



# BeyondZero

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## SUMMARY

Title	Appointment of a service provider to produce and place multimedia content for communication campaigns in support of demand creation activities for Adolescents and Young People (AYP), Men who have Sex with other Men (MSM) and Transgender (TG) programmes for a period of three (3) months
Reference	<b>BZ-GF-2024-09-02</b>
Description	Beyond Zero seeks to appoint a suitably qualified and experienced production company/creative agency to produce and place multimedia content for communication campaigns in support of demand creation activities.
Submission by email only to	<a href="mailto:rfp-procurement@beyondzero.org.za">rfp-procurement@beyondzero.org.za</a>
Submission must include	<p><b>Schedule 1:</b> CIPC Registration Document</p> <p><b>Schedule 2:</b> Certified ID Copies of the Directors</p> <p><b>Schedule 3:</b> Valid SARS tax clearance certificate/Tax Compliance Letter</p> <p><b>Schedule 4:</b> Valid Notice of VAT registration for all expenditure more than R1 million or if not a VAT vendor, bidders must submit VAT exemption letter from SARS, latest Audited Financial statement or management Account.</p> <p><b>Schedule 5:</b> Valid B-BBEE certificate/Sworn Affidavit (<b>Failure on the part of a bidder to submit proof of valid 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.</b>)</p> <p><b>Schedule 6:</b> Signed Global Fund Code of Conduct for Suppliers of Services</p> <p><b>Schedule 7:</b> Completed and Signed bid document.</p> <p><b>Schedule 8:</b> Completed and signed declaration of interest (<i>Section E of the bid document</i>)</p>
Closing date and time	<b>16 October 2024 @15h00pm</b>

## 1. PURPOSE

- 1.1. Beyond Zero seeks to invite suitably qualified and experienced production company/creative agency to produce and place multimedia content for communication campaigns in support of demand creation activities, build social brands and raise awareness of Adolescent and Young People (AYP), Men who have Sex with other Men (MSM) and Transgender (TG) for a period of three (3) months.

## 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 (AYP);
- Comprehensive prevention programs for Men who have sex with other Men (MSM);
- Comprehensive prevention programs for Transgender (TG) people and
- Community Systems Strengthening (CSS).

### 2.2. Adolescent and Young People's (AYP) Programme:

- The AYP Programme targets both in and out of school AYP, aged 10-24 years, with the aim to influence risk reduction, behaviour change and empowerment and does not exclude service provision to other populations.
- 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.
- 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 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

**2.3. Men who have Sex with Men (MSM) Programme:**

- Me1st puts the well-being of MSM above everything else, thus ensuring that individuals live their truth on their terms.
- Me1st’s defined package of services includes risk-reduction counselling, gender-based screening and awareness, TB and STI screening, sexual and reproductive information, commodity distribution and HIV testing services. HIV-negative clients are re-engaged via regular HIV testing and enrolled in pre-exposure prophylaxis (PrEP) as appropriate and given available combination prevention. HIV- positive clients are directed to the care and treatment facilities, where they are introduced to antiretroviral therapy (ART) and encouraged to remain on treatment and achieve viral suppression.
- As part of programme 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 2: 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
	Mopane
	Vhembe
	Waterberg

Province	District
	Greater Sekhukhune
Mpumalanga	Gert Sibande
North West	Bojanala

#### 2.4. Transgender (TG) programme

- The programme addresses the need for culturally competent healthcare providers and administrators who can help end the health disparities and discrimination faced by the transgender community and provide friendly, knowledgeable and equitable care.
- The TG programme seeks to connect the transgender community with free healthcare support that is confidential and non-judgemental. In addition, the programme strives to raise awareness and increase education by sharing relatable experiences in South Africa that foster understanding and acceptance. The programme delivers a comprehensive, integrated, peer-led HIV/TB/SRHR package for transgender people, in line with the National Strategic Plan and the National LGBTI HIV Plan. The programme model's combination-prevention-approach combines biomedical, behavioural, and structural interventions, where the mode of delivery is compatible with the setting and population mix. The comprehensive package of health, social care and services is provided via a tiered approach into core, layers, and linkage services.
- As part of programme 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 3: 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. OBJECTIVES

- 3.1. The objective of this request is to appoint a service provider to provide technical and professional multimedia production and placement services for each programmatic area (AYP, MSM & TG) as per brief to create awareness and contribute towards demand creation for service uptake and retention.

