



## **TERMS OF REFERENCE**

**CIPC BID NUMBER: 17/2017/2018**

**DESCRIPTION:      REQUEST FOR PROPOSALS FROM MODERN, SOCIAL MEDIA  
AND TECHNOLOGY COMPETENT ADVERTISING AND PUBLIC  
RELATIONS AGENCIES TO DEVELOP AND EXECUTE THE  
SECOND LEG OF THE CIPC MEDIA AWARENESS CAMPAIGN**

**DURATION OF THE CONTRACT:      12 MONTHS**

## **1. Purpose**

The purpose of this document is to outline the terms of reference (TOR) for the invitation of modern, social media and technology competent advertising and public relations agencies to develop and execute the second leg targeted CIPC media awareness campaign. The campaign aim is to inform CIPC's existing and potential customers on how to access the CIPC channels and transact with CIPC. The secondary purpose is to reposition the organization.

## **2. Introduction:**

The Companies and Intellectual Property Commission (CIPC), herewith referred to as 'the Commission' was formed by the amalgamation of the Office of Companies and Intellectual Property Enforcement (OCIPE) and the Companies and Intellectual Property Registration Office (CIPRO), and is mandated by the Companies Act, 2008 (Act 71 of 2008). CIPC is an organ of state, outside the public service but within the public administration.

The first leg was done in 2016/2017 and it used the following platforms

- 20 Billboards to be scattered in all provinces running for a period of 3 months.
- Sowetan and City Press monthly advertorials
- Community newspaper advertising ( 2 per province once off)
- Quarterly magazine publications and (4) full page in color
- Exhibitions two towns per each province

The CIPC's aspirational vision is that of a modern, innovative and technology driven organization that values collaboration and is focused on ensuring an efficient customer / economic citizen experience.

CIPC is "Setting the stage" and laying the foundations for active promotion of the repositioned aspirational organization. Accessibility and query resolution are major themes.

CIPC's entire customer engagement model has changed completely. CIPC has modernized various channels for customer interaction and transacting. Examples include:

- A modern website with a query resolution functionality and a transactional website.
- Scan and email functionality- strictly online service
- Customer Service Centres and Self Service Terminals
- Third party service
- Unstructured Supplementary Service Data (USSD)
- Automated services
- New billing solution

The organization now has to inform and educate CIPC customers how to access the CIPC to transact and engage with the organization.

## **3. Rationale for the Media Campaign**

CIPC is rapidly converting manual processes to electronic processes and migrating to modern systems. CIPC is shifting focus from a paper based direct customer interaction model to an active migration to electronic and self-service transacting through accessible and efficient channels model. Obligations imposed by the new Companies Act in terms of education and awareness and enforcement compliance amongst others.

This is very daunting and challenging for our customers. They are used to queuing at our offices, lost documentation and filling out loads of forms. This inefficient model resulted in cumbersome time consuming manual processes, often long distance travel, high costs and very slow turnaround times. Many customers preferred making use of intermediaries and were often charged high fees.

A further challenge is that Customers often don't understand the process of obtaining a customer code and password and often forget these. Key to this campaign is creating awareness and "cleaning up" the customer code/password process.

This campaign wants to inform these customers that:

- They can transact with us through our easy and accessible website ([www.cipc.co.za](http://www.cipc.co.za)) or visit one of our customer service centres with service terminals.
- They can scan and upload or email documentation directly and receive a reference number for easy tracking and follow up. Paper based transacting is a thing of the past.
- They can lodge enquiries or request information from the website and it will be emailed to them or in the case of an enquiry they will receive a reference number and be guided through an escalation process.
- They can register companies at the same amount of R175 at Nedbank, ABSA, and FNB, with the benefit of opening a business account with the same institution your registered your entity with.
- It only costs R125 to register your company without a name reservation directly with CIPC and it can be done in one day online.
- Registration goes hand in hand with compliance obligations such as filing an annual return and submission of Audited Financial Statements.
- The importance of a customer code to transact with us which serves as reference when making payment at CIPC ABSA bank.
- Educating the customer about the CIPC Ombud and how to lodge complaints about services.
- Explaining the choice to transact directly with CIPC or work via intermediaries.
- The use of USSD to check how much annual returns are owed, password reset which is available to all cellular networks and the number is \*120\*2472#.
- Protection of Intellectual Property (Patents, Designs, Trade Marks and Copyright) is also made easier.

In order to create maximum impact a high frequency, very active public relations campaign supported by audio visual, digital and bill board advertising is envisaged. Impact assessment is also important.

