



UNISA ENTERPRISE

TERMS OF REFERENCE TO STRATEGIC COMMUNICATIONS SERVICE PROVIDERS WITHIN THE **CORPORATE SERVICE BUSINESS UNIT**

NAME OF THE COMPANY : UNISA ENTERPRISE (PTY) LTD
RFP NUMBER : **CORPSERV/01MRK/02/2023**
COMPANY REGISTRATION NUMBER : 2016/468452/07

www.unisaenterprise.ac.za

Telephone: +27 (11) 652 0260 **Address:** 22 Mac-Mac, 1st Floor, Waterfall Park, Vorna Valley, 1686

1. Purpose

- 1.1 The purpose of this document is to invite interested Strategic Creative Partners to express their interest of service offerings for marketing and communications at Unisa Enterprise. Unisa Enterprise marketing has a brand building and awareness as well as activation task to promote different products and offering in the with the organisation pillars.

2. Background

- 2.1 Unisa Enterprise (Pty) Ltd is a start-up company, wholly owned by the University of South Africa (UNISA) that is responsible for the Commercialisation of Unisa's Assets and Intellectual Property.
- 2.2 As a commercial arm of Unisa, Unisa Enterprise seeks to promote and to protect the interests of the University and its stakeholder, while serving the needs of consumers, advertisers, and the public. This is achieved through co-operation between OOH Media Agencies and affiliated associations, municipalities and local authorities. Unisa Enterprise aims to uplift the industry through skills development and encouraging fair and free competition in the Out Of Home Media Sphere.
- 2.3 Unisa Enterprise was established in 2017 with the intent to shaping the future of Africa by increasing commercialization and building strong networks with the outside world, facilitating a culture of collaboration, and providing commercial expertise in support of Unisa's self-sustenance goal.
- 2.4 UE will be Unisa Enterprise (Pty) Ltd is wholly owned by the University of South Africa (UNISA) that is responsible for the Commercialisation of Unisa's Assets and Intellectual Property.
- 2.5 UNISA Enterprise will place its focus on four strategic pillars. These include
- **Research & Innovation,**
 - **Consulting Services,**
 - **Property,**
 - **University Retail and Commercial Ventures.**
- 2.6 Our purpose is to collaborate with communities through exchanging ideas and establishing how to implement sustainable solutions for matters that may arise today or in the future.

3. Scope of Service

- 3.1 With these Terms of Reference, Unisa Enterprise seeks to acquire the services of a strategic marketing and communications partner. The vendors should submit proposals on the delivery of the following components:
- Implementation the marketing and communications strategy inclusive of the Business to Customer marketing in relations to strategic planning, creative, and production to public relations, social media, digital marketing, and analytics.
 - Formulation of Go-To market strategies for product and services offerings
 - Planning and implement advertising campaign/s to position Unisa Enterprise in the public eye.
 - Execution of campaign planning and management.

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- Executive event management and planning
- Develop creative concepts in terms of design, branding and activations
- Brief proposal of a Unisa Enterprise Customer Journey (Customer Intimacy)

3.3. Minimum Requirements

Unisa Enterprise invites proposals from interested and qualified advertising agencies with experience in interpretation of business strategy, brand and marketing management, electronic and social media strategy, implementation, and management. Preference will be given to agencies providing a broad range of services. The **following minimum requirements are crucial to under the above scope of service:**

- BA or B Com Marketing and BA (Graphic Design)
- 7 years' experience in campaign development from strategy formulation to execution
- 7 years' experience in brand design and management
- 7 years' experience in leading brand activations and events management capabilities
- 10 years' experience in project management
- 5 years' experience and knowledge in Content Generation/Copywriting/Design
- 2 examples of work done previously similar to the scope of work elements should be part of the submission
- Latest B-BBEE Certificate/affidavit
- Tax Clearance Certificate (now Tax Compliance Status).

4. Special Conditions

- 4.1 The following Special Conditions of Contract shall supplement the General Conditions of Contract. Whenever there is a conflict, the provisions herein shall prevail over those in the General Conditions of Contract and SLA entered.
- 4.2 This bid and all contracts emanating there from will be subject to the General Conditions of Contract (GCC). The Special Conditions are supplementary to that of the General Conditions of Contract. Where, however the Special Conditions of Contract conflict with General Conditions of Contract, the Special Conditions of the Contract prevail.
- 4.3 The methodology criteria of the functionality assessment must outline the approach and plan of the proposer and is critical to convince the BID evaluation team on the appreciation of the work required. It will also form as part of the basis for service level agreement content and/or related negotiations.
- 4.4 No service will be rendered without an official order.
- 4.5 Payment will be based on services delivered satisfactorily.

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5. Confidentiality

- 5.1 These ToR request by UNISA Enterprise contains proprietary and confidential information that is provided to you (interested Service Provider), for your exclusive use in evaluating and preparing your response.
- 5.2 If at any time your company decides not to respond to the ToR, please destroy any copies of the document and confirm your non-participation either in writing or by email.
- 5.3 This document should not be disclosed or distributed to any third party.

