

RFP 51/2021: APPOINTMENT OF MARKETING AND ADVERTISING

SERVICES

Briefing Session Question and Answer

Closing date: 23 June 2022 at 11:00

#	QUESTION	ANSWER
1.	Can the bids be submitted electronically?	Yes, Bids can be submitted electronically through e-sourcing. SARS requires the bidders to submit both electronic and manually. Refer to section 15.1 -15.4 of the main RFP document.
2.	Relating to point 11.7 on the RFP document. Would the case study suffice as a demonstration of that work including for OTO?	Yes. One case study of previous work with a campaign strategy approach, demonstrate the return on investment and show reel. The technical requirements cater for both SARS and OTO. Bidders are urged to submit requirements as per the technical requirements.
3.	Is it possible for bidders to understand OTO's process?	The OTO will share its process with the winning Bidder. This is not a requirement at this stage of the process.

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4.	Will the appointed agency be working with an in-House team with regards to SARS's social and content management such as posting of the content and managing of social platforms?	SARS has a social media team that will be posting on SARS social media. The successful bidder will assist in the development of material for social media as per page 9 of RFP document.
5.	Relating to question 10.1, the scope of services refers to advertise and marketing research. If SARS has a project that the service provider is briefed in and need research conducted, whether its research groups, research projects, etc., would the appointed bidder facilitate that on SARS's behalf with a research Service provider that is suitable for that project?	Yes. Only when conducting a research for a project, SARS will understand that specialists are required on an ad hoc basis. However, on day-to-day requirements, the appointed bidder is required to produce the strategy and always have it readily available.
6.	Where bidders bid as a joint venture, is it possible for SARS to also consider the previous case studies of the bigger agency in regard to the financial sector if the other bidder does not have any work in the past three (3) years?	<p>Yes, The Bidder must submit the case study of the other bidder who is part of the JV.</p> <p>In the Proposal, it is important to link the resource capability to be deployed with that of the JV partner whose work experience is demonstrated during the tender process.</p> <p>The bidder must submit a JV agreement and a consolidated BBBEE certificate.</p>
7.	Can SARS give steer on how joint (JV) bids should be treated or managed on the part of the bidder(s) ?	<p>Joint Ventures (JV) will be treated as one company.</p> <p>The bidder must submit a JV agreement and consolidated BBBEE certificate.</p> <p>Send a letter that indicates the individual nominated to sign-off on the tender documents. Bidder must submit TCS and CSD report for each company.</p>
8.	The final RFP documents (original and duplicate) are they both required to be submitted in arch lever files?	SARS requires arch lever files and a USB submission– Kindly refer to Section 15 of the RFP mainly 15.5 and 15.6

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9.	Does File 1 with Exhibit 1 – 4 need to be a separate document to that of File 2 with Exhibit 1 – 2? If so would these need to be submitted separately (original and duplicate of each)?	Yes – Kindly refer to Section 15 of the RFP mainly 15.5 and 15.6
10.	Regarding 11.3 Capability – can bidders summarise work done for a client over the contract period vs. only listing a project or campaign?	Please ensure you provide all the information as requested on 11.3. Also refer to the technical evaluation criteria on how the information will be evaluated.
11.	Regarding Skills Transfer – please could SARS specify what skills exactly bidders would need to transfer post each campaign	The skills to be transferred are in line with the scope of services as per section 10.1 of the RFP document. We request Bidders must submit a skills transfer plan that demonstrate their approach to ensure skills and knowledge transfer
12.	Please confirm the retainer/hours specified is only for SARS and any work required/briefed in for OTO would be ad hoc and would be costed separately based on the requirements.	Yes
13.	Due to the irregularity (COVID) of the past 2 years could a case study that bidders want to submit exclude the years 2020 and 2021, for example could bidders supply a case study from 2018?	The requirements indicates that the case study must be in the past three years, that is, between 2021,2020 and 2019
14.	Could bidders supply two case studies or do you specifically only want one?	Kindy note one (1) case study will be assessed. Bidders to ensure that the case study submitted addresses the requirements as per 11.7
15.	Would SARS kindly assist with forwarding the Communication Strategy with regards to RFP 0051/2021.	SARS cannot share the communication strategy with bidders at this point. The strategy will be shared with the winning bidder.