

RFP 00069/14...BRAND ACTIVATIONS PARTNER

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Publish Date : 12 December 2014
 Closing Date : 9 January 2015
 Time : 11h00
 Contact Person : Lenushka Parannath
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 Document Cost : R50
 Method of Payment : **Cash Only** for purchase at the Tender office. In the event of payment at a TDS (Telkom Direct Shop) the original proof of payment to be submitted on collection.

Telkom SA requires the services of a well-established and experienced Brand Activations Partner.

1. Pre-Qualification Criteria (Phase 1)

PRE-QUALIFICATION CRITERIA	NAME OF THE DOCUMENT TO BE SUBMITTED	RESPONSE REQUIRED FROM RESPONDENT
As at the closing date of this RFP, the Respondent must have an original valid SARS Tax Clearance Certificate. An original valid SARS Tax Clearance Certificate must be attached to the tender response.	Original valid SARS tax clearance certificate <i>(photocopies/certified copies of the tax clearance certificate are not acceptable)</i>	Yes – Please submit a valid original tax certificate
If the bidder has current contract(s) with MTN, Vodacom, Cell C and Neotel or any industry competitors on the closing date of this tender, disclosure is required.		Yes - Please submit signed declaration on your company letterhead
Bidder must provide a list of activations with short descriptions (maximum 300 words) as well as case studies of the Top 2 brand activation programmes, from strategy to implementation within the past 12 months (1 year).		Yes - Please submit case studies
Bidders must have capacity and capability to manage the requirements and scale of the Telkom Group account		Yes - Please provide CVs of all team members dedicated to the Telkom account
The successful bidder must ensure that their management team dedicated to Telkom is based in Gauteng and must be easily accessible when required		Yes - Please provide the written proof of address
The following required documentation to be properly completed, signed and submitted by a Respondent.	Pro forma authority for signatory	Yes - Please submit an original signed document
	DECLARATION BY RESPONDENT <i>(Respondent agrees to and</i>	Yes - Please submit an original signed document

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	<i>unconditionally accepts tender conditions)</i>	
	Telkom legal terms and conditions for brand activations agency	Yes - Please submit an original signed letter confirming Acceptance
	Declaration of interest	Yes - Please submit an original signed document
	Supplier's code of conduct	Yes - Please submit an original signed document
	Taxation questionnaire and declaration	Yes - Please submit an original signed document
	Prevention of fraud & corruption questionnaire	Yes - Please submit an original signed document
This RFP and all the required documents listed herein must be submitted timeously and must be properly completed and duly executed by the duly authorised signatory of a Respondent.		Respondent to submit all original and/or certified signed documentation as indicated in this RFP. Failure to submit the original signed document will result in disqualification from the tender process

Description:

	WHAT WE ARE <u>LOOKING FOR</u>	WHAT WE ARE <u>NOT</u> LOOKING FOR
THE COMPANY	A Brand Activation partner	A Sponsorship Management Agency
THE DELIVERABLE	A Brand Activation Strategy and proposed Activation Platforms on how to bring the brand to life at brand level and at target market segment level	Sponsorship rights to purchase or activation idea rights
THE SOLUTIONS	An understanding of Brand-Market Intersection, insights into Brand Power enhancement drivers, activation idea to drive each of those insights against the target markets, and the activation platform for each idea, and the actual proposed activation program – whether existing as is, existing with modifications, or greenfield program origination	Program proposals that cannot be linked to Brand Power, or Commercial return. Proposals that do not demonstrate a linkage to the Business or Brand will not be considered no matter how appealing
THE SERVICE	Strategic thinking, ideation and solutions creation, program execution and management, evaluation and program refinement	Not disjointed pieces of the activation value chain

2. Bid Document Collection

The bid document can be collected from the Telkom SA SOC Ltd Tender Office at the following address:

Telkom Tender Office (below the overhead bridge)
Lower ground floor of Telkom Tower South,
179 Johannes Ramokhoase Street (formally known as Proes Street),
PRETORIA CBD

Contact Person: **Benji Ramatlakana**
Contact details: **(012) 311 3364**