



**REQUEST FOR PROPOSAL
FOR THE APPOINTMENT OF A MARKETING & DIGITAL
COMMUNICATIONS AGENCY**

RFP: KM/08/2020

Briefing Session: 14 August 2020 at 11h00 am

Please note that briefing session will be held via zoom/teams, should you wish to attend, kindly indicate via email so that we can send you the link.

Bid closing date: 11 September 2020 at 11h00 am

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1. INTRODUCTION

The Department of Human Settlements is in the process of establishing a Human Settlements Development Bank (“HSDB”). The purpose of which is to position the HSDB as a vehicle to provide effective public and private funding, financing support to key segments of the housing market, in the face of considerable market failure, significant need and a declining fiscus.

In 2008, the National Treasury undertook a review of the mandates of South Africa’s Development Finance Institutions (DFIs) at the request of Cabinet. The review was conducted in consultation with the national departments responsible for the DFIs. To support expanded housing delivery, the Treasury Review recommended amalgamating the three-housing sector DFIs into a single institution in order to have greater impact, viability and increased scale.

The National Housing Finance Corporation SOC Ltd (NHFC) has now merged with NURCHA and RHLF (all 3 entities previous human settlements DFIs) to deliver quality financial support for the development of a sustainable and integrated human settlement in the country. The NHFC needs to strategically reposition itself as the Human Settlements DFI of choice through significantly enhancing its product offering, financial strength and building capabilities in order to make a positive developmental impact, whilst balancing the challenges of economic viability and developmental imperative. This will be achieved through the establishment of the HSDB.

2. TERM OF THE APPOINTMENT

The term of the appointment is for a period of one year with an option exercisable by the NHFC to extend the contract for an additional two years subject to a performance review.

3. BACKGROUND

The NHFC was established by the National Department of Human Settlements as a development finance institution (DFI) in 1996, with the principle mandate of broadening access to affordable housing finance for the low- and middle-income households.

NHFC is a registered state-owned company. As a Schedule 3A national public entity, the NHFC adheres to the regulatory framework of the Public Finance Management Act (PFMA) of 1999.

The NHFC provides wholesale funding in the affordable housing market mainly to social housing institutions, non-banking retail intermediaries, building contractors privately owned property developers and investors. It provides loans and other forms

of wholesale funding (equity and quasi equity) to certain niche businesses that operate in the affordable housing market.

Effective from 01 October 2018, the company merged with National Urban Reconstruction and Housing Agency SOC NPC (NURCHA) and Rural Housing Loan Fund SOC NPC (RHLF). The NHFC will serve as a consolidated platform for the establishment of the HSDB. The process of winding up these two entities has commenced. It is envisaged that the NHFC will continue in its existing legal format but will change its constitution documents to conform to the HSDB requirements once established.

4. SCOPE OF WORK AND TECHNICAL REQUIREMENTS

NHFC requires the services of a Marketing & Digital Communications Agency that will provide creative and pioneering solutions. The services include creative writing, designing digital marketing platforms, placements of print and advertising. The bidder will be required to amend content and graphic designs on all platforms to align to the HSDB should it be launched during the period of the contract. (include the cost as a line item on the pricing schedule).

4.1 Prospective Agencies will be Expected to Deliver the Following Services:

- Write editorials and company profile;
- Design (look and feel) the production/reproduction of brochures, pamphlets, folders, banners and any promotional material required etc;
- Design (look and feel) advertisements in all forms (electronic, print etc.); and
- Design (look and feel), write content and continuously update all NHFC's social networks.

NB: A complete digital makeover

- Design (look and feel) a template and write content for internal and external newsletters (published every second month) and disseminated;
- Produce a video for NHFC (an overview of all programmes);
- Register on the SABC database as a supplier (for radio slots);
- Revamp the entire website, that is, (design and content) to deliver content and visuals in a fully customised way that reflects the business; and
- Hosting and maintenance of the website for the duration of the contract.

