



BeyondZero

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TERMS OF REFERENCE

SUMMARY	
Title	Request for Proposal for the procurement of Out of Home (OOH) Media Production and Buying (MSM/TG)
Reference	BZ-GF-2022-12-03
Description <i>(Summary for website - 100 words max)</i>	Beyond Zero seeks the appointment a suitably qualified and experienced media owner (s) and or media buyer (s) with an experience in the production, flighting, and maintenance of Out of Home Media
Submission by email only to	tgf-procurement@beyondzero.org.za
Submission must include	<ol style="list-style-type: none">1. Valid BBB-EE Certificate (from SANAS Accredited Verification Agency)/Sworn Affidavit2. SARS Tax Clearance Status/pin3. In bids where consortia /joint ventures / sub-contractors are involved; each party must submit a separate proof of TCS / PIN4. Valid VAT registration certificate /Notice of Vat Registration for all expenditure more than R1 million (if applicable)5. Signed Global Fund Code of Conduct for Suppliers of Services6. Completed and Signed Declaration of Interest7. CIPC Registration Documents8. Completed and signed bid document9. Pricing Schedule
Deadline for submission	13 January 2023 @ 13h00



1. PURPOSE

1.1 Beyond Zero is seeking to employ the services of a Media Buying Agency/Media Owner to implement an out of home communication campaign (Taxi/Vehicle Branding, Static and Digital Billboards, Wall Murals, Street Pole Ads, Posters, Signage) in support of demand creation for its Men who have Sex with Men (MSM) and Transgender (TG) modules.

2. BACKGROUND

2.1 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 (CSS).

2.2 The MSM and TG programmes aims to reduce the number of new HIV infections and further spread of HIV through provision of recommended comprehensive package of services. MSM and TG are part of the broader key populations that have been shown to be at high risk for HIV infection. As part of program interventions, it is imperative to develop and disseminate information that will empower clientele to make decisions that enhance their health outcomes. Out of Home media has been identified as part of an integrated communications campaign to ensure that media touch points reinforce each other

Table 1: Districts and provinces where the MSM programme is implemented

Province	District
Eastern Cape	OR Tambo
Free State	Mangaung
KwaZulu-Natal	King Cetshwayo
	Ugu
	UThukela
Limpopo	Capricorn



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Province	District
	Mopane
	Vhembe
	Waterberg
	Greater Sekhukhune
Mpumalanga	Gert Sibande
North West	Bojanala

Table 2: Districts and provinces where the TG programme is implemented

Province	District
Free State	Mangaung
Limpopo	Capricorn
	Vhembe
Mpumalanga	Gert Sibande
North West	Bojanala
Western Cape	Garden Route

3. OBJECTIVE

- 3.1 The broad objective is to support Beyond Zero's MSM and TG programs to increase uptake of HIV services through provision of out of home media production and buying services

4. SCOPE OF WORK

- 4.1 The service provider should have extensive experience of working in the implementing areas and have the capacity to produce high Out of Home formats and provide monthly reports on their continued broadcast and quality. The campaign is to be implemented from date of an appointment for a period of three (3) months. The service provider will be expected to work under tight deadlines and to adapt to the needs of the campaign as required. The scope of work required from the prospective bidder includes:
- 4.1.1 Development of outdoor advertising strategy for the campaign informed by insights from respective districts.
- 4.1.2 Creative development and production of outdoor advertising artwork for all outdoor formats that meets industry standards.



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- 4.1.3 Sourcing, flighting, and maintenance of outdoor formats for the campaign period.
- 4.1.4 Monthly reporting and post campaign reporting.

5. RESPONSE REQUIREMENT

- 5.1 The service provider must provide written contactable reference letters that detail track record in working with key populations, specifically MSM and TG as well as having an established and strong monitoring and evaluation (M&E) system, required to meet the reporting needs of the programme.

Reference letters must not be older than five (5) years and must be submitted on the letterhead of the previously or current serviced clients and should at least reflect name of the clients, title of the related work conducted, contactable reference name and contact number and signed by the appropriate delegate.