#### **4. Scope**

The CIPC "story" is good enough to get loads of PR opportunities. We are rolling out self service centres and terminals throughout the country and our transactional functionality is improving monthly with new functionalities rolled out. CIPC requires the services of a modern, social media and technology competent advertising and public relations agency to:

- Develop campaign messages, all creative and design, development production and execution of the campaign;

##### **4.1 Exhibitions**

- Design the exhibitions using the existing stand and new relevant designs for outdoor and indoor use depending on allocated venue, storage and transportation to towns covering all 9 provinces;
- Design small/ portable stand for use in local invited exhibitions;
- Submit analysis report for each exhibition attended;
- Full marketing (distribution of pamphlets) and stakeholder engagement for event to be done for each province;
- Procure uniform for staff working at exhibition stand, (30 themed T-shirts);
- Storage and use of mascot and exhibition stand and
- Participate in at least 5 national exhibition events such as International Co-operatives day, MACUFE, Rand Easter Show etc.

## 4.2 Billboards

- 72 billboards to be scattered in all 9 provinces. (8 per province , 2 per quarter)
- Design of different messages covering different areas of CIPC;
- Billboard size to be 3X12m as normal size and only 5 super billboards in major cities

## 4.3 Internal communications

- Designing of A1 posters that will be placed on each floor to be designed quarterly total of 2 per floor
- On line messaging and active media engagement through PR
- Design of 5 X 20 minute max Audio Visual (dvd) creative for YouTube / Facebook / WhatsApp and PC screensaver

CIPC have a Facebook and Twitter profile which will have to be updated with all campaign activities. There is also a good website, accessible channels and a complete departure from the "old" CIPRO/CIPC.

## Roll out plan:

In order to give this campaign a concerted impetus, it will be ideal to kick start it with a **formal media launch**. Following the official launch of the campaign, a persistent media schedule should then be rolled out on as many strategic channels as possible.

1. The service provider will confirm placed billboards and CIPC will verify after. Confirmation will include short video placement date and confirmation date. CIPC officials doing verification will have to take selfies.
2. A "Toolbox" for CIPC staff to use during outreaches, presentations, etc. including a CIPC corporate audio visual presentation, YouTube videos that creatively explain and illustrate key products and services and how to access CIPC as well as simplified pamphlets, flyers and other collateral. NB – processes change rapidly within the organization and it is important that the YouTube and Presentation AVs are easy for CIPC to update.

## DETAILED SCOPE:

Deliverable		Specification	Suggested budget allocation
1	Creative concept, messages, theme	A CIPC theme that we can use and build on in future campaigns and use on other CIPC collateral. Developing key messages, creative concept, planning and all matters for successful campaign roll out.	10% of budget
2	Public Relations	A detailed, well researched PR plan Drafting standard scripts for CIPC officials Briefing notes for major PR opportunities.	30% of budget
3	5 "How to transact with CIPC YouTube and corporate Videos"	5 graphic, illustrative, creative 45 second to 20 minute audio visual videos Cost effective proposals for these videos to be viewed by as many potential customers as possible would be welcome. NB Compatibility and ICT compliance to be taken into consideration and incorporated before production. Items will be used by our own education teams, be placed on our website, on possible collaborative partners sites, etc.	10% of budget
4	SMS and Email	4 creative sms and email designed (ICT integrated and low resolution) messages that CIPC will send out to its data base	5% of budget
5	Billboards and other point of purchase collateral	Creative, informative design and production, rental and placement of billboards for a period of three months. Basic pamphlet or other proposed collateral for outreach initiatives, the CIPC self service centres, etc.	35% of budget
6	Measuring the success of the Campaign	Monitoring and measuring the impact and success of the campaign and providing an interim report on or before 31 March 2014, at which point CIPC would want the campaign concluded.	5% of budget

## 5. Pricing Schedule:

- The service provider must provide costing based on the pricing schedule table below. Service providers must endeavor to structure their pricing in terms of milestone payments.
- These milestones must be structured in such a way that the deliverables are achievable and measurable. These milestones will be used as payment milestones once the deliverables have been signed off by the responsible owner. It will be in the bidder's best interest to structure the payment milestones in such a way that regular payments can be achieved.
- The services provider should provide a clear project plan, with very clear activities, time frames, relevant deliverables and relevant costing.
- Note:** Service providers will be responsible for all costs; e.g. design and production of survey materials, third party payments, transportation and other disbursements for ALL activities/ meetings associated with this quote and must include this cost in the pricing for this quote.
- NB:** The pricing schedule table below must be printed and placed in a separate closed envelop together with the SBD 3 form for Price

Submissions not set out in the prescribed format will not be considered.