6. EVALUATION

The evaluation is based on the technical criteria (Functionality). Only Service Providers who achieve a minimum score of 70 % will be evaluated further, in the next stage. The criteria are set out in the table below:

Evaluation area	Evaluation criteria	Weighting %
Methodology and knowledge and experience of the subject matter	<p>Methodology, knowledge and proven track record in respect of the subject matter. Bidders are to note the following:</p> <ul style="list-style-type: none"> • The project must be led by a qualified official in the team. • In respect of methodology, Bidders are required to indicate in a comprehensive and coherent manner the deliverables in respect of the scope of services and how such deliverables will be achieved; • In terms of Knowledge of the subject matter, Bidders are to indicate the following: <ul style="list-style-type: none"> • the duration of the firm's existence; and • record of acumen and infrastructure to undertake the scope of work. <p><u>Points allocation:</u></p> <ul style="list-style-type: none"> • 50 points - for Excellent (covers all elements above as stated) • 40 points - for very Good (covers some elements above as stated) • 30 points - for Good (covers some elements stated above) • 20 points and below - not acceptable (covers no elements stated above or non-submission). 	40
Experience, qualification and Skills of leading or professional assigned personnel) in relation to the scope of work	<p>In respect of each staff member assigned to the scope of work, Bidders are required to indicate the following:</p> <ul style="list-style-type: none"> • general qualifications; • adequacy of specific field; • knowledge and expertise in the field <p>In support of the above, Bidders are to submit CV's of each staff member, which provides each member's experience in similar projects.</p>	30

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	<p>Points allocation:</p> <ul style="list-style-type: none"> • 20 points - Excellent (10 years' experience and above) • 15 points - Very Good (7 years' experience and above) • 10 points - Good (5 years' experience and above) • 5 points - Good (3 years' experience and below) 	
Client references	<p>Please provide five (5) written letters references for third parties of whom related services were provided. Ensure to include the organisation name, address and contact details.</p> <p>Points allocation:</p> <ul style="list-style-type: none"> • 10 points – five (5) references on company letterhead. • 8 points- Four (4) references on company letterhead. • 5 points – Three (3) references on company letterhead. • 0 points – Less than two references on company letterhead. 	10
Project management and method of reporting	Experience in managing development and design timelines, processes for UE's online presence, including editorial design and the company's publications.	20
Total		100

Based on B-BBEE contributor level score. Points will be calculated on an 80/20 method as stipulated below:

B-BBEE status Level of Contributor	Number of points (80/20)
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-Compliant Contributor	0

ADMINISTRATIVE FUNCTION

- The service provider will be required to attend status meetings/progress update meetings in order to report on work done.
- Possess the necessary skills and resources to be able to provide the services required.

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7. STANDARD CONDITIONS:

- a) Only respondents who have been directly invited to respond to this RFP shall be considered.
- b) RFP submissions received after the closing date and time will not be accepted or considered.
- c) No faxed or e-mailed RFP submissions will be accepted or considered.
- d) Service Providers are required to submit two (2) Original documents in a hardcopy and one (1) soft copy in a memory stick format.
- e) The Service Provider shall pay Unisa Enterprise (Pty) Ltd promptly for all loss, destruction, or damage to the property of Unisa Enterprise (Pty) Ltd caused by the Service Provider's personnel or by any of its subcontractors or anyone else directly or indirectly employed by the Service Provider or any of its subcontractors in the performance of the said project.
- f) A RFP will be disqualified should any attempt be made by the Service Provider either directly or indirectly to canvass the Unisa Enterprise, or any of its officers or employees in respect of the RFP between the date of submission and the date of the awarding.
- g) Any false declaration of information will result in the exclusion of the RFP from any further consideration.
- h) Service Providers are required to, together with their Proposals, submit original and valid BBBEE Status Level Verification Certificates or certified copies thereof to substantiate their BBBEE rating claims. Service Providers who do not submit their BBBEE Status Level Verification Certificates or certified copies, will not be disqualified from the bidding process, however, they will score zero (0) out of a maximum of 20 points for BBBEE.
- i) UNISA Enterprise reserves the right to reject and appoint any Service Provider who meets/does not meet the requirements.

8. SUBMISSION

Based on the marketing brief attached to the RFP, each service provider will be required to present a high-level response/campaign to the business challenge. The presentation should not be longer than 30 minutes.

Proposals can be sent with the reference: **RFP Number: CORPSERV/01MRK/02/2023** VIA **e-mail** any queries relating to the scope of work should be forwarded to Mfaniseni Motha-Mfaniseni.Motha@unisaenterprise.ac.za and Naledi Kgatla Naledi.Kgatla@unisaenterprise.ac.za by the **24 03.2023**

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