



## TERMS OF REFERENCE

### Creative Consulting Agency/Consultant 2022 BZ-GF-013-JUNE-2022

1.SUMMARY	
Title	Appointment of a Creative Agency
Reference	<b>BZ-GF-013-JUNE-2022</b>
Description	Beyond Zero seeks the appointment of a suitably qualified and experienced creative agency with experience in rebranding and website development for non-profit organizations to work in close consultation with our communications and marketing team, the CEO's office, and our programme teams to refresh our organisational brand, deliver an executable intranet and website.
Submission by email only to	<a href="mailto:tgf-procurement@beyondzero.org.za">tgf-procurement@beyondzero.org.za</a>  <a href="#">By NO LATER than 24 June 2022 @16:30pm</a>
Submission must include	<ol style="list-style-type: none"> <li>1. Company profile</li> <li>2. Proposal</li> <li>3. Detailed Fee Structure</li> <li>4. CIPC Registration Documents</li> <li>5. Certified ID Copies of the Directors</li> <li>6. B-BBEE certificate (<b><i>Failure on the part of a bidder to submit proof of B-BBEE Status level of contributor/Valid Sworn Affidavit together with the bid, will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed.</i></b>)</li> <li>7. SARS Tax Clearance Certificate/Tax Compliance Letter</li> <li>8. VAT Registration Certificate or VAT Registration Letter ("VALUE ADDED TAX Notice of Registration") available on e-Filing for all expenditure more than R1 million for all expenditure more than R1 million</li> <li>9. Bank Account Verification letter</li> <li>10. Signed Code of Conduct for Suppliers of Services</li> <li>11. Completed and Signed Declaration of Interest</li> </ol>
Deadline for submission	<b>24 June 2022</b>

## 1. PURPOSE

The purpose of these terms of reference is to source the services of a suitably qualified and experienced creative agency for the brand refresh, intranet and website development.

## 2. ORGANIZATION BACKGROUND

Beyond Zero is one of four Principal Recipients (PRs) of funding support by the Global Fund for AIDS, TB, and Malaria (GFATM)) in South Africa to lead and provide strategic management, oversight, monitoring, and evaluation on the implementation of the GF grant for the period April 2019 until March 2025. Beyond Zero is implementing interventions that address the Acquired Immune Deficiency Syndrome (AIDS) and Tuberculosis epidemics in South Africa and focuses more specifically on the following modules: • Prevention programs for adolescents and youth, in and out of school (AGYW); • Comprehensive prevention programs for Men who have sex with other Men (MSM); • Comprehensive prevention programs for Transgender (TG) people and • Community response systems (CRS).

## 3. EXPECTED KEY DELIVERABLES AND SCOPE OF WORK

Beyond Zero seeks to engage a creative agency with experience in corporate identify rebranding, website development for non-profit organizations to work in close consultation with our communications and marketing team, the CEO's office and our programme teams to refresh our organisational brand, deliver an executable intranet and website.

### **PHASE I**

The agency will have to conduct an audit of the current brand positioning, audiences, and attributes, as well as strategic brand planning that is needed to streamlined brand usage. Using insights and recommendations from the audit to inform the brand refresh process the agency will produce the following deliverables:

1. Refresh the organisational logo
2. Detailed brand package including fonts, brand assets, other graphic elements, and color palettes for a host of collateral materials listed in detail below.
3. Branding package standards and usage guide

## PHASE II

The brand refresh process is expected to seamlessly inform Beyond Zero's website redesign, which will begin in conjunction with the rebranding. The development of standards and usage guide should be developed with that in mind. The agency should lead in the recreation of the website to be resourceful, informative, and serve as a marketing, communications and fundraising asset that provides a friendly environment which emphasizes access to the public, our partners, donors, and our beneficiaries.

Website features and enhancements:

- Develop a highly beneficial, cost-effective, easy to use, interactive, and architecturally sound website that will remain viable for a minimum of five years.
- Visually appealing – The site must have an attractive mix of photos, videos, graphics and text.
- For ease of use, the website must provide consistent orientation and navigational aids, such as hierarchical menus that tell users how deep they are into a topic or subtopic as well as a homepage link or icon on each page in the same position.
- Drive users to actions such as: Join, Attend, etc.
- Allow for interactivity. Include e-mail response, surveys, feedback, online forms, online payments, and access to various calendars. The designer must incorporate the ability for users to complete interactive online forms for such tasks as participating in programmes or referrals. etc.
- Must include a Customer Relationship Management (CRM) system.
- Form Printing. Several static forms will be available for printing. Website must have links or embedded plug-ins for opening and viewing these documents.
- Enable both public and private forums.
- Easily updated, with a content management system (CMS). Respondent should list the software that would be used to create the site.
- Optimized for mobile-use.

The information on the website should be directed towards the public, partners, visitors, prospective beneficiaries and donors, other government agencies, civic groups, associations, youth, MSM and TG groups.

### PHASE III

Beyond Zero wants to implement a modern, flexible and user-friendly corporate intranet that will support us in reaching our digital business objectives. The intranet should satisfy Beyond Zero's digital objectives of **knowledge management, facilitate communication and collaboration and line of business applications**. In the proposal the agency should include concept, design and implementation including rollout plan for our satellite offices and going live. The intranet proposal should include:

1. A proposed Content Management System (CMS) and motivation for the chosen system.
2. A Concept, screen design and coding (HTML etc.).
3. A content and editorial concept.
4. Scoping exercise at the beginning of the project and should include the intranet concept and wireframes as deliverables.

