

**RFP UJ 64/2022: BRAND AND MARKETING AGENCY
ANNEXURE A: SPECIFICATIONS / REQUIREMENTS
Education Sector (Above-the-Line Agency)**

Request for Proposal (RFP): Brand / Marketing Agency

The University of Johannesburg is no stranger to innovation or challenging the status quo. This is evident in its 4IR positioning and subsequent international award-winning marketing campaigns which have enabled UJ, after only 17 years, to be ranked second in South Africa and Africa according to the QS World Ranking system. Our journey to the future reimagined is validated by this and many other accolades, showing that youth brings with it agility and imagination to match the pace of a fast-changing world. As such, UJ requires a brand and marketing partner to match this agility and imagination.

The scope of work includes, but is not limited to, the development and implementation of a brand and marketing strategy (internal and external) to support UJ strategic objectives including a sound and future-focused media strategy and plan, facilitating, managing and booking advertising (traditional and digital on a national and international scope), creative work and all related research activities. The agency may also be required to assist in the production of publications / marketing collateral material as and when needed.

The contract will run for five years. UJ however reserves the right to review the contract annually based on performance and is not obligated to renew the contract at the end of the term.

Should your Proposal reach the short-list, the presentation will be made to a representative panel of employees and management at UJ. This will be an opportunity for you to give further information on your written proposal. This date will be advised once the short-list has been drawn up.

Section A: General information

| | | | | |
|---|--|-----|----|-----|
| 1 | Billings (past 12 months) | | | |
| 2 | Does the agency service any competitive accounts? (public or private Higher Education) | YES | NO | |
| 3 | Please list the competitive accounts | | | |
| 4 | Are you willing to resign all the above accounts? | YES | NO | n/a |

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Section B: Profile

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|---|--|-------|------|
| 5 | How many full-time staff members does the agency employ in the Gauteng office? | | |
| 6 | Of the above, how many staff # are dedicated to: | | |
| | • Agency Management | | |
| | • Strategy | | |
| | • Design | | |
| | • Creative (ATL) | | |
| | • Creative (BTL) | | |
| | • Account Management | | |
| | • Production | | |
| 7 | List the agency's top 5 clients (all), give an indication of the estimated annual billings for each & how long each has been a client of the agency: | | |
| | i. | (R'c) | (yr) |
| | ii. | | |
| | iii. | | |
| | iv. | | |

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|--|----|--|--|--|
| | v. | | | |
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| 8 | At billings of R5 – 10m where would this new client rank in the agency's client list? |
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| | In top 2 | In top 4 | In top 6 | In top 8 | < Top 8 |
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| 9 | List accounts the agency lost in the past 12 months and provide a reason for the loss. |
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Section C: Experience

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| 10 | Please give a list of creative awards (agency and/or individual) won in the past 12 months. Provide the name of the award & for which campaign/client. |
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| 11 | Does the company do its own media buying or is this handled by an outside supplier? If the latter applies, which media buying company is used? |
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Section D: Services

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| 12 | Below is a list of services. Please indicate whether these services are provided from in-house resources or contracted in from partners/service providers. Also give an indication of the contribution each service has made to the agency's revenue in the past 12 months (approximate %). |
|----|---|

| Service | In-house | Out-sourced | % Revenue <u>(not Billings)</u> Contribution |
|---------|----------|-------------|--|
|---------|----------|-------------|--|

| | | | | | | | | |
|--|--|--|--|-----|-------|--------|--------|------|
| | Communication strategy | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | Brand strategy | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | Media strategy | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | Promotional campaigns | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | Design | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | Activation campaigns | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | Marketing collateral (banners, posters, brochures) | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | Digital and web design | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | Internal communication campaigns | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | Exhibitions | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | Audiovisual production | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | ATL campaigns | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | Direct marketing campaigns | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | Brand and marketing research | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | Brand Internalisation campaigns | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | Copywriting | | | <5% | 5-10% | 10-20% | 20-30% | >30% |

| | | | | | | | | |
|--|------------------------------|--|--|-----|-------|--------|--------|------|
| | Media bookings national | | | <5% | 5-10% | 10-20% | 20-30% | >30% |
| | Media bookings international | | | <5% | 5-10% | 10-20% | 20-30% | >30% |

Section E: References

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|----|--|-----------------------|--------------------|----------------------|-----------------------|
| 13 | Please provide details of three ATL clients who may be contacted for a reference: | | | | |
| | Company | Contact Person | Designation | Mobile number | e-Mail address |
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Section F: Submission ("case study")

Bidders are required to outline the company's experience, specific to UJ's requirements as stated above and include **one project** undertaken during the past two years by your company as a case study.

This case study should prove the company's ability to have successfully implemented brand / marketing projects similar to that of the UJ environment.

The case study should also show understanding of the UJ mandate, products and services portfolio.

Agencies must provide examples of collateral material for **the specific project**.

The case studies will be evaluated on what problem/challenge was identified, how it was addressed and what results were achieved.

This must be submitted in **electronic format only**.

The case study (one case study) must include the following sections:

1. Background
2. Problem
3. Solution / method
4. Campaign collateral showing creative executions
5. Results achieved

Section G: Evaluation Criteria

Proposals will be evaluated in accordance with the following criteria and weighting:

All enterprises are required to supply evidence of their Broad-Based Black Economic Empowerment contribution level as per the Broad-Based Black Economic Empowerment Act (53/2003): Codes of Good Practice on Black Economic Empowerment.
If a certificate is not submitted, the company will not receive any score against this criterion

Ability to deliver as per Section B, C, D 40%

Mandatory Requirements: All agencies must meet the evaluation criteria below

| Description | Weight allocated | Agency score | Evaluation Comments |
|--|------------------|--------------|---------------------|
| Position on agency client list | 60% | | |
| At least 20 – 30% experience in services listed | 30% | | |
| At least 2 creative/communication strategy awards in the past 48 month | 10% | | |
| Total | 100% | | |

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| | (50% of total score) | | |
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“Case Study” per section F

50%

| Description | Weight allocated | Agency score | Evaluation Comments |
|--|--|--------------|---------------------|
| Objective and Strategy (background) | 30% | | |
| Creative Execution and Media Selection (solution method) | 30% | | |
| Level of Innovation | 20% | | |
| Results achieved | 20% | | |
| Total | 100% (50% of total score) | | |

A shortlist of no more than 5 potential suppliers will be compiled and the short-listed companies will be required to prepare and present a UJ specific strategy and campaign – a brief will be provided.

Section H: Responsibility for costs

Under no circumstances will UJ accept any responsibility whatsoever for any costs associated with the preparation and or submission of this Proposal.

Section I: Requests for clarification / additional information

ALL requests for additional information, questions or issues fundamental to the quality or clarity of the response may be submitted via e-mail, to craffie@uj.ac.za, using **RFP UJ 64/2022** as the subject heading.

Additional information will be provided at the discretion of the university. UJ also reserves the right to provide the same information to all other interested parties.

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|------------------------------|--|
| Signature of proposer: | |
| Name and surname: | |
| Position of proposer: | |
| Name of company or proposer: | |
| Date: | |