

RFP10 /2025: PROVISION OF MEDIA BULK BUYING, MEDIA PLANNING AND RELATED SERVICES FOR SARS

Non - Compulsory Briefing Session Question & Answers

Last updated: 23/07 /2025

#	Question	Answer
Questions during the Briefing Session		
1	The Scope of Services and Business Requirement documents refer to CRM as amongst the required technical capabilities. Our understanding is that this refers to how the agency manages its client relationships, and NOT the provision of CRM services to SARS (with respect, for example, to taxpayers or other stakeholders). Is our understanding correct?	We require to assist In Infrastructure to support campaigns, client management, and data analytics. Business Requirements Specification document Paragraph 1.3.5.
2	The RFP notes that the media agency may be required to provide services relating to (i) the production of radio and digital material and (ii) media monitoring. However, the RFP also indicates (in the Pricing Submission) that remuneration is strictly based on commission from media buying.	SARS issued an erratum on the 22 July 2025 and Kindly refer and align.
3	By “media monitoring”, we understand SARS to mean NOT the provision of proof of flighting for booked campaigns, but rather media monitoring services providing an overview of topic or brand coverage on digital, print and broadcast media. This is a service generally provided as part of a Public / Media Relations agreement. Is our understanding correct?	SARS issued an erratum on the 22 July 2025 and Kindly refer and align.
4	If our understanding at 2.a. above is correct, then media monitoring services would not be billed on the basis of media commission, but would constitute a monthly service cost. How should we approach billing in this case?	There is no need for the monthly cost as per responses number 2 and 3 above. The media monitoring that we are referring to is part of the media strategy required for a campaign .
5	Similarly, radio and digital production services are billed per hour and/or output (and	SARS issued an erratum on the 22 July 2025 and Kindly refer and align.

	depending on the nature of the production, including issues such as license fees, photography, artist fees, etc.). These would therefore not be billed on a commission basis. How should we approach billing in this case?	
6	Frequency of bulk media buying required?	As and when required for a period of 4 years.
7	Do you have a Strategy in place that you would like us to roll out into a media plan and implement?	Yes, we have a marketing strategy.
8	Or are we starting from scratch with a brief?	SARS will provide appointed bidder with a media plan and buying brief.
9	Over what period are these services required?	The successful bidder will be appointed for a period of forty-eight (48) months, subject to SARS terms and conditions.
10	Artwork for adverts - will we be supplied or will we craft and design for your approval?	SARS operates two specialized agencies: one creative agency that develops artwork based on briefs, and a separate media agency that conducts audience analysis, plans and executes media buying, and reports on campaign effectiveness in line with the detailed scope.
11	What is the scope of media buying (Print, Online, Radio, TV, Billboards, Social media, online TV channels)?	Kindly refer to the Annexure A – Business Requirements Specification document paragraph 1.3.
12	Budget is there a set budget allocated, and are will we have access to the information? Or do we pitch on a spend based on the scope of work required?	The bid proposal should align with the scope of work and in line with the pricing template .
13	What are the terms and conditions and expectations from the companies pitching for work - will you require weekly updates and recons of all work done; or are you looking at monthly report backs or on an as and when basis?	Kindly refer to the Annexure A – Business Requirements Specification document Paragraph 1.3.4.