



## Telkom Tenders

### RFP 0355/2012 TO PROVIDE THROUGH THE LINE ADVERTISING SERVICES FOR 8ta

Publish Date : 07 March 2012  
 Closing Date : 23 March 2012, Friday  
 Time : 11:00 am  
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 Document Cost : R50

#### **Description:**

### RFP 0355/2012 TO PROVIDE THROUGH THE LINE ADVERTISING SERVICES FOR 8ta

#### **1. Critical Criteria**

Potential Bidders must comply with the following critical criteria. Non-compliance to any of these criteria or no supporting documentation supplied, with the RFP response for any one of the criteria will invalidate a bid:

No	Requested	Information supplied	
		YES	NO
1	The bidding agency must currently manage, or have managed in the past twelve months, a single client with total gross annual billings of R200 million excluding media. Bidder to provide proof that they have managed the single client with annual billings of R200 million.		
2	The bidding agency must have no current clients within the Information Communications & Technology (ICT) sector as well as the Telecommunications industry. It would be considered to be a conflict of interest if the bidding agency has current clients such as Vodacom, MTN, Cell C, Neotel, Dimension Data, Internet Solutions, M-Web, Vox, regional and provincial OLO's by the close of bid on 23 March 2012.		
3	The bidding agency must have an office within a 100km radius of the 8.ta Head Office (situated at 61 Oak Avenue, Centurion, Pretoria). Bidder to provide proof of utility bill.		
4	The bidder must be a minimum Level 4 Contributor with a valid certificate at the close of the bid on 23 March 2012. Bidder must provide a valid certificate issued by a SANAS approved rating agency.		

#### **2 Shortlisting Questionnaire**

To substantiate compliance to these critical criteria, bidders must complete the short listing questionnaire annexed.



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### 3. Bid Document Collection

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

**179 Proes Street, Telkom Tower South,  
Lower Ground Floor**

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

### 4. Bidder's conference

Date: 15 March 2012

Venue: Sterlitza Conference Room, 1<sup>st</sup> Floor, Telkom Towers North, 152 Proes Street, Pretoria.

Time: 10h00 – 12h00

**Please note:** Bidders are requested to arrive 30 minutes prior to the scheduled time to be signed in.

**ANNEXURE: A**

	<p><b>RFP0355/2012 - SHORTLISTING QUESTIONNAIRE</b></p>	<p>Telkom (8.ta) Creative Agency Bid</p>
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**Critical Criteria**

2.1.	List the clients, with billings of more than R200m, serviced by the agency; either currently or in the past 12 months				
Client / Brand	Current (Yes / No)	If no longer a client of the agency when was the relationship terminated?	Annual Billings (inclusive of production, all third party costs and agency remuneration but excludes media)		
	i.			ATL Billings (excluding media)	Non-ATL Billings
ii.					
iii.					

2.2.	Provide details of clients in the ICT sector (i.e. Information, Communication and Technology – including Telecommunications) currently serviced by the agency			
Client / Brand	Nature of relationship (Retainer or Project)	Approximate annual billings (excl media)	Nature of services provided (ATL, BTL, Retail, Digital)	
i.				
ii.				
iii.				

2.3.	Please provide the distance, in Km's, from your Gauteng based office to 8.ta's Head Office (situated at 61 Oak Avenue, Highveld Business Park, Centurion, Pretoria) Bidder to provide a utility bill.	
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**ANNEXURE: A**



**RFP0355/2012 - SHORTLISTING QUESTIONNAIRE**

Telkom (8.ta)  
Creative Agency  
Bid

<b>2.4.</b>	<b>What is your agency's B-BBEE rating?</b>							
<b>B-BBEE rating</b>	1	2	3	4	5	6	>6	Not rated
<b>Please Note:</b> Bidding agencies must provide a valid certificate issued by a SANAS approved rating agency. The certificate must be valid at the close of the bid								