément South Africa calls for proposals for the appointment of an experienced and suitably qualified service provider/s to undertake Marketing and Communication services.

2. Background

Agrément South Africa was established in 1969 and has been operating within the CSIR under the auspices of its Built Environment Unit. In December 2015, Agrément South Africa was recognized as an independent agency that could provide an impartial judgment in the evaluation of innovative construction products and systems in the interests of the consumer and the construction industry at large.

The Agrément South Africa Act was accented to by the Honourable President of the Republic of South Africa as *Act No 11 of 2015* from 1 April 2017. Agrément South Africa was thereby established as a Schedule 3A entity from 1 April 2017, where previously it had been transferred to the CSIR being a Schedule 3B entity with a staff compliment of 24 employees. The entity operates under a delegation of authority from the Minister of Public Works.

The main objectives are:

- To provide assurance of fitness-for-purpose of non-standard construction-related products and systems to those who specify requirements and to users;
- To support and promote the process of integrated socio-economic development in the Republic as it relates to the construction industry;
- To support and promote the introduction and use of certified non-standardized construction-related products or systems in the local or international market;

- To support policy makers in minimizing the risk associated with the use of non-standard construction-related products or systems; and
- To be an impartial and internationally-acknowledged South African center for assessment and confirmation of fitness-for-purpose of non-standard construction-related products or systems

3. Purpose

The purpose of this request for proposal is to provide information that will enable the bidder to develop a scope and comprehensive proposal for Marketing and Communications Services for the period of not exceeding three years (36 months) from the date of commencement.

4. Objectives

The primary objective of this request for a proposal is to invite suitably qualified and experienced service providers to submit proposals to Agrément South Africa to render Marketing and Communication Services for the period of three years (36 months) from the date of commencement.

5. Scope of assignment

The Consultant will undertake all activities necessary to fulfil the objective and output of the services including but not limited to the following: branding and printing of corporate and promotional gifts for Agrément South Africa.

6. Quality assurance

- 6.1 The appointed service provider/s shall enter into an agreement with Agrément South Africa on the delivery of quality work, within agreed timelines for each section of this proposal.
- 6.2 The appointed service provider/s will take responsibility for ensuring that all work conforms to the highest professional standards. Such work may be subjected further to external quality assurance by Agrément South Africa, if considered necessary. Quality assurance will emphasise, but will not be limited to, colour accuracy, consistency and overall appearance. The design and layout of these statutory elements must comply with Agrément South Africa Corporate Identity (CI), which will be supplied by Agrément South Africa.
- 6.3 Agrément South reserves the right to request a site visit to the premises/offices of the preferred service provider.

6.4 The Account Executive should be available to meet with the Communications team as and when required.

7. PRODUCT BASED DELIVERABLES

The methodology/approach of how the following services will be implemented should be included in the Integrated Communication & Marketing Strategy.

The development of the following marketing products is an integral part of this assignment. All the items listed under this section will form part of the evaluation criteria. Where details of specifications are not provided, e.g. the type of paper, the service provider/s must propose the best quality.

7.1 Website and intranet hosting

We require the hosting of the current Agrément South Africa website (www.agrement.co.za) and the Intranet to be hosted on dedicated servers that should be provided by the bidder. The hosting of temporary microsites may be required from time to time.

Detailed specifications of the dedicated server to host the website should be provided.

7.2 Publications

These should include, but shall not be limited to: designing, editing, binding, CD copies, printing, packaging and delivery.

Corporate publications should be developed for distribution to stakeholders and to the public. These publications should also be adapted for the website as a download and different postings, if viable at the time of publication.

Annual report [Frequency: once per annum]

Agrément South Africa requires the production of the annual report for a particular financial year.

Design: 3 sample designs for the cover, foreword and financials

Size: A4 landscape

Pages: +/-100 (including cover)

Content Layout

The text and photographs will be made available by Agrément South Africa

7.3 Photography

Photography for approximately 10 board members and 24 staff members will be required annually at a central location where they attend meetings at Agrément South Africa offices (Pretoria). Provision should be made for generic stock images that will be sourced by the service provider.

