

ANNEXURE A

BUSINESS REQUIREMENTS SPECIFICATION DOCUMENT

1.1 INTRODUCTION

South African Revenue Service (SARS) solicitate the market to obtain suitably qualified service for the provision of media bulk buying and related services for a period of forty-eight (48) months on a non-exclusive basis.

1.2 OBJECTIVES

SARS's objective is to appoint a service provider who will:

- Provide SARS with a media buying service that creates visibility and communicates our communication objectives on marketing platforms that the selected taxpayers and traders will relate to;
- Achieve significant cost savings for SARS through advising, timeous planning and buying that yields bulk discount benefits without degradation in the quality of services;
- Drive the best value for money by recommending platforms and programmes that have high reach with our target market;
- Provide a marketing and communication media team with the necessary expertise that ensures a sustainable supply of services;
- Meet SARS's current requirements (at a minimum) and provide for flexibility to meet SARS's future needs related to the scope;
- Appropriately contain SARS's risk, including with respect to (i) sustained service delivery; (ii) cost containment; (iii) changes in law; (iv) procurement of the services under a flexible and scalable arrangement which reflects its needs from time to time;
- Establish a successful contractual relationship between the parties that is flexible and highly responsive to SARS's changing requirements over the term;
- Provide SARS with expertise that is required to identify, analyse, recommend, provide and implement, amongst other things, new technologies and processes; and
- Provide SARS with consistent and innovative services over the term of the contract.

1.3 SCOPE OF SERVICES

1.3.1 The South African Revenue Service desires to appoint an established media buying agency. The service provider must have extensive experience to procure for all SARS requirements media placements as in the following media platforms:

- National Radio (Including Regional &

Community Radio stations);

- Print media (Including Regional & Community media);
- Television (Including Regional & Community TV);
- All types of Out-of-home (OOH) Billboards;
- Online and digital media;
- Exhibition and brand activation space
- The distribution of bulk messages on social media platforms like WhatsApp; and
- Production of material for out of home, radio and digital platforms.

1.3.2 The service provider must have a proven track record on:

- Media research, analysis and monitoring;
- Media strategy development and execution;
- Media platform selection;
- Media commission and bulk discount rate negotiations and placements;
- Excellent media buying turnaround time; and
- Knowledge, information and skills transfer initiatives for clients.

1.3.3 The service provider is expected to:

- Demonstrate an understanding of the political landscape and socio-economic conditions that would influence taxpayer's perception of SARS and consequential reputational impact;
- Develop, refine and implement media strategies for SARS campaigns;
- Undertake negotiations with media owners to secure the most cost-effective bulk discount rates and added value for SARS;
- Undertake media planning and buying of all SARS advertising and brand activation requirements;
- Provide post campaign analysis indicating effectiveness and return on investment of all media placements;
- Ensure tracking, monitoring and management of all SARS media placements;
- Submit monthly, quarterly and annual analytical reports as well as ad hoc reports on advertising spend by SARS;
- Provide SARS access to research data and analysis which will assist SARS in its media planning and placement;
- Work in collaboration with the appointed creative agency to develop and implement through-the-line marketing communication strategies when required;
- Advise SARS of any innovations in the media industry that would be suitable for SARS advertising and brand activations;
- Respond to short lead times and booking requests; and
- Attend weekly status meetings at SARS offices and/or through any selected online channel suitable for the purpose and upon request.

1.3.4 Reporting

The service provider must provide SARS with:

- A media strategy for a campaign;
- Media buying schedules, media trends and the latest developments on a quarterly basis;
- Weekly status reports in conjunction with the creative advertising agency;
- Monthly report in conjunction with the creative advertising agency for long-term campaigns;
- Campaign close-out reports in conjunction with the creative agency; and
- Ad hoc media related reports requested from time-to-time.

1.3.5 Infrastructure to support campaigns, client management, and data analytics.

The service provider must provide SARS with the following comprehensive company infrastructure to support campaigns, client management, and analytics:

- Technology & Software
- Ad Buying Platforms
- CRM Systems
- Media Monitoring
- Analytics & Performance Metrics
- Television Audience Measurement Survey
- Radio Audience Measurement Survey
- Attribution modelling

1.3.6 Resource

The service provider must provide details of the key contact person / key account manager including his/her role and responsibilities and a comprehensive CV, level of expertise of the individual in industry psychographic analysis, consumer behaviour strategy (qualifications, experience relevant to the scope of services) in these areas:

- Media planning/buying;
- Account management;
- Strategy; and
- Research.

The service provider must provide curriculum vitae of at least four (4) members in the proposed team. The individual team member must have a minimum number of five (5) years, more years' experience in the field of expertise such as media strategy, media buying, research, campaign analyst, digital platform specialist and a list of their previous clients.

1.3.7 Business Continuity Plan Business

The service provider must provide business continuity plan to ensure a seamless or uninterrupted delivery of service.

1.3.8 References

The service provider must provide reference letters from at least three (3) contactable clients to whom similar services have been provided to in the past five (5) years. The reference letters must include company name, contact person's name and designation, phone number, email address, duration of contract, a brief description of the services rendered, the discount percentage received over the contract period as well as the level of satisfaction with the service rendered.

1.3.9 Transition/ Hand-over

The bidder will be required to partake in a formal transition and hand-over from the outgoing service provider to adopt the current model of service provision to the model described in this Request for Proposal (RFP) a month before the inception of the contract.