## 4. PROPOSAL GUIDELINES AND REQUIREMENTS

Proposals must include the following:

- Agency profile, previous experience, and core competencies
- Describe in detail your approach and process for brand and website development, including your ideal relationship with a client
  - Summary of rebranding experience, include examples that illustrate the process from research to package delivery
  - Summary of website experience, include examples that illustrate the process from building structure to launching the site live
- Profiles of key staff
- Proposed approach, work plan, and timeline
- Description of experience with non-profit or community organizations,
- Provide a detailed activity/schedule cost
- proposal which outlines the specific activities that will be performed during the brand process.
- List of three references that have used your professional services for a similar project. Include a contact name, address, and a contact phone number.

## 5. EXPECTED SERVICE PROVIDER EXPERIENCE, QUALIFICATIONS AND COMPETENCIES

Applications from Agencies will be assessed on their ability to provide a mixed team of suitable staff who shall be able demonstrate the following qualifications and competencies:

### Minimum Qualifications and Experience of Team

- a) Minimum 3-year IT-related post graduate degree or Masters degree
- b) 5 – 10 years of solid industry experience with C# and .NET
- c) At least two or more members of the team should be certified as MCAD, MCSD, Master certified Web Professional, Certified Software Development Professional (CSDP)
- d) A minimum of 5 years of experience in the media creative industry serving ATL, BTL and TTL in the NGO or private sector.
- e) A minimum of 10 years' experience in the CRM and CSM environment.
- f) Experience in developing creative concepts and corporate identity/branding
- g) Experience in web development
- h) Excellent communication skills, both verbal and written.

## 6. EVALUATION CRITERIA

The evaluation of proposals will be managed by a Procurement Review Committee (PRC) which will prepare a shortlist of applicants that meet the threshold for appointment. BEYOND ZERO will use the shortlist drawn by the PRC to recommend applicant(s) to be appointed.

The evaluation process will be conducted according to the following stages:

- Stage 1: Assessment of administrative compliance with pre-qualification/eligibility criteria. Applications that do not comply will not be evaluated further.
- Stage 2: Assessment of technical competency focusing on the ability to fulfil the required scope of work. Applicants need to achieve a score of at least 70 out of 100 points of the technical competency requirements to progress further. Selection will be done by a PRC
- Bidders obtaining a minimum of at least 50 out of 70 points of the technical competency requirements will be evaluated further on Price & BBBEE.

For applicants that satisfy the Stage 1 pre-qualification criteria and the administrative requirements, the weighting of the overall score is as follows:

CRITERIA	WEIGHT	SUB-CRITERIA	POINTS
<b>STAGE 1: ELIGIBILITY</b>	N/A	Company Profile	Pass/Fail
		Proposal	
		Detailed Fee Structure	
		CIPC Registration documents	
		Certified ID copies of Directors	
		Valid B-BBEE certificate	
		SARS Tax Clearance Certificate / Tax Compliance Letter	
		VAT Registration Certificate for all expenditure above R1 Million	
		Bank account verification letter	
		Completed and signed Declaration of Interest	
		Completed Signed Declaration of Interest	
		At least two or more members of the team should be certified as MCAD, MCSD, Master certified Web Professional, Certified Software Development Professional (CSDP)	
		Agency has a minimum of 10 years of experience in the media creative industry serving ATL, BTL and TTL in the NGO sector.	
		<b>STAGE 2: TECHNICAL</b>	
Provide the URL of three examples of projects you have recently completed that display expertise related to this proposal, as well as a short list of the service/services you completed for each.	15		
Design experience and approach: <ul style="list-style-type: none"> <li>Website design and development methodology</li> <li>Experience in developing active/multimedia content</li> <li>Website integration with intranet, social media, and other platforms</li> </ul>	20		
CMS experience, approach and Impact on SEO impact optimization	15		
Experience and clearly defined process of licensing, training, Hosting and site support.	10		
<b>TOTAL: TECHNICAL</b>	<b>70</b>		
<b>STAGE 3: PRICE AND B-BBEE (points to be allocated in accordance with PPPFA)</b>			
PRICE	20	Price (to be based on the proposed staffing mix, with disclosure of the proposed rates per team member)	20
B-BBEE	10	B-BBEE	10
<b>TOTAL: PRICE AND B-BBEE</b>			<b>30</b>

## 7. DURATION

The appointment shall require that the full team shall be available for a period of 3 full months.

## 8. PROPOSED WORKPLAN AND TIMELINES

The service provider working with management will develop detailed workplans and timelines. This workplan will be submitted to the Beyond Zero CEO within 1 week of commencement.

## 9. PAYMENT SCHEDULE

Beyond Zero payment terms will be applicable.

## 10. SUBMISSION & DEADLINE

- a) Proposals are to be electronically submitted not later than the closing date, which is the 24 June 2022.
- b) No late submissions will be accepted and considered for evaluation.

Additional information linked to awards are listed below:

- BEYOND ZERO reserves the right to request the applicant to meet with us to clarify the proposal.
- BEYOND ZERO is not bound to accept the proposal.
- BEYOND ZERO may, entirely at its discretion, decide to –
  - delay the award contracts for certain sections of the scope of work (taking into account, inter alia, timing of funding availability)
  - subject the award of contracts to specific conditions as BEYOND ZERO may determine at the stage of awarding the contract.