### 4. SCOPE OF WORK

- 4.1. The prospective bidder should provide full, prompt, accurate and expert multimedia production services to Beyond Zero in accordance with the branding guidelines and programme requirements.
- 4.2. The service provider must amongst others be able to provide and deliver the services listed below in accordance with the brief issued by Beyond Zero programmes:
- 4.3. **Audio-videography and photography services:** high quality edited video, audio and photo materials with subtitles (in pre-agreed language) and other necessary information, including:
- 1 (one) x Professional documentary video/ photo coverage of programmes or situations relevant to each module for up to an hour.
  - 3 (three) x First person accounts/profiles – narrative visual storytelling that follows individuals, including families and communities, with elements of first-person interview, b-rolls, beauty breathing shots per programme area for up to 10 minutes.
  - 1 (one) x Signature videos – commercial type videos for module activations/campaigns for up to 30 seconds.
  - 4 x Public Service Announcements (PSA's) videos/vlogs of up to 2 min per module.
  - 3 x Podcasts or other audio-materials with voiceover up to 60 min per module per month.
- 4.4. **Graphic design services:**
- 4.4.1. Four (4) per month of high-quality designed products for print and digital platforms in variety of formats, with technical specifications ready for print (posters, banners, infographics, booklet, etc.). Creative illustrations and artwork in a variety of sizes, shapes and formats, optimized for use both for print and relevant digital platforms are also required.
- 4.4.2. Development and design of a coffee table book publications (documentary) of up to 50 pages including the cover with the following consideration:
- Collect and analyse relevant background information for the publication.
  - Conduct interviews with key stakeholders and create content for the publication.



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- Draft and finalise the publication based on the above-mentioned information.
- Print 1000 copies of this publication.

4.4.3. 4 x Infographics development per/month for each module for social media.

4.4.4. Design of one (1) digital banner for social media for each module.

4.4.5. Design 4 x GIFs per month for each module.

4.5. **Animations & motion graphics services:** high quality animations and visual materials with motion effects in appropriate formats, animations should also be accompanied by voice over and supported with subtitles in chosen languages.

- 2 x Cinematic animations 3D up to 3 min per module.
- 2 x Motion graphics up to 3 min per module.

4.6. **Media partnerships and copywriting services:** in collaboration with the BZ communications team develop interactive and compelling written based materials and place them on popular digital and printed media outlets.

- 1 x Article writing and placement in printed media per month per module.
- 1 x Article writing and placement in digital media per month per module appropriate for the target audience.

## 5. BID RESPONSE REQUIREMENTS

5.1. The service provider must provide a detailed proposal to illustrate the following:

- The methodology and approach the service provider will use to manage the scope of work.
- The service provider must outline the pre and post production approach aligned with programmatic deliverables.
- The service provider must provide a detailed proposal on monthly reporting as per scope of work.

5.2. The service provider's proposal must outline the expertise and competencies on offer and should expressly detail their previous experience. This may be supported by the CVs of the team, and inclusion of evidence of previous work conducted. To achieve the Scope of Work, the service provider appointed to undertake this project, should demonstrate the following key competencies:

- Experience in multimedia production inclusive of but not limited to:
  - Radio production.



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- Graphic design and print assets production.
- Social media and digital content design and production across different platforms.
- Audio and Visuals production.
- Project management experience and capability to deliver on a project within a deadline.
- Experience in leveraging small budgets.

5.3. The service provider must have solid industry experience in digital media production, placement and reporting, provide written contactable reference letters that detail track record in provision of digital media production services. 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.

5.4. Service provider must attach a four (4) brief Curriculum Vitae(s) (CVs) of key personnel of the service provider's team indicating 5 years relevant experience in multimedia production, marketing, communications, public relations and /or other related fields. Each member must have 5 years to be scored.

5.5. **NB:** At least one member of the key personnel working on the campaign should have graphic design experience. In the case where the team member has less than 5 years' experience service provider will be allocated a score of zero.

