



# BeyondZero

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SUMMARY	
Title	Request for Proposal for the procurement of Out of Home (OOH) Media Production and Buying for Adolescents and Young People (AYP)
Reference	BZ-GF-2023-03-01
Description <i>(Summary for website - 100 words max)</i>	Beyond Zero seeks the appointment of 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	<a href="mailto:ffg-procurement@beyondzero.org.za">ffg-procurement@beyondzero.org.za</a>
Submission must include	<b>Schedule 1:</b> Valid B-BBEE certificate/Sworn Affidavit <b>Schedule 2:</b> Valid SARS tax clearance certificate/Tax Compliance Letter <b>Schedule 3:</b> In bids where consortia / joint ventures / sub-contractors are involved; each party must submit a separate proof of TCS / PIN <b>Schedule 4:</b> VAT Registration Certificate or VAT Registration Letter ("VALUE ADDED TAX Notice of Registration") available on e-Filing for all expenditure more than R50 000. (if applicable) <b>Schedule 5:</b> Signed Global Fund Code of Conduct for Suppliers of Services <b>Schedule 6:</b> Completed and Signed bid document. <b>Schedule 7:</b> CIPC Registration Document <b>Schedule 8:</b> Methodology and approach <b>Schedule 9:</b> Reporting and project management <b>Schedule 10:</b> Production and Maintenance <b>Schedule 11:</b> Company Experience <b>Schedule 12:</b> Personnel experience <b>Schedule 13:</b> Pricing proposal
Deadline submission for	<b>30 March 2023, @15h00pm</b>





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## 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 Adolescent and Young People's programme.

## 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:
  - 2.1.1 Prevention programs for adolescents and youth, in and out of school (AYP);
  - 2.1.2 Comprehensive prevention programs for Men who have sex with other Men (MSM);
  - 2.1.3 Comprehensive prevention programs for Transgender (TG) people and
  - 2.1.4 Community Systems Strengthening (CSS).
- 2.2 The AYP Programme targets both in and out of school AYP, aged 10-24 years, with the aim to influence risk reduction, behavior change and empowerment and does not exclude service provision to other populations.
- 2.3 The programme delivers both core and layered services for HIV prevention and management in targeted settings such as TVET and CET colleges and other resolute community safe spaces. It also uses the mobile health facility to deliver HIV and SRV related services at different points in communities within or nearby schools, TVETs and safe spaces. Safe spaces are key to the delivery of services to accommodate afterschool and weekend provision of youth friendly services and improve access to sexual and reproductive health (SRH), psychological and mental health support to AYP.
- 2.4 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.



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**Table 1: Districts and provinces where the AYP programme is implemented.**

Province	District	Sub-District
Free State	Thabo Mofutsanyana	Dihlabeng
		Setsoto
Eastern Cape	OR Tambo	Nyandeni
	Nelson Mandela Metro	Nelson Mandela C
Limpopo	Sekhukhune	Fetakgomo Tubatse

### 3 OBJECTIVE

- 3.1 The broad objective is to support Beyond Zero's AYP 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 quality Out of Home formats and provide monthly reports on their continued broadcast and quality.
- 4.2 The campaign is to be implemented 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.
- 4.3 The scope of work required from the prospective bidder includes:
- 4.3.1 Development of outdoor advertising strategy for the campaign informed by availability from respective districts.
- 4.3.2 Creative development and production of outdoor advertising artwork for all outdoor formats that meets industry standards.
- 4.3.3 Sourcing, flighting, and maintenance of outdoor formats for the campaign period.
- 4.3.4 Monthly reporting and post campaign reporting.

### 5 RESPONSE REQUIREMENT

- 5.1 The bidder must provide a detailed proposal to illustrate the following:
- 5.1.1 The approach the bidder will use to manage the scope of work.
- 5.1.2 Strategy the bidder will use to employ/determine availability and suitability of formats for the campaign in each district.
- 5.1.3 The bidder must provide a detailed proposal on monthly reporting.



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- 5.1.4 The bidder must provide a detailed proposal of the production and Maintenance (Creative development, Production and its schedule & Weekly and monthly maintenance reports)
- 5.2 The bidder must have **solid** industry experience with OOH production, placement, maintenance and reporting, provide written contactable reference letters that detail track record in provision of OOH services as well as having an established and strong monitoring and reporting 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 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.
- 5.3 Bidder must attach a four (4) brief Curriculum Vitae (CVs) of key personnel of the bidder's team indicating 5 years relevant experience in Media/Marketing/Communications/Public Relations and /or other related fields. Each member must have 5 years in order to be scored.  
**NB:** At least one member of the key personnel working on the campaign should have graphic design qualification. In the case where the team member has less than 5 years' experience bidder will be allocated a score of zero.
- 5.4 Bidders must provide a breakdown of professional fees / cost structure for services to be rendered.
- 5.5 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.
- 5.6 Once the proposals are received and opened, bidders shall not be required nor permitted to change the substance, the key staff and so forth.

