

## RFP 45/2015: CLARIFICATION QUESTIONS AND ANSWERS

QUESTION	ANSWER
<b>CLARICATION QUESTIONS RECEIVED AT THE BRIEFING SESSION</b>	
1. Please advise if we as a company have to submit separate documents for each category – Marketing, Advertising and Related Services? Or should we complete one set of SBD's for all categories.	Bidders are required to submit all the required information for each category they are tendering for. Each category will be evaluated independent of each other and it is therefore important that Bidders submit all the required information separately should they be submitting proposals in one (1) or any combination of the three (3) categories. Refer to sections 10.5.1, 10.5.2 and 10.5.3 of the RFP document.
2. Please advise how many copies we should submit.	The Bidder(s) are required to submit two (2) copies of each file (original and duplicate) and 1 CD-ROM / USB with content of each file <i>for each category they are tendering for</i> . Refer to section 10.5 of the RFP document.
3. Is this tender based on the National or Gauteng Provincial geographic area in South Africa? I am asking with regards to the PR and marketing specifications.	RFP 45/2015 is for the appointment of a panel of service providers for marketing, advertising and related services not for PR. With regard to marketing.
4. With regards to the events management Category B: <ul style="list-style-type: none"> <li>• are we required to quote on a specific capacity of people (attendees) or can we suggest a quote based on 5000 PAX?</li> <li>• are we required to quote on a specific event i.e. Regional Awards? What is the capacity of this event?</li> </ul>	SARS will provide a detailed brief for each event, including the amount of invitees, suggested venue, format etc. Bidders are however welcome to provide suggestions for consideration.
5. With regards to Category A, are we required to quote on branding materials (banners, billboard) in terms of design, print and flighting?	The items being quoted on will depend on the brief provided by SARS. From time-to-time this may include marketing collateral such as banners etc. However, the flighting and placement of advertisements is managed by a separate media placement agency.
6. RFP document, page 6, Point 9.1.4: Working in Partnership with the SARS media team placement partner to develop and implement through-the-line marketing strategies.	Digital media placement and all related aspects are managed by the contracted SARS media placement agency.

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<p>Question: Does the media placement partner have any digital capabilities i.e. do they offer digital media placement such as paid media advertising, PPC or SEO capabilities?</p>	
<p>7. RFP document, page 6, Point 9.1.9: Providing special services including social marketing, social media, and specific technical presentations when required.</p> <p>Question: What specifically is required in terms of social media? Does this include social media strategy as well as social media community management? Is there an expectation to provide 'always on' social media support and manage the SARS social media platforms on a daily basis?</p>	<p>Social media strategy, related content and creative concepts are required. Social media platforms are managed in-house by SARS.</p>
<p>8. Please can you give the exact scope of what we are expected to cost on for the tender RFP45/2105, as I cannot find it in the tender document</p>	<p>As per section 11.3.1 of the RFP document, Bidders will not be evaluated and scored for pricing. Bidders are expected to provide their own rate card, in respect of each category they are bidding for. Such rate card will only be indicative of future pricing.</p>