



## TERMS OF REFERENCE

### APPOINTMENT OF A SERVICE PROVIDER TO IMPLEMENT A DIGITAL MARKETING STRATEGY FOR THE KWAZULU-NATAL FILM COMMISSION

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Board members: N. Malange, J. Wills, M. Mzimela, N. Mthembu, L. Berning, C. Coetzee, L. Ngcobo, S. Zondi

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## BACKGROUND INFORMATION

The KZN Film Commission has developed a digital marketing strategy and now need to get it implemented, so as to attain its mandate of promoting the film industry in the province, locally, regionally and globally.

### 1.1. Abbreviation, Acronyms and Definitions

TOR	Terms of Reference
KZNFC	KwaZulu-Natal Film Commission
KZN	Province of KwaZulu-Natal
SP	Service Provider
SCM	Supply Chain Management
CEO	Chief Executive Officer
CFO	Chief Financial Officer
PFMA	Public Finance Management Act, 1999 (Act No 29 of 1999) as amended
B-BBEE	Broad-Based Black Economic Empowerment
SLA	Service Level Agreement
PPPFA	Preferential Procurement Policy Framework Act, 2000 (Act No 5 of 2000) as amended

### 1.2. Introduction

The KwaZulu-Natal Film Commission (KZNFC) as established under the KwaZulu-Natal Film Commission Act, 2010. The KZNFC has been established to promote the film industry in the province, and has as part of its objectives:

- To promote and market the province as a global destination for film production;
- To develop, promote and market, locally and internationally, the film industry in the province;
- To facilitate investment in the film industry in the province;
- To provide and encourage the provision of opportunities for persons, especially from disadvantaged communities, to enter and participate in the film industry in the province;
- To address historical imbalances in the infrastructure and in the distribution of skills and resources in the film industry in the province; and
- To contribute to an enabling environment for job creation in the film industry in the province.

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### 1.3. Project purpose

The KZNFC wishes to appoint a suitable service provider to implement an existing digital marketing strategy in line with monthly thematic approach, while telling the story of KZNFC through industry approved projects. Flowing from this terms of reference as an outcome is an engaged audience in our digital platforms. The KZNFC's vision is to position the province as a globally competitive, diverse and sustainable industry and choice film destination.

#### **Purpose of the Terms of Reference**

The Terms of Reference (TOR) would serve to guide the process of selecting and appointing a suitably qualified digital marketing agency by ensuring a match between KZNFC's requirements and the knowledge and experience of the service provider.

These TORs and the service provider's proposal will form the basis of the service level agreement to be entered into between the parties.

### 1.4. Background to the project

- KZNFC facilitates support throughout the value chain to local and international film industry stakeholders.
- KZNFC needs to appoint an experienced digital marketing agency to implement a digital marketing strategy not only to increase following and reach, but to ensure engagement of the audiences.
- KZNFC is a small to medium sized government entity that attracts local and international film investors.

## **2. SCOPE OF WORK AND DELIVERABLES**

### 2.1. Scope of work

Flowing from the digital marketing strategy, the service provider will be expected to develop marketing tactics that will build the KZNFC brand, drive traffic to website and increase engagement on social media. Engagement is the biggest challenge for KZNFC digital platforms, and it has to be focused on. The service provider will be expected to render the following:

- Social media management
- search engine optimisation
- pay per click advertising,
- Content creation (including graphic design and video production),
- search engine marketing
- copywriting.
- Monthly report on analytics.