## 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. bidders 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.

## 61. STAGE 1: ELIGIBILITY EVALUATION

**Table 2: Eligibility evaluation criteria**

CRITERIA	Document Submission	SUB-CRITERIA	Comply/Not Comply
ELIGIBILITY	<b>Schedule 1</b>	Valid B-BBEE Certificate (from SANAS Accredited Verification Agency)/Sworn Affidavit	
	<b>Schedule 2</b>	Valid SARS Tax Clearance Status/pin	
	<b>Schedule 3</b>	In bids where consortia / joint ventures / sub-contractors are involved; each party must submit a separate proof of TCS / PIN	
	<b>Schedule 4</b>	Valid VAT registration certificate /Notice of Vat Registration for all expenditure more than R1 million (if applicable)	
	<b>Schedule 5</b>	Signed Global Fund Code of Conduct for Suppliers of Services	
	<b>Schedule 6</b>	Completed and signed bid document	
	<b>Schedule 7</b>	CIPC Registration Documents	

## 62. STAGE 2: TECHNICAL EVALUATION CRITERIA

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

**Table 3: Technical Evaluation**

Criteria	Document Number	Description	Weighting
<b>Methodology &amp; Approach</b>	<b>Schedule 8</b>	The bidder must provide a detailed proposal of the approach to be used to carry out the scope of work. The bidder must indicate their knowledge of the demonstration of how the bidder will deliver this project in line with the scope of work.  <b>Media buying/placement experience and approach (Proposed Strategy, Consumption patterns and media availability &amp;</b>	30



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Criteria	Document Number	Description	Weighting
		<p><b>Proposed OOH formats per district)</b></p> <p><b>Scoring Matrix</b></p> <p><b>Excellent:</b> 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 = <b>30 points</b></p> <p><b>Acceptable:</b> 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 = <b>20 points</b></p> <p><b>Serious Reservations:</b> 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 = <b>10 points</b></p> <p><b>Unacceptable:</b> Does not meet the requirement. Does not comply and/or insufficient information provided = <b>0 points</b></p>	
<b>Reporting and project management</b>	<b>Schedule 9</b>	<p>Bidder must briefly demonstrate their reporting and project management (Insights development, Performance v/s targets, Recommendations &amp; Workplan).</p> <p><b>Scoring Matrix</b></p> <p><b>Excellent:</b> 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 = <b>20 points</b></p> <p><b>Acceptable:</b> 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 = <b>10 points</b></p> <p><b>Serious Reservations:</b> Satisfies the requirement with serious reservations. The response addresses some elements of the requirement but contains insufficient/limited detail or explanation to</p>	20



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Criteria	Document Number	Description	Weighting
		<p>demonstrate how the requirement will be fulfilled = <b>5 points</b></p> <p><b>Unacceptable:</b> Does not meet the requirement. Does not comply and/or insufficient information provided = <b>0 points</b></p>	
<p><b>Production and Maintenance</b></p>	<p><b>Schedule 10</b></p>	<p>Bidder must briefly demonstrate their production and Maintenance (Creative development, Production, and its schedule &amp; Weekly and monthly maintenance reports)</p> <p><b>Scoring Matrix</b></p> <p><b>Excellent:</b> 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 = <b>20 points</b></p> <p><b>Acceptable:</b> 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 = <b>10 points</b></p> <p><b>Serious Reservations:</b> 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 = <b>5 points</b></p> <p><b>Unacceptable:</b> Does not meet the requirement. Does not comply and/or insufficient information provided = <b>0 points</b></p>	<p>20</p>
<p><b>Company Experience</b></p>	<p><b>Schedule 11</b></p>	<p>Bidder must have a solid industry experience with OOH production, placement, maintenance, and reporting.</p> <p><b>Evidence required:</b> The bidder must provide written contactable reference letters from their previous or current clients for completed projects that are in line with this RFP.</p> <ul style="list-style-type: none"> <li>• An experience in the media creative and or buying industry serving BTL, TTL and ATL.</li> <li>• Experience in developing creative concepts, corporate branding.</li> <li>• Experience in management of demand creation campaigns</li> </ul>	<p>20</p>



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Criteria	Document Number	Description	Weighting
		<p><b>Scoring Matrix</b></p> <p>3 or more written reference letter attached = <b>20 points</b></p> <p>2 written reference letter attached = <b>10 points</b></p> <p>1 written reference letter = <b>5 points</b></p> <p>No reference letter attached = <b>0 points</b></p>	
<b>Personnel CV</b>	<b>Schedule 12</b>	<p>Bidder must attach <b>FOUR (4)</b> brief Curriculum Vitae (CVs) of key personnel of the bidder team indicating 5 years or more relevant experience in Media/Marketing/Communications/Public Relations and /or other related fields.</p> <p><b>Note to Bidders:</b></p> <ul style="list-style-type: none"> <li>• <b>At least one member of the key personnel working on the campaign should have a graphic design qualification.</b></li> <li>• <b>Each member must have 5 years in order to be scored.</b></li> <li>• <b>In the case where the team member has less than 5 years' experience bidder will be allocated a score of zero.</b></li> </ul> <p><b>Scoring Matrix</b></p> <p>5 years' relevant experience and more = <b>10 points</b></p> <p>Less than five (5) years' experience = <b>0 points</b></p>	10

### 63. 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).

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-BBEE	20
Total	100





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**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>B-BBEE Status</b>	<b>Number of Points (80/20 system)</b>
Level 1	20
Level 2	18
Level 3	12
Level 4	10
Level 5	8
Level 6	6
Level 7	4
Level 8	1
Non-compliant	0