Item	Description of element	Quantity / Estimated hours	Price (excl VAT)	Price (Incl VAT)
1	Briefing, project plan and concept proposal approved by CIPC.			
2	Creative design and development, messaging, and detailed planning			
3	Artwork and schedules signed off			
4	5 YouTube and corporate videos designed and produced and launched	5		
5	PR successfully executed as per agreed plan			
6	12 Billboards scattered in all 9 provinces produced and installed, rent management and rental paid for three months. With 3 super billboards in major cities	12		
7	Other "toolkit"/ promotional collateral (exhibition flyers, t-shirts and 1 jacket per person which is 5 personnel per exhibition.	30		
8	Detailed report, all artwork in high resolution design and pdf files, and impact and success annexures for campaign.			
9	Storage, assemble, dismantling and transportation of existing/new exhibition stand as and when required for the purpose of campaign	12 months		
10	All possible costs to be included – production, travel, rental of billboards, putting up and taking down faces, creative and design hours, editing hours, artwork hours, etc. THIS IS AN ALL INCLUSIVE BID AND CIPC MAY NOT DEVIATE			
	TOTAL			

## 6. Service provider appointment – service level agreement:

The successful service provider will be required to enter into a Service Level Agreement (SLA) with CIPC within 10 working days after receiving official confirmation of being awarded.

## 7. Contractual Period:

The contract will be valid for a period not exceeding 12 months.

## **8. Validity of Proposals :**

The prospective service provider (Bidder) is required to confirm that it will hold its proposal valid for 90 days from the closing date of submission of proposals, during which time it will maintain without change, the personnel proposed for the services together with their proposed rates.

## **9. Copyright**

Copyright in all documentation, electronic data/programme source codes, manuals and documentation produced or prepared for the CIPC (any training material included) by or on behalf of the Contractor or emanating from this Contract shall vest in the CIPC which shall have the right to adopt them for other projects. Any base systems, programme source codes, technical manuals or adaptations developed by the Contractor or its supplier prior to this contract will be excluded. The contractor shall not, without the written consent of the CIPC, granted by a duly authorised official, use, copy or communicate to any person such documents or information, except as strictly necessary for the purposes of the Contract. In addition and without limiting the foregoing, the Contractor shall deliver such documentation to the CIPC, immediately upon the expiry or termination of the Contract.

## **10. EVALUATION CRITERIA**

Bids will be evaluated in accordance with the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act 5 of 2000.

The evaluation will be completed in Three (3) phases:

- Phase 1: Compliance to minimum requirements
- Phase 2: Functional evaluation
- Phase 3: Pricing and Preferential procurement policy

### **Phase 1: Compliance to minimum requirements**

**Responsiveness Criteria: Failure to provide the following shall result in a bid not to be considered: (minimum requirements)**

- a) Bid offers must be properly received on the tender closing date and time specified on the invitation, fully completed and signed in ink as per Standard Conditions of Tender.
- b) Submission and completion of the Declaration of Interest
- c) Submission of an original and valid Tax Clearance Certificate
- d) Submission of the company's registration certificate from the Register of Companies (CIPC).
- e) Submission of proof of registration with the National Central Supplier Database

### **Phase 2: Functional evaluation**

**Note:**

- Functionality will count out of 100 points. Interested parties must achieve a minimum score of 60 out of 100 on the functionality evaluation to proceed to the next phase.
- Bidders that achieve less than 60% on functionality will be disqualified for further evaluation.
- Only service providers that demonstrate the above and receive sound references will be considered for price evaluation.

