

RFP 45/2015: CLARIFICATION QUESTIONS AND ANSWERS FROM BRIEFING SESSION HELD ON 14 MARCH 2016

QUESTION	ANSWER
1 CLARICATION QUESTIONS RECEIVED AT THE BRIEFING SESSION	
1.1 Would SARS consider the specialist digital advertising agency as a secondary partner or does the appointed agency need to be inclusive of the specialist digital advertising agency?	Digital advertising services should be rendered by the agency and can be either an in-house or an outsourced service.
1.2 Does SARS include branch openings as part of the events management category? If yes, how many branches did SARS open in 2015?	Yes, it is part of the events management category. There were two branch openings in 2015.
1.3 Is public relations included in the bid specification?	No, public (media) relations is managed internally.
1.4 Does SARS manage its social media internally?	Yes, SARS currently manages its social media internally. SARS is only active on Facebook at the moment, but looking to expand to other major social networks in future.
1.5 What is the number of agencies to be shortlisted for the panel?	SARS will appoint five service providers per category. Please refer to table 11B of the main RFP document.
1.6 Is it possible for one agency to bid for more than one category?	Yes. The bidder must package the submissions accordingly as outlined in section 10.5 of the main RFP document.
1.7 From an operational perspective, how is the utilisation of the panel going to work?	The process for utilisation still to be finalised. The process may include rotation, RFQ, RFP and Pitch /Presentations.
1.8 May you be so kind as to share your current marketing strategy, this will assist us in meeting your requirements as per the RFP.	Agencies will receive a comprehensive brief prior to each campaign/project. For purposes of the RFP, agencies are welcome to consult SARS corporate publications available on the website

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	www.sars.gov.za
1.9 Are appointed service providers required to assist in campaigns or marketing collateral e.g. Internal branding.	Design and production of internal marketing collateral are managed in-house by SARS.
1.10 Are you looking at having a main service provider?	All top five bidders shortlisted in each category will be treated equally.
1.11 Does draft MSA need to be signed or how do we indicate that it is a draft?	<p>The draft MSA does not need to be signed at this stage. However, it needs to be submitted with the bidder's proposal indicating whether the bidder accepts the terms and conditions contained therein, alternatively the bidder can propose amendments to clauses or make comments. Bidders are referred to paragraph 10.6.2 of the main RFP document in this regard.</p> <p>The MSA that was uploaded to the SARS website already has a watermark indicating that it is a draft.</p>