



**2024 NATIONAL GENERAL ELECTIONS  
MARKETING-COMMUNICATIONS AGENCY**

**Invitation To Bid:  
TERMS OF REFERENCE**

**CLOSING DATE FOR SUBMISSIONS: 09 June 2023; 16h00**

**COMPULSORY BRIEFING SESSION:**

**05 JUNE 2023; 13h00 at Media Centre, 1<sup>st</sup> Floor, Chief Albert Luthuli House, 54  
Pixley Ka Isaka Seme Street, Johannesburg**



**The Year of Decisive Action  
To Advance the People's Interests  
and Renew our Movement**

## 1. INTRODUCTION

### 1.1 Purpose

These terms of reference is intended to inform the African National Congress' (ANC) selection and eventual appointment of an agency that can provide a 2024 National General Election (NGE) integrated marketing and communication solution that is based on strategic insights, data and research.

### 1.2 About the ANC

The ANC is a national liberation movement that was formed in 1912 to unite African people and spearhead the struggle for fundamental political, social and economic change. Since its inception the ANC has led the struggle against racism and oppression by organising mass resistance, mobilising the international community and taking up the armed struggle against apartheid.

The ANC achieved a decisive democratic breakthrough in the 1994 elections and has been South Africa's governing party since that period.

### 1.3 Context

The 2024 National General Elections (NGE) are expected to take place amid some of the most serious challenges the ANC and South African have faced since the first democratic elections in 1994. Such challenges being both of a subjective and objective nature.

Organisationally, the ANC is expected to demonstrate, through tangible action, its commitment to renew itself and recommit to its historical mission. In relation to societal problems, poverty and inequality lines remain stubbornly reflective of racial and gender lines that prevailed pre-1994. In this regard the NGE is likely to primarily be about ANC's ability to continue driving South Africa's transformation agenda considering the organisation's role in current challenges experienced such as unemployment, electricity, crime, access to clean water and sanitation.

The ANC's adversaries are emboldened by their belief that the NGE will result in the ANC receiving votes that are below 50% which would consequently lead to loss of state power. These players see this occasion as one golden opportunity to dislodge the ANC as it is at its weakest. Their anti-ANC narrative will attempt to undermine any demonstrable changes and progress made since 1994.

In this context, the major challenge for the ANC will be to ensure that its story is told forcefully enough to overcome all attempts aimed at describing the organisation as incapacitated to be responsive to South Africa's current needs.

## 2. SCOPE OF WORK

The ANC requests proposals from service providers that can plan and execute an integrated marketing communications strategy (i.e. above the line, below the line and through the line) which is designed to support and amplify the organisation's 2024 National General Elections (NGE) campaign. This includes, but is not limited to campaign ideas and strategies, concept development, execution, layout up to finished art.

In this regard the service provider will be expected to provide the following services:

### 2.1 Advertising, Media Planning, Buying and Placement

Develop and execute an integrated media and advertising solution which is informed by research and analysis and includes media buying strategy, billboard advertising, platform selection, etc. Included should also be placement with proposed costings and production timelines based on approved schedules. The service provider must demonstrate value and savings as well as ensure that adverts appear on the booked channels and platforms as per approved schedule with provision of the required proof thereof. The service provider will also be expected to do pre, during and post campaign performance monitoring and reporting.

### 2.2 Strategic Public Relations and Content Development

Management of public relations services includes but that is not limited to development and execution of the PR strategy, reputation management, crisis communication, writing services (speech writing, press releases, editorials, blogs, website, newsletters, marketing material, opinion and thought leadership articles), media training, building relationships with relevant media and key opinion leaders. The service provider will also be expected to monitor the ANC's mentions in relation to NGE on all media platforms.

### 2.3 Digital Marketing

Develop and execute a digital marketing strategy which includes but is not limited to online advertising, content development as well as support for the management of ANC social media pages. The service provider will be required to work closely with ANC Department of Communication, Information and Publicity (DCIP) to maximise on Search Engine Optimisation initiatives.

### 2.4 Creative Development and Production

The service provider will be responsible for executing development of creative work and production thereof including revising and updating the corporate identity (CI) document, design of marketing collateral: posters, flyers, desk drops, promotional items, internal and external brochures etc. The service provider will be expected to

provide printing and production services for approved campaign elements. These include but are not limited to internal posters, desk drops and internal brochures, video and radio production.

### 3. SELECTION CRITERIA

Service providers will be assessed against the following criteria which must also inform the preparation of submissions.

CRITERIA	WEIGHT	SCORE	TOTAL
Understanding of the brief	10		
Understanding and experience of the ANC	10		
Examples of similar work done	20		
Project team skills competence	20		
National footprint	20		
Approach to skills transfer and BBEEE	10		
Value-add propositions	10		

**Scores:**

- 1 = Do not meet criteria and is not eligible
- 2 = Do not meet criteria but could be responsive if supported
- 3 = Meets criteria

Based on a screening of submitted proposals shortlisted bidders will be invited to a presentation whose details will be provided upon invitation.

Bidders who score an average minimum of 250 points or lesser during the presentation will be deemed unsuccessful and not receiving further consideration. Bidders who score above and average of 250 points will be engaged by the ANC DCIP about final costings, which factor will determine the final selection of a successful bidder.

### 4. IMPLEMENTATION STAGES

STAGE	TIMELINE
Advertising of bid invitation	Week 1
Shortlisting	Week 1 to 2
Presentations	Week 2
Site visits	Week 2
Selection	Week 2
Contracting	Week 3 and 4

## 5. REPORTING AND ACCOUNTABILITY

The successful bidder will report to the ANC through the ANC's Department of Communication, Information and Publicity (DCIP) whose staff and volunteers will be integrated to form part of the successful service providers project implementation team. To this extend structures, processes, method and timelines of reporting to the ANC will be outlined in a service level agreement which the successful bidder will be obligated to enter into.

## 6. CLOSING DATE AND COMPULSORY BRIEFING

**Closing date for submission of proposals is 09 June 2023; 16h00.** Submissions must be submitted via email to the e-mail address [nmaphumulo@anc1912.org.za](mailto:nmaphumulo@anc1912.org.za).

**A compulsory briefing session will be held on Monday, 05 June 2023 from 13h00** at Media Centre, 1<sup>st</sup> Floor, Chief Albert Luthuli House, 54 Pixley Ka Isaka Seme Street, Johannesburg. Failure to attend will result in disqualification to tender.

## 7. ENQUIRIES

Any enquiries related to this invitation to bid must be in writing and directed via email to [nmaphumulo@anc1912.org.za](mailto:nmaphumulo@anc1912.org.za). **No other forms of communication will be entered into other than through email communication.**

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