- 5.2 Bidders must provide a breakdown of fees / cost structure for services to be rendered
- 5.3 Beyond Zero will use a pre-determined evaluation criterion when considering received Proposals. The evaluation criteria will consider the commitment made for Mandatory, Technical and Price and B-BBEE. During the evaluation of received Proposals Beyond Zero will make an assessment whether all the Proposals comply with set minimum requirements. Bidders which fail to meet minimum requirements, thresholds or have not submitted required mandatory documents will be disqualified from the bid process.
- 5.4 Bidders who meet the requirements of the TORs, commercial and the contractual conditions are invited to submit proposals. If the bidder finds any ambiguity, omission or internal contradictory, or any feature that is unclear or that appears restrictive, they should seek clarification before the closing date of submission
- 5.5 Beyond Zero requests written presentations of the proposed approach and implementation from the bidders as part of the bid evaluation process.
- 5.6 Once the proposals are received and opened, bidders shall not be required nor permitted to change the substance, the key staff and so forth.
- 5.7 The proposal should have a detailed schedule cost/budget.
- 5.8 Bidders must provide a detailed proposal of the approach to be used to carry out the scope of work with consideration of media consumption patterns, availability/site bible and make recommendations on viable formats for each district. Bidders should indicate their knowledge, capacity, technical expertise and demonstrate how the bidder will deliver this project in line with the scope of work, include a detailed project plan with specific timeframes, deliverables, and reporting. The bidders must also include portfolio of evidence of OOH work done in the past.

6. EVALUATION CRITERIA

The evaluation of proposals will be managed by an Evaluation Committee which will prepare a shortlist of applicants that meet the eligibility for appointment. The evaluation process will be conducted according to the following stages:

- **Stage 1:** Assessment of administrative compliance with eligibility criteria. Applications that do not comply will not be evaluated further.
- **Stage 2:** Assessment on technical evaluation criteria competency focusing on the ability to fulfil the required scope of work. Service providers need to achieve a score of at least 70 out of 100 points to progress further.
- **Stage 3:** The final stage of evaluation will be the application of the preference points system price at 80 points and B-BBEE 20 points.

6.1 STAGE 1: ELIGIBILITY EVALUATION

Table 1: Eligibility evaluation criteria

CRITERIA	SUB-CRITERIA	Comply/Not Comply
ELIGIBILITY	Valid BBB-EE Certificate (from SANAS Accredited Verification Agency)/Sworn Affidavit	Pass/Fail
	SARS Tax Clearance Status/pin	
	In bids where consortia / joint ventures / sub-contractors are involved; each party must submit a separate proof of TCS / PIN	
	Valid VAT registration certificate /Notice of Vat Registration for all expenditure more than R1 million (if applicable)	
	Signed Global Fund Code of Conduct for Suppliers of Services	
	Completed and signed Declaration of Interest	
	Completed and signed bid document	
	CIPC Registration Documents	

6.2 STAGE 2: TECHNICAL EVALUATION CRITERIA



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Only service providers who score 70 points or more in stage 2 will be evaluated further in stage 3 for price and BEE.

Criteria	Description	Weighting
Proposal Methodology and Approach	<p>The service provider must provide a detailed proposal of the methodology/ approach to be used to carry out the scope of work.</p> <p>The service provider must indicate their knowledge of the demonstration of how the bidder will deliver this project in line with the scope of work.</p> <p>Media buying/placement experience and approach (Proposed Strategy, Consumption patterns and media availability & Proposed OOH formats per district)</p> <p>Scoring Matrix</p> <p>Excellent: Satisfies the requirements The response is comprehensive, unambiguous and demonstrates a thorough understanding of the requirement and provides details of how the requirement will be met in full = 30 points</p> <p>Acceptable: Satisfies the requirement. The response shows an acceptable level of understanding of the requirement and provides some satisfactory level of details on how the requirements will be fulfilled = 20 points</p> <p>Serious Reservations: Satisfies the requirement with serious reservations. The response addresses some elements of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be fulfilled = 10 points</p>	30



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Criteria	Description	Weighting
	<p>Unacceptable: Does not meet the requirement. Does not comply and/or insufficient information provided = 0 points</p>	
	<p>The service provider must provide a detailed proposal of the reporting and project management (Insights development, Performance v/s targets, Recommendations & Workplan</p> <p>Scoring Matrix</p> <p>Excellent: Satisfies the requirements. The response is comprehensive, unambiguous and demonstrates a thorough understanding of the requirement and provides details of how the requirement will be met in full = 20 points</p> <p>Acceptable: Satisfies the requirement. The response shows an acceptable level of understanding of the requirement and provides some satisfactory level of details on how the requirements will be fulfilled = 10 points</p> <p>Serious Reservations: Satisfies the requirement with serious reservations. The response addresses some elements of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be fulfilled = 5 points</p> <p>Unacceptable: Does not meet the requirement. Does not comply and/or insufficient information provided = 0 points</p>	20
	<p>The service provider must provide a detailed proposal of the production and Maintenance (Creative development, Production and its schedule & Weekly and monthly maintenance reports)</p> <p>Scoring Matrix</p>	20



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Criteria	Description	Weighting
	<p>Excellent: Satisfies the requirements The response is comprehensive, unambiguous and demonstrates a thorough understanding of the requirement and provides details of how the requirement will be met in full = 20 points</p> <p>Acceptable: Satisfies the requirement. The response shows an acceptable level of understanding of the requirement and provides some satisfactory level of details on how the requirements will be fulfilled = 10 points</p> <p>Serious Reservations: Satisfies the requirement with serious reservations. The response addresses some elements of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be fulfilled = 5 points</p> <p>Unacceptable: Does not meet the requirement. Does not comply and/or insufficient information provided = 0 points</p>	
Experience, Qualification AND Competencies	<p>Company/Bidder Experience</p> <p>The service provider must have Solid industry experience with OOH production, placement, maintenance and reporting</p> <p>Evidence required: The service provider must provide written contactable reference letters from their previous clients for completed projects that are in line with this RFP.</p> <p>NB:</p> <p>An experience in the media creative and or buying industry serving BTL, TTL and ATL.</p> <p>Experience in developing creative concepts, corporate branding</p>	20



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Criteria	Description	Weighting
	<p>Experience in management of demand creation campaigns.</p> <p>Scoring Matrix</p> <p>3 or more written reference letter attached = 20 points</p> <p>2 written reference letter attached = 10 points</p> <p>1 written reference letter = 5 points</p> <p>No reference letter attached = 0 points</p>	
	<p>Personnel Qualifications & CVs</p> <p>Qualifications and detailed CV's of key personnel on the service providers team with at least a minimum of a three-year degree/post graduate degree in Media/Marketing/Communications/Public Relations.</p> <p>Evidence required: The service provider must provide certified copies of documents which must not be older than six (6) months together with CV's that has contactable references. Certified copies of qualification are a precondition on this criterion, and failure to provide the proof may result in a bidder scoring zero for this criterion.</p> <p>NB: At least one member of the key personnel working on the campaign should have graphic design qualification.</p> <p>Scoring Matrix</p> <p>5 years' relevant experience and more = 10 points</p> <p>3 to 4 years' relevant experience = 7.5 points</p> <p>1 to 2 years' relevant experience = 5 points</p> <p>Less than two (2) years' experience = 0 points</p>	10

6.3 STAGE 3: PRICE AND B-BBEE EVALUATION

Service Providers that have successfully met the minimum of 70 points in technical evaluation on stage 2 will be evaluation on stage 3 (Price and B-BBEE). It is recognised that it is difficult for a prospective service provider to be firm about the extent of the work based solely on the terms of reference. However, to assist with assessments, a service provider will be provided with scenarios in the pricing schedule for evaluation purposes whilst a rate card will be provided and must be completed to be used during delivery of the services.

NB: Service Providers should note that the scenarios provided below are for the purposes of evaluation of the tender and a rate card unit price will be used during execution of the services. The service providers' tender response will be evaluated based on a combination of price and BBBEE in accordance with the ratios set out below:

Price and B-BBEE	Weighting
Price	80
B-BBBEE	20
Total	100

Price evaluations will be conducted using the following formula:

$$\text{Lowest bid price} = 80$$

$$\text{Price under calculation} = 80 \left(1 - \frac{\text{Price under consideration} - \text{Lowest bid price}}{\text{Lowest bid price}} \right)$$

BBBEE evaluations will be conducted in accordance with the following table:

B-BBEE Status	Number of Points (80/20 system)
Level 1	20
Level 2	18
Level 3	12
Level 4	10
Level 5	8
Level 6	6
Level 7	4



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B-BBEE Status	Number of Points (80/20 system)
Level 8	1
Non-compliant	0

7. PRICING SCHEDULE

A detailed pricing schedule to be submitted by the bidder in line with the furnished proposal

Pricing Schedule Note:

- i. Price should be VAT Inclusive.
- ii. Rand amount should be rounded off to two (2) decimal points.
- iii. Service providers are required to price on all items.

NB. Error/s made must be scratched and signed next to the error by the same person who signs the bid document. Therefore, no tipex allowed. In addition, error/s made and relating to price must be accompanied by a letter [in the service provider's letterhead] pointing out the error made and acknowledging that it is the delegated signatory and was signed by the service provider for reasons of correcting the error.

In the event that the service provider fails to complete fully this form of price schedule or to provide the information requested, or to sign the bid at the appropriate spaces provided or next to errors, the bid will be rejected as nonresponsive.

