RFP Number: T40-07-26

Description: REQUEST FOR PROPOSAL (RFP) FOR THE APPOINTMENT OF MEDIA AGENCIES PROVIDING 360 STRATEGY, PLANNING, BUYING AND IMPLEMENTATION.

Question and Answers Version 1

No.	Question	Type	Answer
1	Criteria 5.1.4 – Media Buying Capacity The RFP requires bidders to provide two (2) letters of good standing from mainstream media houses, with at least one being a broadcaster in South Africa. Would the IDC consider letters of commitment, partnership, or support from larger accredited media buying agencies or media partners, where such organisations undertake media buying on behalf of the bidder through an established business relationship, as acceptable evidence of media buying capacity?		The requirement in clause 5.1.4 is for bidders to provide two (2) letters of good standing from mainstream media houses, with at least one being from a South African broadcaster. The purpose of this requirement is to demonstrate the bidder's established relationship and standing with media owners, including its media buying capability. A letter of commitment, partnership, or support from another agency would not, on its own, satisfy this requirement. Where a bidder intends to rely on another entity's media buying capability, such entity must form part of the bidding structure through a formal arrangement, supported by the relevant documentation submitted with the bid.
2	Criteria 5.1.5 – Media Tools (Analytics/Reporting/Buying) The RFP requires proof of active licences for recognised media software and tools used for media planning, analytics and buying. Where a bidder accesses these platforms through an accredited strategic partner or media agency, would the IDC accept: A commitment or support letter from the accredited partner confirming that the bidder will have access to the required licensed tools for the duration of the contract; together with Proof that the partner holds the active licences?		The requirement in clause 5.1.5 is for bidders to provide proof of active licences for recognised media planning, analytics, reporting, and buying tools. A support or commitment letter from a third party would not, on its own, constitute proof of compliance with this requirement. Where a bidder intends to rely on another entity's licensed tools and capabilities, such entity must form part of the bidding structure through a formal arrangement, and proof of the active licences should be submitted as part of the bid documentation.
3	Please assist with clarity regarding the (27 x 4 Full Page Full Colour) on the Print Publication costings on page 22. The current ask is showing two sizes. Your assistance will be greatly welcomed.		Please note that the specifications reflected in the pricing schedule are correct. The dimensions indicated as 27 x 4 and 27 x 5 refer to the applicable publication column specifications for the respective publications. Bidders are requested to submit their pricing based on the specifications as stated in the RFP.