



MARKETING AND ADVERTISING AGENCY SERVICES

A REQUEST FOR PROPOSAL FOR THE PROVISION OF MARKETING, PUBLIC RELATIONS AND ADVERTISING AGENCY SERVICES

REF NO: BSB/RFP/PU/MKT/006/2024/25

Date: May 2024

REQUEST FOR PROPOSAL

1. BACKGROUND

Botswana Savings Bank (BSB) is seeking proposals for the Provision of Marketing, Public Relations & Advertising Services. The appointed supplier will be required to conduct these services in accordance with the brand and marketing needs of Botswana Savings Bank.

2. TERMS OF APPOINTMENT

The considered suppliers will be taken through the procurement process of the bank and in accordance with PPRA procurement guidelines. The RFP should only be responded to by 100% citizen owned entities. Once appointed, the supplier will serve for a period of two (2) years.

3. SCOPE OF SERVICES PROVIDED BY THE SUPPLIER

The Supplier will be expected to, at all times, conduct its business in a manner that will reflect favourably on the BSB brand.

The appointed supplier will be expected to take every reasonable precaution to safeguard any of BSB's property entrusted to their care ensuring that every effort is made to minimise the risk of unauthorised disclosure or use of Confidential Information.

4. SERVICE DESCRIPTION

4.1 Market Research

Conducting market research to understand consumer behaviour, market trends and competitor strategies.

4.2 Brand Strategy

Develop brand positioning strategies and brand identity guidelines to ensure consistency across all marketing communications.

4.3 Strategic Planning

Develop long term marketing strategies aligned with the client's business objectives and adapting them to change market conditions.

4.4 Campaign Execution

- Develop Marketing and Communication Campaigns & Promotions
- Managing the execution of advertising campaign from concept to delivery including production, distribution and tracking advertisements
- Creative Development – conceptualising & developing creative ideas & campaigns.
- Creative Production – Overseeing the production process of advertising materials.

4.5 Analytics and Measurement

Monitoring & analyzing the performance of advertising campaigns to measure their effectiveness and optimize future efforts.

4.6 Public Relations

Providing PR Services (media relations, events management, production of publications etc.) to enhance the clients public image and reputation.

4.7 Digital Marketing

Creating & Managing digital Marketing campaigns, including search engine optimization (SEO) social media marketing, email marketing and online advertising.

4.8 Account Management

Managing Clients account – invoicing and ensuring the delivery of services as per agreed upon terms.

4.9 Media Planning, Buying & Placement

Identifying the most suitable media channels (TV, Radio, Print, Digital, Social Media etc) to reach target audience and negotiating media placements on behalf of client.

4.10 Innovative Ideas and Trends Monitoring

Keeping abreast with banking industry trends and innovative marketing strategies to provide clients with cutting -edge solutions.

5. SUPPLIER ACTIONS REQUIRED FOR THIS RFP

Submit proposal in accordance with the specifications outline in the RFP. Proposals should be submitted no later than **30th May 2024 at 1000hrs** and should be addressed to;

Botswana Savings Bank, Broadhurst Gaborone
4th Floor Tshomarelo House
P O Box 1150
Gaborone
Tel: +267 3670000
Email: bratsatsi@bsb.bw copied to procurementunit@bsb.bw and ntshiamo@bsb.bw

6. FORMAT OF RESPONSE

The submissions should be presented in a manner and format described below.

The proposal document in one (1) Original (Marked original) and two (2) copies to the **Botswana Savings Bank (BSB) Plot 53796, Tshomarelo House, Kagiso Mall, P O Box 1150, Gaborone, Botswana.**

Please take note that this is a two-envelope proposal.

All submissions must be securely bound. The procuring entity will not be held liable for misplaced pages due to insecure binding.

7. EVALUATION CRITERIA

The procedure for evaluation of responsive proposals is a three (3) stage method evaluation, following Quality and Cost Selection Method.

STAGE ONE: Preliminary Examination for Compliance

- a. Submission of one (1) original and two (2) copies of all documentation submitted (compliance is checked during opening)
- b. Fully completed Certificate of Authority of Signatory.
- c. Fully completed Form of Offer and Acceptance.
- d. Submission of a copy of appropriate and valid Trading Licence.
- e. Submission of a copy of Tax clearance certificate issued by the Botswana Unified Revenue Service.
- f. Fully completed list of Directors and shareholder's information.
- g. Submission of a certified copy of PPRA Registration,
Code: **138** Marketing and Public Relation Services Sub code: **01** Marketing Services or **03** Public Relations Services.

STAGE TWO: Technical Evaluation

A technical evaluation will be carried out to determine the technical compliance with the specifications or the scope of supplies in the proposal document, and any submission which does not comply with the specifications will be disqualified. Only submissions that have passed in stage one shall undergo technical evaluation.

The matrix below will be used for evaluation of the following;

Item	Max Marks (80)
<p>Proposal (Total Marks - 60)</p> <p>Detailed Proposal in line with all the requirements listed, indicating creativity, personnel capacity, quality and experience, and any other value add details to support the proposal.</p> <p>Creativity (20)</p> <p>Full Marks (20) if creative concepts are attractive, clear, and clean. 15 Marks if creative concepts are attractive. 10 Marks if creative concepts are clear and clean.</p> <p>Personnel Capacity (Team Complement, Qualification and Experience) - (30)</p> <p>Team Complement (10)</p> <p>Full Marks (10) if personnel include Account Manager, Graphics Designer, Social Media Manager, PR Specialist, Marketing Specialist.</p> <p>5 Marks for incomplete team complement.</p> <p>Team Qualification (10)</p> <p>Full Marks (10) if all team members have bachelor's degree or better. 5 Marks if half of more of the team complement has bachelor's degree or better. 3 Marks if less than half the team complement has bachelor's degree or better. 2 Marks if none of the team members has bachelor's degree or better.</p> <p>Team Experience (10)</p> <p>Full Marks (10) if all team members have 10 or more years of experience. 5 Marks if half or more of the team members has 10 or more years of experience. 3 Marks if less than half of the team members has 10 or more years of experience. 2 Marks if none of the team members has 10 or more years of experience.</p> <p>Bidders to submit CVs and Academic Certificates of the team.</p> <p>Industry Experience of the Entity (10)</p> <p>Full marks (10) if experience is 15 or more than 15 Years. 5 Marks if experience is 10 or more than 10 Years. 3 Marks if Experience is less than 10 Years.</p> <p>Bidders should submit at least three (3) recent written references.</p>	

<p>Presentation (Total Marks - 20)</p> <p>10 Marks for level of creativity and innovation as reflected in the presented concepts.</p> <p>10 Marks for effective use (including cost) of integrated marketing and media communications case study demonstration.</p>	
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STAGE THREE 3: Financial Evaluation

The proposals will undergo cost evaluation only subject to having attained technical score of 70% or more. The maximum mark for financial evaluation is 20 marks.

The cost should clearly indicate the **monthly retainer** as well as the **rate card and** or any mark-ups applicable for different elements outlined in the scope.

Note that VAT exclusion on the Grand Total by VAT registered proposers shall render the submission non-compliant.

The most compliant bidder who achieves the highest score will be recommended for award. The contract may not necessarily be awarded to the lowest priced bid.

8. BASIS OF AWARD

The most compliant and sound proposal that meet the most requirements as per guidance on the technical proposal. The proposer who achieves the highest score will be recommended for award. The contract may not necessarily be awarded to the lowest priced proposer, but considerations will be based on both quality and cost.

Supplier should note that BSB reserves the right to distribute answers to questions to other suppliers who may not have asked that question but where BSB feels that the answer corrects a mistake, adds clarity or removes ambiguity from the original RFP.

The winning bidder shall be required to have a BSB business Account where payments shall be disbursed.
