

THE DEVELOPMENT OF A BRAND, VISUAL AND MARKETING STRATEGY DOCUMENT FOR SENQU MUNICIPALITY:

- The municipality requires the services of a service provider who will construct a memorable identity and brand that is consistent,
- A municipality brand that will enhance the image of the Municipality because its presence will be defined by the repetition of the logo, fonts, colours and images,
- A brand which once the people see it, would instantly recognise and identify it,
- A brand style guide document that will form and maintain all the elements which when combined, will spell out the entire Senqu brand as it is recognized,
- Create and sustain the social and PR brand and image that will stand out from the rest.

SPECIFICATIONS:

| Service | Description | Specifications |
|-----------------------------|---|---|
| 1.Branding | Graphic design, corporate identity of municipality and brand management | Develop a document/manual that will encompass guidelines for the use of the municipality logo (primary and secondary, in all formats), templates, style guides, concepts and visual language. Components would typically include application on various media like stationery (e.g. official forms, documents, business cards), certificates, communications tools (publications, newsletters, invitations, etc), marketing material (including advertising, posters, banners, vehicle branding), clothing (including formal, informal, and ceremonial regalia), promotional items, signage, and interior design. |
| 2.Marketing Strategy | Develop the marketing strategy, research and implementation thereof | Develop a powerful marketing plan for the systematic development of a brand to enable the municipality to meet the objectives (including determination of key |

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| | | stakeholders and an understanding of what those stakeholders need to know about the brand and experience). The brand strategy is informed by the municipality's vision, mission and strategic objectives, driven by the principles of unity in diversity and sustained consumer appeal. The brand strategy influences the total operation of the municipality to ensure consistent behaviours and brand experiences. |
| 3. Content Marketing | Developing long-term brand positioning through e-mail, website content and social media | Develop a consistent content style in all the written communications of the municipality namely, e-mails, memos, official letters, banners, logos, policy documents, etc... |

FUNCTIONALITY CRITERIA:

The bid documents will be evaluated individually on score sheets by members of the Bid Evaluation Committee according to the evaluation criteria indicated below. The evaluation Committee will allocate points out of 100 for functionality according to the criteria set out below. Bidders who fail to score 70 points for functionality will be considered as having submitted a non-responsive bid and will not be considered further for BBEEE points and amount.

Bidders are expected to furnish detailed information in substantiation of compliance to the evaluation criteria mentioned above.

The following functionality criteria will be used:

Any bidder who fails to score 70 out of 100 will be eliminated.

| Evaluation Criteria | Application | Weights | Total weight |
|--|---|--|---------------------|
| Proposal including Project plan / Methodology | <p>The bidder must provide Senqu with the project plan including implementation and roll-out,</p> <ul style="list-style-type: none"> • A comprehensive work plan with clear timeframes for branding strategy • Comprehensive work plan with clear timeframes for marketing strategy. • Proof of affiliation with a professional body | <p>15</p> <p>15</p> <p>10</p> | 40 |
| | | | |
| Traceable experience in similar environment | <p>The bidder shall provide adequate information regarding the number of years the company has been in operation</p> <p><u>Company experience:</u></p> <p>1 - 2years in the business</p> <p>3 - 4 years in the business</p> <p>5 or more in the business</p> | <p>10</p> <p>20</p> <p>30</p> | 30 |
| Past experience with similar project and contactable references | <p>References</p> <p>3 Contactable reference letters</p> <p>4 Contactable reference letters</p> <p>5+ Contactable reference letters</p> | <p>10</p> <p>20</p> <p>30</p> | 30 |
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| Other conditions | <ul style="list-style-type: none"> • Service Providers who have scored 70 points and above on functionality evaluations may be called for presentations • Senqu will not make upfront payments. The successful bidder will be paid 30 days after | | |

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| | <p>submitting their invoice and statement, if all requirements are met.</p> <ul style="list-style-type: none"> • The detailed quotation must be valid for 120 days • Attach a Company profile with the CV's of the staff involved with the project and qualifications with contactable numbers as evidence. | | |
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