7.4 Editing

A professional and accredited editorial service must be provided by the service provider.

Unlimited revision sessions of correction must be provided for.

Printing

Quantity: 2000

CD copies: 4 and ISBN number

7.5 Binding

Perfect binding

7.6 Finishing

To comply with corporate branding to be confirmed

7.7 Delivery and packaging of the annual report

Delivery to Agrément South Africa physical address in Pretoria

7.3 Strategy Framework/Annual Performance Plan [Frequency: once per annum]

Description: Agrément South Africa is expected to publish and distribute its five year strategy and Annual Performance Plan. The service provider/s will be given the information for layout and design.

Size: A4

Quantity: 200 TBC

Colour: Agrément Colours

Orientation: Landscape or portrait

Pages of cover: 4 full colour

Pages of inner: +/-200

Paper of inner: To be advised by bidder

Finishing: To comply with corporate branding to be confirmed

7.4 Corporate brochure /flyers [Frequency: once in three years]

Description: a corporate brochure of Agrément South Africa and its programmes

Size & orientation: A5 landscape

Colour: full colour

Quantity: 3000

7.5 Folders [Frequency: once in three years]

Description: corporate folders

Size & orientation: A4 portrait

Quantity: 3000

7.6 Advertising & branding

7.6.1 Television advert [Frequency: annually]

Theme: Annual certificate handover, Achievements, Innovative Technology design and other relevant matters

Duration: 30 seconds

Required: Concept development, script, production and liaison with television channel (media buying)

Not required: the airtime for the adverts will be paid directly to the Media houses (SABC, eTV, DSTV) by Agrément South Africa. The service provider/s should therefore not budget for the airtime.

7.6.2 Radio advert [Frequency: annually]

Theme: Annual certificate handover, Achievements, Innovative Technology design and other relevant matters

30 seconds in Zulu, Xosa, Venda, Tsonga, Sepedi, Setswana, Sesotho, English, Afrikaans, Ndebele, Swati.

Not required: the airtime for the adverts will be paid directly to the Media houses (SABC, eTV) by Agrément South Africa. The service provider/s should therefore not budget for the airtime.

7.6.3 Print advert

Theme: Annual certificate handover, Achievements, Innovative Technology design and other relevant matters

Size: will be determined at the time of advertising

Required: a concept that inspires the public to use innovative construction materials

7.7 Media buying

Agrément South Africa places advertisements on a regular basis in various media which includes print, broadcast and will also be including online.

The service provider/s is required to coordinate the media placements requests for selected media. Also to provide a report with tear sheets and expenditure after each campaign. The service provider/s will therefore be requested to provide quotations from the selected media at the time of the campaign. The budget for media buying will not exceed one million rand annually including the placement coordination fee.

Required: The service provider/s is required to explain in detail the methodology, process and cost structure of the media buying.

7.8 Corporate video on DVD [Frequency: annually]

Duration: 1 x 3 minutes

Required: Concept development, script, acquiring footage, filming and production of all recently certified products.

7.9 Brand collateral [Frequency: annually]

Produce relevant collateral material for Agrément South Africa on an annual basis based on the requirements for that particular year in line with the Integrated Communications Strategy. The material may vary from year to year. The following units will be required in the first year (2017/2018):

6 x standard pull-up banners

4 x standard backdrop on an expandable frame (only covers will be produced in the second and third year).

Media banners and other promotional materials.

7.10 Corporate Identity review [Frequency: once in three years]

The current corporate identity manual should be reviewed. Develop a proposal and conduct a brand evaluation survey to determine the customer perceptions about Agrément South Africa. In this proposal, the bidder should detail and motivate the choice of the methodology for the brand evaluation.

