NAME OF BRIEF: INTEGRATED MARKETING AGENCY

BREIFING DATE: 3 August 2012

PURPOSE

The purpose of the brief is to seek the services of an Advertising Agency to assist in the development and execution of an Integrated Marketing strategy, conceptual and creative elements to support TIA’s marketing strategy which includes advocacy and communication.

SCOPE

Campaign Creative Development, Production and Trafficking

- Ongoing strategic planning and creative consultation across all TIA offerings
- Above and below the line advertising services
- Campaign conceptualization, development and activation for TIA offerings
- Propose advertising strategy in line with marketing strategy
- Provide creative development and production services.
- Develop product and services brochures and other relevant collateral.
- Copy writing and content development
- Provide advertising campaigns across relevant media platforms
- Post campaign analysis and tracking

Media Planning and Buying

- Develop media strategy in line with campaign strategy.
- Provide media planning, buying services.
- Propose relevant media options for delivering TIA’s marketing messages to audiences. Recommend media placement options in appropriate media channels as well as negotiate costs.
- Provide media analyses services and give direction on effectiveness of potential new media channels as part of its analysis.
- Agency must negotiate added value on where possible.
- TIA will review all media recommendations for their accuracy in hitting target audiences and cost-effectiveness.
- Provide post campaign analysis at the end of each campaign.
Public Relations

Assist TIA with public relations efforts, including but not limited to:

- Media releases - press Releases on major initiatives and campaigns
- Media relations - provide media coverage for the business and its product offerings
- Site visits - Lobby media attendance and coverage for public events and activities
- Reputation management – Build and maintain a positive reputation and assist to counter any adverse publicity encountered by TIA.
- Media interviews - Negotiate and coordinate for media presence on TV and radio talk shows and interviews.
- Copy writing - Writing and arranging articles for advertorials on print publications
- Media launches – Internal and external brand activation events
- Any other PR related work on agreed terms.

OBJECTIVES

- To promote the brand and its relevance in the market
- To create awareness of TIA products and services
- Maintain consistent media presence for the brand and its offerings

TARGET MARKET

TIA has identified the following segments as its targeted market:

- The Citizen – South African citizens
- The Innovator – Higher education Institutions, Youth, Large Companies, Science Council
- The Investor – Government, Venture Capitalists.
PRICING

The Agency is required to propose a pricing structure and include the following considerations:

Agency Rates: Agency must present their billing process and provide a summary of hourly rates, as well as typical markup rates for third party costs if any.

Estimated Hourly Costs plus Expenses per Project Basis: Are project costs presented in estimated hours of the agency’s time, with TIA paying for the actual hours incurred?

Production Mark-ups: Agency to outline any third party costs that are marked up with a surcharge and the rate of the mark up or any other preferred method.

DURATION OF CONTRACT

2 years

BUDGET

Phase 1 - R3.5 million
Phase 2 – R5 million

TIMELINES

- 3rd August 2012 – Briefing Session at TIA offices
- 28th August 2012 - Submission of proposals by service providers
# EVALUATION CRITERIA

**First Stage: Functionality/Technical Evaluation**

<table>
<thead>
<tr>
<th>Categories and criteria</th>
<th>Weight</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding of TIA business and Technical approach in delivering an Integrated marketing strategy. 5 = Expert, Knowledgeable = 4, Fair Knowledge = 3, Poor knowledge = 2, Lack of knowledge = 1</td>
<td>0.4</td>
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<tr>
<td>Demonstration of skills and capacity -Agency experience in the field, portfolio of previous work done and references. 5 = 10yrs plus, 4 = 6yrs, 3 = 4yrs, 2 = 2yrs, 1 = 1yrs&lt;</td>
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<tr>
<td>Experience in working with a client in the service industry. 5 = 5 Skilled plus, 4 = 4skilled, 3 = 3skills, 2 = skilled, 1 = 1skilled</td>
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<tr>
<td>Agency’s ability to negotiate added value on advertising and leverage on PR opportunities. 5= 10 portfolio, 4= 8 portfolio, 3= 6 portfolio, 2= 4 portfolio, 1= 2 portfolio</td>
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<tr>
<td>Total weighted score/Maximum possible score</td>
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<td>Minimum qualifying score (expressed as percentage)</td>
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**Second Stage: Evaluation in terms of 90/10 Preference Points System**

<table>
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<tr>
<th>Categories and criteria</th>
<th>Points</th>
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<tr>
<td>1. Bid Price</td>
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<td>2. Points awarded for B-BBEE Status Level</td>
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<th>B-BBEE Level of Contributor</th>
<th>Number of points (90/10 system)</th>
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<td>1</td>
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<tr>
<td>Non-compliant contributor</td>
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Total points for Price and B-BBEE Level status. 100