NB: A complete digital makeover

4.2 Create and Design Marketing & Brand Strategy

- Develop creative directions aligned to organization's brand identity;
- Develop a full digital marketing strategy that incorporates relevant platforms – website, digital platforms, social media platforms;
- Develop a new engaging and mobile website;

- Website must allow for future deployment of online services;
- Put together a content plan for execution across platforms;
- Design and develop branded material – pamphlets, folders, banners and any promotional collateral as required by the NHFC;
- Design and development of advertising material across different platforms (digital, print);
- Develop internal stakeholder branding/ communication kit e.g. Newsletters; and
- Develop different communication material e.g. Multimedia videos to be disseminated via digital platforms and to be used across all platforms.

4.3 Implementation

- Implement a complete digital makeover and ensure brand consistency across offline and online platforms
- Manage NHFC external stakeholder communication and develop all related material
- Manage media relations with different media
- Production of all material as required – print, online, branded collateral, activations

4.4 Monitoring & Evaluation

- Produce monthly reports across platforms
- Track digital activities and tweak campaigns using relevant tools including A/B testing in-order to optimize performance
- Track offline campaigns and provide relevant reports across mediums – ensure that activity delivers on key objectives
- Increase followership on Facebook, Twitter, Instagram, LinkedIn and YouTube by 15% annually
- Drive website traffic and deliver 20% increase in web traffic

5. EXPERTISE AND SKILLS REQUIRED

The key criteria to be considered for a suitably qualified and experienced business analyst or service provider:

- a) At least 5 years' business strategist experience ideally in the financial sector, whether state and/or private sector;
- b) A proven track record of having performed similar engagements;
- c) Good understanding and adoption of project management methodologies; and
- d) Firm grasp of emerging digital tools;
- e) Thorough understanding of digital touch points;
- f) Insightful and perspective;
- g) Graphic designs and creative production;
- h) Good communication and report writing skills.

6. COMPULSORY DOCUMENTS REQUIRED

- a) Bidders are required to submit a copy tax clearance PIN issued by SARS to enable the NHFC to view the bidders tax status.
- b) The firm must be registered on the National Treasury supplier database at the time of submitting the proposal. Copy of Central Supplier Database Report must be submitted.
- c) Bidders must submit proof of Company Registration
- d) Certified Copy B-BBEE Certificate/ Sworn Affidavit
- e) Submission of the following Signed and Completed Standard Bid Documents (SBD) Forms:
 - SBD 1: Invitation to Bid
 - Pricing Schedule (Detailed Price Breakdown on bidder's company letterhead and signed by authorised person)
 - SBD 4: Declaration of Interest
 - SBD 6.1 Preference Points Claim Form in terms of preferential procurement
 - SBD 7.2 Contract Form – Rendering of Services
 - SBD 8: Declaration of Bidder's Past SCM Practices
 - SBD 9: Certificate of Independent Bid Determination
 - General Conditions of Contract (GCC)

All forms, annexures, addendums and specifications shall be signed and completed and returned with the RFP Document as a whole.

7. EVALUATION CRITERIA

The proposal will be evaluated in terms of the Preferential Procurement Policy Framework Regulations of 2017. Evaluation of the bid will be conducted in 3 (three) phases as follows:

Phase 1: Eligibility / Pre-Qualification criteria

Bidders will be evaluated according to pre-qualification requirements which include the submission of mandatory information or documentation as stated in section 6 of this document. Bidders that fail to meet the pre-qualification requirements of the bid will not be considered further for evaluation.

Phase 2: Technical/functional evaluation

Criteria	Sub-Criteria	Sub-Weighting	Weighting
Project Implementation Plan	Understanding of the terms of reference and brief	5	20
	Full detailed project implementation, allocation of necessary resources, deliverables and timelines.	15	

