



PUBLIC RELATIONS AND COMMUNICATION AGENCY TO SUPPORT SAHPRA COMMUNICATION AND PUBLIC RELATIONS

RFB 005: QUESTIONS AND ANSWERS

Questions	Answers
<p>1. Develop one article per month (1000- 1500 words) – thought leadership, public communique, awareness piece.</p> <p>Should the agency include costs for execution and reporting or purely cost on content development?</p>	<p>Only content development</p>
<p>2. Develop a media strategy for SAHPRA business including social media, TV, Radio.</p> <p>For social media and TV, will the agency be responsible for the content development and execution of the strat?</p>	<p>Yes</p>
<p>3. Review content for webinars which are organised to target burning issues. There will be at least one webinar every two months.</p> <p>Will the agency be planning and executing the webinars?</p>	<p>No reviewing or developing content only</p>



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<p>Will the agency be responsible for the production of the content? If not, kindly quantify the content requirements i.e. Length of articles/videos, etc?</p>	<p>No</p>
<p>4. Specification bullet points 1 and 3 Please can you explain the difference between the “articles” required in bullet point 1 and the “media articles” referred to in bullet point 3. Point 1 appears clear but the meaning of “media articles” is not obvious. For example, does the term include media releases, fact sheets for the media etc?</p>	<p>Media Releases, Fact sheets and any article for media to obtain clarity</p>
<p>5. Specification bullet point 4 This refers to the national mainline radio campaign. It reads as follows: “Run a weekly national mainline radio campaign (interviews and phone- in facility) per quarter . . . etc.” The use of the words “weekly” in conjunction with “per quarter” is confusing. Do you want 52 sets of interviews (“weekly”) or four sets of interviews (“quarterly”)? Should the word “weekly” rather have been “week-long”, as in the provincial campaigns?</p>	<p>The radio campaign is a week long and the frequency is quarterly</p>



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<p>Or does it refer to human monitoring – looking at the content and tone of engagement, emerging issues etc? Or does it refer to BOTH of these types of monitoring and reporting?</p>	
<p>9. Specification bullet point 9 When it comes to sourcing speakers for events, a figure of five events is given. Is this referring to five events per year or five events spread over two years?</p>	<p>Five Events annually</p>
<p>10. The requirement is to provide: “List of team members with profiles, qualifications and experience and project lead registered as an affiliate.” (Or listed as a PRP/CPRP/APR)</p> <p>Two questions arise:</p> <ol style="list-style-type: none"> 1. Does the registration requirement apply specifically to the project lead (and not other members)? 2. It appears that the entire score is awarded on the basis of the level of registration. Do the other qualifications and years of experience of the project lead and other team members contribute in any way to the score? 	<p>Yes, registration requirement applies to Project lead not members</p> <p>The entire score is awarded on the basis of Profiles, qualifications, and experience are of team members as well as level of registration.</p>
<p>QUESTIONS RELATED TO PRICING</p>	



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<p>11. The tender includes the function of media buying in respect of the national and provincial radio campaigns required. In terms of pricing, should the actual cost of airtime that will be procured from the stipulated radio stations be included? In other words, the direct “advertising” cost.</p>	<p>Yes, all costs to be included</p>
<p>12. On page 18, the TORs indicate that a fixed price for year one of the contract is required. The document then states: “Price for the second year shall then be fixed for the second twelve months of the contract. The same will apply for the third year of the contract.” This is ambiguous – please indicate which of the two interpretations below is correct:</p> <ul style="list-style-type: none"> ○ The fixed price for year one will apply to years two and three. In other words, there will be no increase at all in years two and three. OR ○ A fixed price for year one must be provided in the format required. The prices for years two and three will “then” – in other words, at a later date, be agreed for years two and three. In this interpretation only costing for year one would be supplied and there might be some variation in the subsequent two years. 	<p>The price for 1st year will be fixed, same applies to second year and year 3. The service provider must include annual escalations in their price as it cannot increase after tender award.</p> <p>The service provider must also provide prices for year 2 and year 3 as well and provide total prices for three years</p>



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<p>QUESTION ABOUT MORE THAN ONE SERVICE PROVIDER/SUB-CONTRACTING OPTION Media buying is a specialist area of practice and PR agencies do not usually undertake this directly. If a bidder intends to sub-contract media buying to a specialist company – that will play no other role in respect of the intended PR and communication support service.</p> <p>13. Is it necessary to list the media buying company as a service provider and is it necessary for that company to submit a full set of documents (tax clearance, B-BBEE, declaration of interest, CSD registration certificate, declaration on SCM history etc)?</p> <p>14. Or, can the main company tender alone and simply indicate it would sub-contract media-buying and name the preferred provider with a few details about the latter?</p>	<p>The information of the subcontracting company must be provided on section 7 of SBD 6.1. B-BBEE, declaration of interest (SBD 4), CSD registration, invitation to bid (SBD 1), Declaration of bidders past practice (SBD 8) and Certificate of independent bid determination (SBD 9) of the subcontracted company must be provided.</p>
<p>15. Do you want us to include a monthly media monitoring cost? Or do you already have a service provider for this in place?</p>	<p>This is not required We have this service already.</p>
<p>16. With regards to the line item “Run a weekly national mainline radio campaign (interviews and phone-in facility) per quarter (include media buying). There will be two interviews per radio station of 20 minutes each which includes a phone-in facility. The media targeted are: Primedia - Radio 702, SABC - SAFM, RSG, Ikwewezi,</p>	<p>One week per quarter</p>



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<p>20. The function of social media monitoring is clearly specified in the brief. Does SAHPRA have any digital tools for social media monitoring?</p>	<p>Newsclip has an AmaSocial component</p>
<p>21. Similarly, does SAHPRA currently subscribe to a media monitoring service (like Newsclip) that tracks radio, TV, digital news sites and print media coverage. If so: Does this only cover SAHPRA-related news or the medicines field more broadly? Would you continue to subscribe for the duration of this tender? Would the successful bidder for this tender have full access to email news notifications from Newsclip?</p>	<p>Newsclip SAHPRA and industry as well Yes Yes</p>