

**Tender Number: T19/03/23**

**TENDER DESCRIPTION:REQUEST FOR PROPOSAL FOR INTEGRATED BRAND COMMUNICATION AGENCIES**

**QUESTIONS AND ANSWERS**

<b>No.</b>	<b>Question</b>	<b>Type</b>	<b>Answer</b>
1a	We don't see a clear definition of roles from category 1 and 2 the roles seem similar would you be able to define this better? Some of the key differentiators for Category one include :	Technical	This Lead Strategic Agency (Category One) will drive the co-creation of annual marketing communication strategies with the IDC Marketing and Communication team - This agency would be the anchor service provider, providing Through-The-Line marketing including social media management of our owned channels (campaign and community management), - The Lead Strategic Agency (Category One) must demonstrate the ability to lead the integration of all Integrated Brand Marketing and Comms agencies' (including Website Management and the Engagement agency's efforts, PR and Media to a point)input in delivering a "One IDC brand"
1b	On the disbursements in the costing section it refers to costs to travel and printing, are these for campaigns for administration etc? Without anything defined yet it is quite difficult to understand the disbursements that might come of this?	Technical	Bidders are required to indicate any disbursements that are aligned with the retainer fees proposed.
2	With regards to the criteria for production management process flow and capabilities does this refer to any supplier that we could use to rollout and do we have to have existing agreements or can we have used them in the past? Do we have list a markup or handling fee?	Technical	This ask is meant to demonstrate the ability to execute activations,it need not be current agreements (active) but the agency must have had a working relationship with the listed vendors, vendors may be contacted to confirm jobs executed. As per tender doc: To ensure that production can be done on short notice and to obtain competitive rates for IDC jobs, the bidder must provide two (2) contactable references for the following disciplines: •Printing companies •Production company (produce TV/radio/Digital or multi-media content) •Branded collateral/ merchandise suppliers Note – the IDC reserves the right to request signed agreements of stated suppliers.
	27 of 59, 7.1.2: Point (c) requires and art director/graphic designer and a copywriter. But point (d) requires a communication specialist. Can the copywriter and communication specialist not be the same person?	Technical	While we prefer for these to not be the same person, as most copywriters generally branch off into long format or short creative format writing , with financial communication also being a specialised skill. It may be the same person, the accompanying CV would need to clearly indicate their experience across the various writing formats and clients worked on.
	Page 28 of 59, 7.1.3: In response to point (b) are we required to provide a case study of each of these items or a methodology?	Technical	The bidder is to demonstrate the approach to end-to-end campaign development process and tools used in responding to a marketing/comms. brief. (This is the methodology applied in building your campaigns) . You are then to provide case studies , which should be showing the practical side of your methodology in practice.
	Page 29 of 59, 7.1.3: In response to point (d) are we required to provide letters from our suppliers as contactable references?	Technical	Please refer to <b>Table (f) of Annexure 5</b> for the format. Letters are always helpful, but the bidders are required to complete the table with the contact details.
	Page 34 of 59, 8.1: For the categories titled "Campaign Strategy and Planning" and "TTL Creative Work" professionals of different experience levels will be required. Are we able to specify rates per professional under each category?	Costings	Yes, it is expected that you would list the resources you are proposing with the corresponding rates which build up to your proposed retainer. You can build your own table using the template, to allow for the space/rows as per your need.