Criteria	Sub-Criteria	Sub-Weighting	Weighting
Bidder's Experience in providing Similar	Bidders' experience in providing similar solutions. Bidders must provide evidence of projects implemented recently with similar criteria. Bidders should provide the CVs of the technical leads that show qualifications and experience.	15	25
	Bidders are requested to provide the following: Five (5) letters on a letterhead from their clients where similar services have recently been implemented in the last 60 months. Bidders must make sure that the letters are signed and contact details are fully completed. The contact details must include the contact number and email address of the referee.	10	
Solutions Approach	Bidders must provide full details of the proposed design and implementation for the provision of similar services for NHFC.		30
	<ul style="list-style-type: none"> Detailed methodology that highlights: (i) tasks, (ii) timeframe from placing an order to NHFC receiving the goods, (iii) implementation of the professional services, and (iv) architectural design of the entire solution 	15	
	<ul style="list-style-type: none"> Provide a detailed work plan how to take over the current services from the current service provider(s) without affecting operations; and Proposed Quality Assurance Approach – Tools and techniques for measurement 	10 5	
Transition Plan	NHFC expects the implementation of the new solution to have little or no impact to on-going operations. Bidder(s) is expected to have experience in this area and to provide NHFC with a plan to accomplish this as follows:		25
	<ul style="list-style-type: none"> Bidder(s) to create a design to move the traffic from the old websites to the new website with minimized disruption to staff and clients, and to create a pre-planned schedule for notification purposes. 	15	
	<ul style="list-style-type: none"> Bidder(s) to provide how (and validate procedure) the parallel process will migrate old to new. All documentation, implementation, reports and materials must be provided to NHFC prior to commencement of implementation. 	5 5	
	TOTAL		100

Phase 3: B-BBEE and Price evaluation

The proposal will be evaluated in terms of the Preferential Procurement Policy Framework Regulations of 2017. Bidders who score a minimum of 80 points will be further evaluated in terms of Price and Preference points (B-BBEE status level of contributor). As per the table below, price is evaluated over 80 points and preference points over 20:

Price Assessment	80 Points
TOTAL	80
Preferential Elements	20 Points
B-BBEE Status Level of Contributor	Number of Points
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

8. COMMERCIAL OBLIGATIONS

This section of the document outlines the general commercial process and obligations of the service provider.

9.1 Contracting

A contract will be concluded between NHFC and the successful service provider which will incorporate the following:

- The letter of acceptance to the successful bidder
- The original tender documents;
- The proposal of the successful service provider, and
- Terms and conditions as stipulated above and general contract terms and conditions.

9.2 Material Rights

The product of this project will be confidential information, and will be the property of the NHFC and no disclosure of information to other parties will be made without prior written approval of the NHFC.

9.3 Rules of Bidding

- The NHFC reserves the right to amend or cancel this RFP at any time, at its sole discretion;

- The NHFC is not bound to accept any of the proposals submitted, and reserves the right to call for best and final offers from the short-listed bidders before final selection;
- The NHFC reserves the right to call for interviews with short-listed bidders before final selection;
- The NHFC reserves the right to negotiate price and other aspects of the contract with the preferred bidder;
- The NHFC reserves the right not to accept the lowest scoring bid (if applicable) or any bid in part or whole. The NHFC would award a contract to a bidder who proves to be fully capable of handling the contract and whose bid is functionally acceptable and/or financially advantageous to the NHFC.
- An eligible Bidder, if requested, must be prepared to present evidence of experience, ability, service facilities, and financial standing necessary to satisfactorily meet the requirements set forth or implied in this proposal;
- The NHFC reserves the right to request all relevant information, agreements and other documents to verify information supplied in the bid process. The bidder hereby gives consent to the NHFC to conduct background checks on the bidding entity and any of its directors / partners / trustees / shareholders /members/employees. The NHFC reserves the right to consider the information arising from such background check as part of the tender evaluation process.
- NHFC reserves the right to award a contract in part, to reject any and all quotations in whole or in part, to waive technical defects, irregularities and omissions, at its sole discretion;
- The successful bidder (s) may be required to sign a Service Level Agreement (SLA), in terms of which the service provider's performance will be measured and managed.
- Late submissions will not be considered.

i. Submission Address

Proposal, endorsed with **RFP: KM/08/2020** must be hand delivered to:

NHFC Tender Box

The Isle of Houghton

Old Trafford 3, 1st Floor

11 Boundary Road

Houghton

Johannesburg

Attention: Ms Pumza Nsukwini

ii. Copies

Three hard copies and a soft copy (CD/USB) must be submitted in a sealed envelope, appropriately addressed.

iii. Submission Date

The Proposal (technical and financial) must reach the NHFC **by Friday the 11th of September 2020 at 11h00am.**

iv. Proposal Cost

The cost of compiling a Proposal is and remains the prospective service provider's own cost and will not be paid for by NHFC.

v. Contacts

The contact person for information pertaining to the RFP proposal is Ms. Pumza Nsukwini, telephone numbers 011-644 9800 fax number 011 484 0204 and e-mail pumzan@nhfc.co.za.