

# REQUEST FOR PROPOSAL

## PUBLIC RELATIONS SUPPLIER FOR THE ASSOCIATION FOR COMMUNICATION & ADVERTISING AND THE EFFIE AWARDS SOUTH AFRICA

### PLEASE READ PRIOR TO COMPLETION

1. **PLEASE STICK TO LIMITS IMPOSED ON WORD COUNT**
2. Please ensure that ALL the information provided in your response is correct and accurate.
3. ANY falsification or embellishment of information will render your submission invalid at any point in this process.
4. Please note that the person evaluating your submission may have no knowledge of your company.
5. Any information requested and not supplied may negatively impact your submission.
6. If you are subject to non-disclosure of certain financial information, you may provide bands or ranges to allow us to evaluate your submission.
7. Please provide ONLY the information requested in this document.
8. Only provide the attachments requested in the questionnaire.
9. Failure to provide attachments requested will render your submission invalid.
10. Please email [lwanda@acasa.co.za](mailto:lwanda@acasa.co.za) should you have any questions and/or queries. All questions must be submitted in writing. Your question and answer will be sent to all companies registered for this process.
11. DEADLINE FOR SUBMISSION – 21 November 2023 **before** 17:00.
12. All Submissions must be emailed to [lwanda@acasa.co.za](mailto:lwanda@acasa.co.za) and a hard copy delivered to ACA, Nahana Communications Group 164 Katherine St, Barlow Park, Sandton 2196 Attention ACA CEO (deliveries only during office hours).
13. ANY SUBMISSIONS RECEIVED AFTER 21 November 2023 will render your submission as invalid.
14. The ACA will publish a list of all submissions received on its website.

### PRE-AMBLE AND GATE KEEPER REQUIREMENTS

The ACA has decided to conduct a review of the Public Relations for member agencies of the Association for Communication and Advertising NPC. We have decided to conduct a review of the current two policies as well as service provider.

#### Companies will be required to meet the following gatekeeper criteria:

- 1 Minimum level 2 B-BBEE
- 2 Be in Good Standing with the Department of Workmens Compensation
- 3 Have a Valid Tax Clearance Certificate
- 4 Provide proof of Indemnity insurance coverage of not less than R1m
- 5 Provide your Corporate Brochure or electronic link for same
- 6 Declaration of interest

**PROJECT DETAILS:**

Date of Issue:	Thursday, 02 November 2023
Time and Date Proposal is Due:	Tuesday, 21 November 2023
Proposed Start Date of Project:	Friday, 01 December 2023
Proposed End Date of Project:	Friday, 13 December 2024
Requisitioner's Contact Person:	Lwanda Lloyd
Designation:	Junior Marketing and Events Coordinator
Organisation Name:	Association for Communication & Advertising (NPC)
Telephone Number:	+27 10 880 9933
E-mail	lwanda@acasa.co.za
Address:	164 Katherine St, Barlow Park
City and Postcode:	Sandton, 2196

You are hereby requested to submit a quote in accordance with all requirements outlined in the attached project brief.

**A. COMPANY PROFILE**

Head Office: \_\_\_\_\_

Full Name: \_\_\_\_\_

Company Registration Number: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Website Address: \_\_\_\_\_

Telephone (B): \_\_\_\_\_

VAT Number: \_\_\_\_\_

Inception Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Designation of Contact Person: \_\_\_\_\_

Mobile Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

B-BBEE Level (**Attach Certificate**):

1

2

3+

**Details, background, and experience of current staff who specialise in Public Relations and Media, who have been involved for a minimum of 2 years**

Name	Level (Senior/Middle/Junior)	How many years' experience in Public Relations	Background highlights



<b>Proposed service team. Confirmation that all employees who will be involved in the handling of the account</b>			
<b>Name</b>	<b>Level (Senior/Middle/Junior)</b>	<b>How many years' experience in Public Relations</b>	<b>Background highlights</b>

<b>Details of experience in handling Public Relations in the NPC/Entertainment/Marketing &amp; Communications sector</b>

<b>Indication of your remuneration structure and how this would change should a 3 year appointment be made</b>

<b>Any other information you deem pertinent in response to this RFP, but limited to a maximum of 500 words</b>

## **B. BRIEF OVERVIEW**

### **Association for Communication & Advertising (ACA)**

Our mission is to promote a communications profession that is trusted, inclusive and measurable.

The ACA enforces self-regulation, and is steadfast in its promise to:

- promote agency and professional transformation in order to remove barriers that may prevent access for disadvantaged groupings
- discourage dishonest and undesirable practices in advertising and related fields of activity, and to promote self-regulation of advertising standards
- state commonly accepted practice in the profession, so that both advertisers and agencies are aware of their respective rights and obligations
- encourage fair remuneration for advertising and communications agencies
- be an advocate of advertising and freedom of commercial speech.

### **Effie Awards South Africa**

Effie Awards South Africa is on a mission to set a new standard of excellence in marketing. We champion effectiveness through smart leadership, inspiring insights, and the largest marketing effectiveness awards in the world.

We are the world's largest community of thinkers and practitioners of marketing, powered by a data set of effectiveness cases from over 125 markets. A unifying force for brands, agencies, and media platforms the world over, we push progressive thinking forward and foster an industry-wide culture of effectiveness, while equipping marketers with the tools and training they need to succeed.

