**QUESTIONS AND ANSWERS FOR MEDIA BUYING SERVICES BID (GEPF 02/2019)**.

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| **NO** | **QUESTION** | **ANSWER** |
| **1** | Objective of the campaign/s  What is GEPF trying to communicate with the stakeholders and in what proportion. | To communicate with its stakeholders regularly, to educate members about their benefits, claiming processes and access of benefits, brand awareness and positioning |
| **2** | **Stakeholders / Target Market :**    Although page 3 of the RFP document gives a broad outline of the stakeholders (target market), any additional segmentation or demographic information would help us to provide a plan with media channels and budgets optimised even further e.g. male vs female split, age breakdowns, income brackets (if possible), provincial splits etc. | GEPF does not have such breakdown at the moment. |
|  | **Secondary Target Market:**  The financial community - Fund Managers in the private sector who focus on Government Bonds and equities.  The JSE stakeholders. | Correct, they are our secondary target market when we communicate about our investments. |
| **3** | **Guidelines to Respond:**  Provide evidence supported information on the staff component.  Question: Please clarify what we need to provide here. Staff contracts ? | We require organisational structure. |
| **4** | **Scope of Work**:  Production of material for out of home, radio, television and digital platforms.  Question: Please ask them to clarify as we only handle media. Would this be for a creative agency? | Production of the material will be done by the creative agency. |
| **5** | **Evaluation Criteria**:  Demonstrate experience in the provision of media buying services by providing the following:  A comprehensive company profile (10 years’ experience is acceptable), organisational structure and detailed infrastructure to render the services as outlined in section 9.2    Question: Where is section 9.2. ? Is this a typo as section 1.4.3 outlines what is required in the company profile. | Please refer to 1.4.3 to respond. |