EVALUATION CRITERIA	Rating					Weight	Total										
	1	2	3	4	5												
<b>Demonstrated expertise with this type of campaign: Examples demonstrating agency ability (examples should be those done for the three references that may be contacted).</b> <ul style="list-style-type: none"><li>○ Demonstrate PR value and strategies used to secure the opportunities.</li><li>○ Demonstrated expertise with the youth and small, black business entrepreneur.</li><li>○ Provide one example of a PR campaign without paid for advertising and how the agency managed to deliver this value. State the number of platforms reached, value achieved.</li></ul>						20											
<b>Demonstrated resources and capacity to conduct/ deliver on such a campaign successfully.</b> <ul style="list-style-type: none"><li>○ Provide CVs of the people who will be working on the project, clearly setting out their respective roles</li><li>○ Submit an abridged company profile outlining resource availability <b>and</b> Proof of Liquidity</li></ul>						30											
<table><tr><th>Score = 1</th><th>Score = 2</th><th>Score = 3</th><th>Score = 4</th><th>Score = 5</th></tr><tr><td>Experience less than or equal to 2 years.</td><td>Experience greater than 2 years, but not more than 3 years.</td><td>Experience greater than 3 years, but not more than 6 years.</td><td>Experience greater than 6 years, but not more than 8 years.</td><td>Experience greater than 8 years.</td></tr></table>	Score = 1	Score = 2	Score = 3	Score = 4	Score = 5	Experience less than or equal to 2 years.	Experience greater than 2 years, but not more than 3 years.	Experience greater than 3 years, but not more than 6 years.	Experience greater than 6 years, but not more than 8 years.	Experience greater than 8 years.							
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<b>Provide three references/ testimonial letters (companies that you have delivered similar campaigns for in the past 12 months)</b>  Company letters to provide the following information <ul style="list-style-type: none"><li>✓ <b>The services provided satisfactory / not satisfactory: please indicate from 1- to 10 scale</b></li><li>✓ the campaign deliverables in line with the Service provider's proposal and within budget</li><li>✓ the Service provider deliver accurately and on time</li><li>✓ Would the company make use of the service provider's services again</li><li>✓ Testimonial to include email addresses</li><li>✓ Testimonial to include telephone numbers</li><li>✓ Testimonial to include contact person</li></ul> <b>CIPC may verify reference provided by bidders</b>						20											
<table><tr><th>Score = 1</th><th>Score = 2</th><th>Score = 3</th><th>Score = 4</th><th>Score = 5</th></tr><tr><td>Very poor testimonial</td><td>Less than satisfactory but not outright poor</td><td>Satisfactory based on minimum requirements or expectations from clients</td><td>Slightly better performance than minimum requirements or expectations from client</td><td>Excellent performance far beyond minimum requirements or expectations from client</td></tr></table>	Score = 1	Score = 2	Score = 3	Score = 4	Score = 5	Very poor testimonial	Less than satisfactory but not outright poor	Satisfactory based on minimum requirements or expectations from clients	Slightly better performance than minimum requirements or expectations from client	Excellent performance far beyond minimum requirements or expectations from client							
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<b>The quality of the overall proposal:</b>  Clearly demonstrating the approach and methodology. The proposal should include: <ul style="list-style-type: none"><li>✓ Demonstrated understanding of CIPC requirement and environment and how CIPC fits into the value chain.</li><li>✓ Demonstrate modern creative solutions.</li></ul>						30											
<b>Total</b>						100											

The bids will be evaluated on a scale of 1 – 5 in accordance with the criteria below. The rating will be as follows: 1 = Very poor, 2 = Poor, 3 = Good, 4 = Very good, 5 = Excellent

Only service providers scoring higher than 60% will be considered during phase 3.

### Phase 3: Preferential Procurement Policy and Pricing

**Please Note:** CIPC 6.1 Preference Points Claim Form in terms of the PPPFA is attached for claiming above mentioned points, if not completed the company will automatically score 0 points

### Preferential Procurement Policy

The bidders that have successfully progressed through to Phase 2 will be evaluated in accordance with the **80/20** preference point system contemplated in the Preferential Procurement Policy Framework Act (Act 5 of 2000) as amended together with Preferential Procurement Regulations 2017.

### Pricing

Pricing will be calculated using the lowest price quoted as the baseline, thus the lowest price quoted will achieve full marks, while all other quotes will achieve a weighted average mark based on the lowest price.

Description	Total
Price	80
BBBEE	20
<b>Total</b>	<b>100</b>

**The bidder with the highest score will be recommended as the successful vendor**

### **1. SUBMISSION OF PROPOSALS**

Sealed proposals will be received at the Tender Box at the Reception, 77 Meintjies Street, Sunnyside, **the dti** campus, Block F.

#### **Proposals should be addressed to:**

Manager (Supply Chain Management)  
Companies and Intellectual Property Registration Office  
Block F, **the dti** Campus, 77 Meintjies Street,  
Sunnyside  
PRETORIA

#### **ENQUIRIES**

##### **Supply Chain enquiries**

Ms Ntombi Maqhula OR Mr Solomon Motshweni  
E-mail: [Nmaqhula@cipc.co.za](mailto:Nmaqhula@cipc.co.za) / [smotshweni@cipc.co.za](mailto:smotshweni@cipc.co.za)

##### **Technical Enquiries**

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