The Effie Awards are a globally recognised symbol of outstanding achievement. We are proud to honour all types of effective marketing and the people who make it. Entrants will be helping to build a legacy of brilliant thinking that will inspire marketers for years to come.

The ACA is the license holder of Effie Awards South Africa commencing in 2019. As the license holder we have executed three awards ceremonies since 2021 and PR is a key deliverable for the Effie program.

The core principles of Effie Awards are:

- Effectiveness means one simple thing: "does it work"
- We believe effectiveness is dynamic
- We recognize and celebrate collaboration
- We are the forum for marketing effectiveness
- Our focus for Effie is global
- We reinvest in our industry
- An "Effie" must be earned

## **C. PURPOSE OF THE BRIEF**

The ACA is the license holder of the Effie Awards in South Africa. As the license holder we have executed three awards ceremonies since 2021 and PR is a key deliverable for the Effie program. Effie Awards South Africa is here to lead, and inspire effective marketing efforts.

The Company must execute the following:

1. Account management
2. Media releases – writing and media relations
3. Event attendance/meetings
4. Social media management
5. ROI reports

### **Execution Details**

The Company must execute the following for both the ACA and Effie Awards South Africa:

#### **1. Account Management**

- Attendance of status meetings
- General account management
- Attend various meetings
- Monthly media report preparation
- Board report preparation
- Status report preparation
- Account oversight

#### **2. Media Releases – Writing and Media Relations**

- Briefing from client and to writer
- Writing content for media release and including the ACA and Effie website
- Pitching of stories to the media

#### **3. Event Attendance/Meetings**

- Tribe (Committee) meetings
- Board meetings by invitation
- All events

#### **4. Social Media Management**

- Content creation – presentation of plan, execution, and reporting
- Community management
- Design

#### **5. ROI Sponsorship Reports**

- Prepare annual reports for all sponsors

## Public Relations Requirements

Influence, engage, and build relationship with key stakeholders across numerous platforms to shape and frame the public perception of ACA and Effie Awards South Africa.

### Deliverables

1. Purpose of the Project: To execute PR for the ACA and Effie Awards South Africa
  - The supplier will be expected to attend and report to the Effie Committee at all Effie related meetings where invited
  - Estimated budget – R600 000 per annum
  - Duration – the project will run from January until December 2024
2. The event teams are:
  - ACA team
  - Effie Awards SA Committee
3. Meeting Venues
  - All meetings will be held at the ACA offices or virtually
  - During event execution meetings can be held at the venue

## D. TERMS OF REFERENCE

The Association for Communications and Advertising reserves, under exceptional circumstances the rights to extend the closing date. All proposals and all subsequent information received from suppliers will not be returned. The adjudication process does not represent a commitment on the part of the ACA to proceed further with that proposal or of any other supplier. The price quoted must be valid for at least 90 days.

### Important Sources of information

- <http://acasa.co.za/> / <https://effieawards.co.za/>
- Effie Awards SA Brand Guidelines



2021.09.24  
effie-brand-guideline:

## E. INFORMATION REQUIRED IN PROPOSAL

- Quotes are to be prepared in accordance with the requirements outlined above in Word format.

- An outline of the shortlisted **Supplier's ability and approach** to deliver the Terms of Reference including:
  - One hour presentation followed by a Q&A
  - Information on the Supplier's ability to meet the requirements
  - Confirmation of **no conflict of interest** or details of any potential conflict of interest and strategies to manage.
- An **estimate of the project fees** including:
  - the breakdown of the budget
  - All activities to execute PR for ACA and Effie Awards South Africa
- Address any **Special Conditions** of contract.
- Provide three (3) reference letters

The following documents should accompany the Proposal:

- The completed proposal in terms of remuneration structure with reference to the event and sponsorships.
- Any other information that the Service Provider may desire to submit in support of its proposal.

## **F. EVALUATION CRITERIA**

### **Generic Evaluation Criteria**

- Demonstrated understanding of nature of project(s)
- Preparation of an acceptable methodology and work plan to deliver the project(s)
- Proven experience and strength of the team to be assigned to this project including the identity and role of the team leader
- Ability and approach to working collaboratively with key stakeholders.
- The Supplier must demonstrate to the satisfaction of the ACA that it has no conflict of interest in undertaking the project work
- The proposed fee for service. (Remuneration model)

### **Late Proposals**

The ACA reserves the right not to consider late proposal.

### **The ACA's Specific Rights**

- We are not bound to accept the lowest Remuneration structure.
- No correspondence will be entered into regarding unsuccessful proposals.



Please note that the ACA whilst generally intending to proceed with the process as outlined, does not guarantee to proceed, and reserves the right to:

- Make any or no appointment.
- Not to proceed with the execution of the appointment of any supplier

The process will be as follows:

- All submissions will be considered and a shortlist of the top five will be requested to pitch to a panel.
- A maximum of five submissions will be considered and all unsuccessful submissions will be awarded a pitch fee of R5 000 (five thousand rand).
- The incumbent may make up part of the process based on the success of your submission.

Should a supplier identify an issue which is considered material to the submission of the proposal, the matter can be clarified with **Lwanda Lloyd** via e-mail to [lwanda@acasa.co.za](mailto:lwanda@acasa.co.za).

Questions of clarification should be submitted in writing no later than 7 working days prior to the submission deadline of **Tuesday, 21 November 2023**. Late questions will not be considered.

All questions and their responses may be assembled for provision to potential Suppliers. Questions may be edited to remove the identity of the enquirers.