

Annexure L 2: Shortlisting Questionnaire - Media Buying (All Campaigns)

Very Important: 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	Date on which company was registered		
3	Registration no.							11	Annual value of current billings (if you are not permitted to disclose this information please provide a range e.g. R30m – R40m. 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	B-BBEE level (attach certificate)	1	2	3	4	5	6	>6	Not rated		
9	Percentage black ownership										

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Provide a brief overview of your company and indicate how long you have been doing media buying (history, services, key strengths/competencies, achievements, clients, etc) **Attach company profile**

Client Profile

17

Provide information on the agency's top 5 current clients

	Client	Duration of relationship	Size of media budget	Nature of relationship (retainer OR project based)	Type of media buying (recruitment, classifieds, media campaigns, etc)
i.					
ii.					
iii.					
iv.					
v.					
vi.					

Resource Strength

18

Indicate the number of full-time and part-time employees in your staff compliment.

Full-Time:

Part-Time:

Services

19		Service	Core strength	Outsourced	Number of years' experience
<p>Indicate the strength of the company's offering across the following services by marking an X in the appropriate box</p>	a)	Media strategy (non-digital media)			
	b)	Media strategy (digital media)			
	c)	Media buying (non-digital media)			
	d)	Media buying (digital media)			
	e)	Media campaign performance measurement			
	f)	Media planning			
	g)	The ability and strength of the agency to negotiate and obtain discounts on behalf of Eskom			
	h)	Layouts of tender ads and public notices			

20		Number of years' experience	Major campaigns worked on
	<p>Indicate the years of experience of the media strategist who will be assigned to the Eskom account (Attached CV)</p>		

21		Number of years' experience	Major campaigns
	<p>Indicate the years of experience of the account executive who will be assigned to the Eskom account (Attached CV)</p>		

24 Provide information on the accounts <u>won in the last 30 months only</u>			
	Client	Duration of contract	Type of media buying (recruitment, classifieds, media campaigns, etc)
i.			
ii.			
iii.			
iv.			
v.			

Accounts

22	Indicate which media channels you have used on previous campaigns. <u>Indicate name of campaign and client name below. (attach evidence for each)</u>	TV	Radio	Print	Outdoor	Digital	Other	
I / we confirm that the clients and events numbered above are a true and correct reflection.							YES	NO

Licensing and systems in-house

		Yes/No	Number of years' experience
23	Cadreon or similar programmatic buying system		
	Chase or similar booking software and to track flightings and spend		
	Ariana/Telmar or similar audience tracking software		

25 How many digital campaigns have you done in the past 30 months (add more rows if required) You will not be scored on clients who cannot be contacted.						
	Campaign name (and name of the client)	Digital platforms Used	Duration of the campaign	Size of media budget (please provide a range if you can't disclose)	Name of the clients' campaign manager	Contact details of client's campaign manager
i.						
ii.						
iii.						
iv.						
v.						

26 How many campaigns targeting rural / low income audiences have you done in the past 30 months (add more rows if required) You will not be scored on clients who cannot be contacted.						
	Campaign name (and name of the client)	Platforms Used	Duration of the campaign	Size of media budget (please provide a range if you can't disclose)	Name of the client's campaign manager	Contact details of client's campaign manager
i.						
ii.						
iii.						
iv.						
v.						
vi.						

<p>I hereby declare that all the information provided in this shortlisting questionnaire is correct at the time of submission.</p>	<p>Name & Designation:</p>	<p>Signature:</p>
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