

Annexure L6 : Shortlisting Questionnaire - Digital Agency – DO NOT COMPLETE BY HAND

Very Important: In the event of the pitching agency being a subsidiary of another agency, the information provided in this shortlisting questionnaire e.g. number of staff, list of clients, billings, etc. must pertain to the subsidiary that is pitching for the business and not to the main agency. If you have formed an association (Joint Venture, Partnership or Consortium) for this tender you must complete a questionnaire for each of the association partners as well as the additional Association Questionnaire (Annexure B)

General Information

1	Legal name					9	VAT number			
2	Trading name					10	Inception date			
3	Registration no.					11	Billings (inclusive of digital media billings) (past 12 months) If you are not permitted to disclose this information please provide a range e.g. R10m-R20m. Keep the range within R10m. DO NOT leave this blank.			
4	Postal address					12	Contact person			
5	Physical address					13	Designation			
6	Web address					14	Mobile number			
7	Telephone (B)					15	E-Mail address			
8	BBBEE level (attach certificate)	1	2	3	4	5	6	>6	Not rated	

16 Provide a brief overview of your agency (history, services, key strengths/competencies, achievements, clients, etc.) (attach company profile)

Agency Profile

17	Does your agency have an international capability or footprint/ is your agency part of an international/local Professional Body network, and if so, which one?	YES	NO	Professional Body:
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19	Number of staff employed by your agency	Johannesburg	Cape Town	Durban	Other

20	Accounts won in past 30 months (Company name & brand/s)	Approximate value	Client Name/s	Contact Details
	i.			
	ii.			
	iii.			

21	Accounts lost in past 30 months (Company name & brands)	Reason for loss	Value of loss in billings (pa)	Client Name/s & Contact Details
	i.			
	ii.			
	iii.			

Resource Strength

24	Name of digital senior strategist who will be assigned to the Eskom account		Number of years' experience as strategist?	0-4 yr	5-9yr	10-15yr	16-20yr	20yr +
25	Provide Senior strategist brief profile of experience for developing reputational turn-around strategies (max 100 words) Detailed CV to be attached.							

26	Name of digital creative director who will be assigned to the Eskom account		Number of years' experience as creative director?	0-4 yr	5-9yr	10-15yr	16-20yr	20yr +
27	What work/campaigns is the creative director best known for (not older than 24 months)? Detailed CV to be attached.							

Services

28	Indicate the strength of the agency's offering across the following services by making an X in the appropriate box.			
Service	Core Strength	Extensive Competency	Limited Offering	Outsourced
i. Digital Strategy, Creative & Rollout				
ii. Information Architecture, Wire Framing				
iii. User Experience Design & Journey Mapping				
iv. Creative, Design and Implementation				
v. Content Strategy, Management & Execution				
vi. Social Media Management Tool (for engagement on various platforms (Facebook, Twitter, You Tube, LinkedIn, etc. - list the tool offerings)				
vii. Application Design, Development, Maintenance				
viii. SEO, ORM & Brand Integrity				
ix. Editorial & Social Media Management Tool (Listening, insights, analysis)				
x. Internet of Things (IOT)				

Client Profile

29	Provide information on the digital agency's top 5 clients			
Client	Tenure of relationship	Approx billings (per year)	Nature of relationship (retainer OR project based)	Description of last digital campaign for this client (campaign name & digital channels used). Kindly Specify Clients details and Contact
i.				
ii.				
iii.				
iv.				
v.				

30	Provide information on the digital agency's top 5 online clients			
Client (company & brands)	Tenure of relationship	Approx billings (per year)	Nature of relationship (retainer OR project based)	Description of last digital campaign for this client (brand, campaign name & channels or /social media marketing tools used [e.g. Sprout, Hootsuite, etc.]. Kindly Specify Clients details and Contact
i.				
ii.				
iii.				
iv.				
v.				

Agency Experience

31	Provide information on the digital agency's experience in working on public/utility/Big corporates (national/international) accounts. Kindly Specify Clients details and Contact		
	Public sector / Big Corporate client	Tenure of relationship (from when to when)	Nature of work done for this client
	i.		
	ii.		
	iii.		
	iv.		
	v.		

32	Provide evidence of the digital agency's experience in developing integrated digital campaigns (max 200 words). Kindly list the number of integrated digital campaigns done in the past 3 years. Must include the client the campaign was done for and campaign timing.

33	Does the Agency develop mobile applications? Provide the names of digital / mobile Apps developed in past 3 years (Include objectives of the App, client and user information).

Awards

34 Provide information on awards (or industry recognition) the agency received in the past 30 months in the digital environment. This can include awards acquired by the Senior Strategist and Creative Director but must be specified.

Award	Campaign	Received (month/year)
i.		
ii.		
iii.		

I hereby declare that all the information provided in this shortlisting questionnaire is correct at the time of submission.

Name & Designation:

Signature: