

RFP 076/05

Request for proposal to supply Below and Above Advertising services for Telkom - Consumer and Corporate Image.

Closing date & Time	2005/11/14 @ 11:00
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Document Fee	R 200

Scope:

Telkom's Vision is to become a leading communications company with a heart for its people. Telkom is seeking the services of a marketing partner to strategically position the company in the dynamic, fast-changing communications environment in South Africa and even into Africa and globally. This is an invitation to tender as a marketing partner to assist Telkom to compete effectively in a deregulated communications environment.

The partner will be required to enhance the Telkom brand through, inter alia, innovative image advertising and sponsorship leveraging. Furthermore the successful bidder will be required to effectively communicate Telkom's Consumer and Public Telephony products and service offerings by means of through-the-line retail advertising and promotional campaigns to the broader South African consumer market

Critical Criteria:

Bidders should comply with the following Critical Criteria to be considered for RFB 076/05

1. Bidders should be preferably 51% black owned (of which preferably 25% of the 51% should be female ownership).
2. Bidders should be a fully-fledged member of the Association of Communication and Advertising. (Please submit certificate of registration).
3. Bidders should have in-house production capabilities (Please supply the Curriculum Vitae of the in-house production team).

Location: Pretoria,

BIDDERS CONFERENCE

Bidders Conference will be held at, IT Building, Lower Ground Level.

Date: 03 November 2005

Time: 0900 –10h30