5.6. Service providers must provide a breakdown of professional fees / cost structure for services to be rendered for each activity on the scope of work.

## 6. EVALUATION CRITERIA

6.1. 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. Applications that do not comply may not be evaluated further.
- **Stage 2:** Assessment on functionality/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.

6.2. **Stage 1: Eligibility Evaluation**

**Table 4: Eligibility evaluation Stages**

CRITERIA	SUB-CRITERIA	Comply/Not Comply
<b>ELIGIBILITY REQUIREMENTS</b>	CIPC Registration Document	
	Valid SARS tax clearance certificate/Tax Compliance Letter	
	Valid Notice of VAT registration for all expenditure more than R1 million or if not a VAT vendor, service providers must submit VAT exemption letter from SARS, latest Audited Financial statement or management Account.	
	Valid B-BBEE certificate/Sworn Affidavit	
	Certified ID Copies of the Directors	
	Signed Global Fund Code of Conduct for Suppliers of Services	
	Completed and Signed bid document	
	Completed and signed declaration of interest (Section E of the bid document)	

6.3. **Stage 2: Functionality/Technical Evaluation Criteria**

6.3.1 Only service providers who score **70 points** or more in stage 2 will be evaluated further in stage 3 and therefore eligible for the award.

**Table 4: Functionality Evaluation**

Criteria	Description	Weighting
<b>Methodology and approach</b>	<p>The service provider must provide a detailed proposal and demonstrate their knowledge on how the service provider will deliver this project in line with the scope of work. The methodology and approach must also demonstrate the following:</p> <ul style="list-style-type: none"> <li>Multimedia buying/placement experience and approach (Proposed Strategy, consumption patterns, media availability, etc) per scope of work.</li> <li>provide a detailed proposal on monthly reporting as per scope of work.</li> </ul> <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</p>	30





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Criteria	Description	Weighting
	<p>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>Minor Reservations:</b> Satisfies the requirement with minor reservations. The response addresses a broad understanding of the requirement but may lack details on how the requirement will be fulfilled in certain areas = <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>	
<p><b>pre and post production methodology and approach</b></p>	<p>The service provider must outline the pre and post production methodology and approach aligned with programmatic deliverables (formative insights gathering, story boarding, set selection, casting, etc.)</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>	<p>30</p>
<p><b>Company Reference letters</b></p>	<p>Service provider must have solid industry experience with multimedia production, placement, maintenance, and reporting.</p> <p><b>Evidence required:</b> The service provider must provide written contactable reference letters from their previous or current clients for completed projects that are in line with this RFP.</p>	<p>30</p>



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Criteria	Description	Weighting
	<ul style="list-style-type: none"> <li>Experience in multimedia production and/or buying industry serving BTL, TTL and ATL.</li> </ul> <p><b>Scoring Matrix</b></p> <p>Three (3) or more valid reference letters attached = <b>30 points</b></p> <p>Two (2) valid reference letters attached = <b>20 points</b></p> <p>One (1) valid reference letter attached = <b>10 points</b></p> <p>No reference letter attached = <b>0 points</b></p>	
<b>Project Team</b>	<p>Service provider must submit <b>FOUR (4)</b> brief Curriculum Vitae(s) (CVs) of key personnel of the service provider team indicating 5 years or more relevant experience in multimedia, marketing, communications, public relations and /or other related fields.</p> <p><b>Note to Service providers:</b></p> <ul style="list-style-type: none"> <li>At least one member of the key personnel working on the campaign should have a graphic design experience.</li> <li>Each member must have a minimum of 5 years' experience in order to be scored.</li> <li>In the case where the team member has less than 5 years' experience service provider will be allocated a score of zero.</li> </ul> <p><b>Scoring Matrix</b></p> <p>5 years' relevant experience and more for all four (4) team members = <b>10 points</b></p> <p>Less than five (5) years' experience = <b>0 points</b></p>	10
<b>Total</b>		<b>100</b>

#### 6.4. Stage 3: Price and B-BBEE Evaluation

Service Providers that have successfully met all the technical evaluation on stage 2 will be further evaluated on stage 3 (Price and B-BBEE).

Price and B-BBEE	Weighting
Price	80
B-BBEE	20
<b>Total</b>	<b>100</b>



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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