7.11 Exhibition stand [Frequency: once in three years]

Agrément South Africa will be engaging with the public at its events and would like to seize the opportunity to inform this captive audience of the services and products through providing details of its mainly online platforms (web, social media). A customised lightweight mobile exhibition that is branded is required. It should accommodate the use of a television screen and securely mounted tablets. A design of the stand is required to be submitted with the proposal.

Features and accessories should be as follows:

3m x 3m in floor size (the height should be standard)

40 inch television screen (Smart TV, HDMI Ports, USB ports, and must be able to sync with the tablets mounted on the stand)

Sound bar (120 Watts, wireless is preferable)

Magazine and brochure display

7.12 Public relations

7.12.1 Media relations

Provide for building mutual relationships with Editors, Producers, Journalists, Presenters and media owners by:

- I. Proactively driving the publicity of Agrément South Africa activities
- II. Driving publicity of Agrément South Africa partnership activities with third party stakeholders
- III. Identify publicity opportunities and manage the reactive responses to media reports about the use of innovative materials.

7.12.2 eMail campaign [Frequency: monthly]

Develop and distribute a monthly eNewsletter through an email marketing campaign to involve and attract existing and new stakeholders. Provide an analytics report of the campaigns and recommend implementable improvements.

7.12.3 Social Media [Frequency: monthly]

The social media platforms are a tool of critical engagement with the public albeit with a certain amount of risky brand exposure.

- I. Develop a social media strategy and the implementation thereof.
- II. Manage content and monitor activities on all social media platforms that will be used by Agrément South Africa (Facebook, Twitter and YouTube)
- III. Produce an analytics report and recommend constructive interventions.
- IV. Recommend any new trends for consideration and implementation.

8. Duration of the task

The Marketing and Communication services project is not envisaged to take longer than 6 months from the date of collecting the Terms of Reference. The firm therefore is required to prepare and submit the proposal that allows for the achievement of all deliverables within the agreed timelines.

9. Duty Station

The firm shall not be required to be based at Agrément South Africa Offices but should work closely with Agrément South Africa Corporate Services (Communication and marketing) for the duration of the assignment.

10. Confidentiality

The firm is expected to maintain the highest level of confidentiality with regard to the information acquired before, during and after completion of the assignment, in compliance with *Act No. 4 of 2013, Protection of Personal Information Act*.

11. Disclaimer

Agrément South Africa reserves the right not to appoint a service provider. Agrément South Africa also reserves the right to:

- 11.1 Award the contract or any part thereof to one or more service providers;
- 11.2 Reject all proposals;
- 11.3 Decline to consider any proposals that do not confirm to any aspect of the requirements;
- 11.4 Request further information from any Bidder, after the closing date, for clarity purposes;
- 11.5 Cancel this proposal or any part thereof at any time; and
- 11.6 Should any of the above occur, it will be communicated in writing to the Bidders.

12. Disqualification

- 12.1 Any form of canvassing/lobbying/influencing regarding the short listing will result in disqualification;
- 12.2 Any non-disclosure of any information pertaining to this proposal will result in disqualification;
- 12.3 Non-compliance with the bid requirements will invalidate the proposal; and
- 12.4 Non-compliance with all the applicable Acts, Regulations and by-laws will result in the disqualification of the bidder.

13. Required documentation for submission

- 13.1 Company profile
- 13.2 Tax certificate (relevant to latest year of submission)
- 13.3 BBBEE certificate
- 13.4 CVs of the technical team member/s
- 13.5 Experience in undertaking Marketing and Communication services for industry related entities
- 13.6 Financial proposals indicating the basis for calculation of fees
- 13.7 SBD 6.1 - PPFA Regulations claim form
- 13.8 SBD4 - Declaration of Interest
- 13.9 Proven track record in the area expertise committed to design and layout of the above-mentioned elements .i.e. branding and printing, corporate and professional gifts
- 13.10 Bidders to be registered on the Government Central Supplier Database (Compulsory)

14. Deadline

Proposals, which should include Company Profiles, must be submitted to Catherine Bapela at 1 Meiring Naude Road, CSIR, Building 2A, by 16:30 on 31 January 2018.