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## 2.2. Deliverables

The following outputs/deliverables will be expected for the duration of the project contract period:

- a) Monthly thematic/Campaign conceptualization, implementation and management for the duration of 8 months. Content development, search engine optimization, monitoring and evaluation of the KwaZulu-Natal Film Commission brand.
- b) Design an alignment of Simon Sabela awards and the KwaZulu Natal Film Commission brand
- c) Support to the KZN Film Commission Platforms for the Simon Sabela KZN Film and Television Awards (Content Schedule for the days before the award, during the awards and post event campaign) .
- d) Monthly social media implementation plan presented two weeks in advance of the start of the month.
- e) Monthly report to be submitted on every second day of the new month.
- f) Advisory Partner Content Support for digital Platforms which entails highlighting and profiling of brand collaboration, partnerships and sponsorships. This offers KwaZulu-Natal Film Commission the opportunity to provide value added benefits to partnership agreements, through utilizing social media networking platforms to activate brand sponsorship and influence.
- g) Curation of topic ideas to stimulate industry interest and engagement through Zoom for Business platform.
- h) Animated Online Content: design content that profiles and positions the KwaZulu-Natal Film Commission
- i) Development of KZN Film Tourism Profile: The Film industry offers the opportunity for the amalgamation of tourism and film. The KwaZulu-Natal Film Commission has a record of existing film cites across KwaZulu Natal that can be packaged into high quality filmed footage and imagery that can be used to position KwaZulu-Natal as film destination.
- j) Studies show that the most effective and engaging mode of communication is through short films/clips. Short clips are conceptualized, cut and deployed at most once a week to communicate subtle but key brand messages.

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- k) Conceptualization and design of content ideas and branding for podcasting KZN Film Commission channel.
  - Initial situational analysis
  - Digital Strategy (SEO & Content Strategy)
  - Paid social strategy
  - Paid amplification
  - Audience insights and analysis
    - Cross-channel marketing
- l) Skills transfer to the marketing team for better understanding and meaningful conversation.

### 2.3. Time frames

- Work will start in March 2022. Delivery of detailed project plan with clear milestones expected two weeks after commencement of work. The service provider will be contracted to provide its services over a period of 8 months (from March 2022 – February 2023)

### 2.4. Methodology and Skills required

The Service Providers' proposal must outline the methodology they intend adopting to meet the deliverables specified above. Furthermore, bidders will need to provide the list of human resources (with role and skill set) which will be dedicated to this project.

The following expertise is required from the service provider:

- Campaign development; audio video editing and multimedia skills
- Digital Advertising design; researching attitudes and expectations, analysing and interpreting research data
- Creative Skills; planning, developing advertising campaigns
- Understanding of SEO, google adwords, social media marketing

## 3. REPORTING

- For contracts management, performance monitoring and relationship management, the service provider will be accountable to the  
**Marketing and Communications Manager: Mr. Mu Ngcolosi**

## 4. QUOTATION REQUIREMENT

### 4.1. Project Proposal

Bidders will be required to submit a **technical** and **financial** proposal. A Non-compulsory briefing will be held.

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#### 4.1.1. Technical proposal

- The technical proposal should comprise of the complete project plan with timelines and deliverables

#### 4.1.2. Financial proposal

- The financial offer must contain a monthly retainer fee and total fee for the duration of the period
- All costs should be inclusive of VAT and conditional and/or unconditional discounts where applicable.

### 5. EVALUATION CRITERIA

#### Pre – Qualification Criteria (*disqualifying requirement*)

N/A

#### Mandatory Requirements (*disqualifying requirement*)

- The service provider must be a certified Google Partner (Individual/employee google partner certificate are also acceptable)

#### Functionality

Bidders that score less than 70% of the points for functionality will not be considered for further evaluation process.

#### Preferential Points and Price

Preferential points in accordance with the Supply Chain Management Procurement policies, the Treasury Regulations, the Preferential Procurement Policy Framework Act 5 of 2000 and the B-BBEE Act and with its regulations amendments.

Financial and Preference Point System	
Price	80
Preference Points (Conformance to B-BBEE)	20
<b>Total</b>	<b>100</b>

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**6. NON-APPOINTMENT**

The KZNFC reserves its rights either NOT to make an appointment and/or appoint the bidder with the lowest price. The KZNFC also reserves its right to negotiate the final price of those bids deemed technical compliant.

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**7. FUNCTIONALITY: EVALUTATION CRITERIA**

PROJECT NAME: DEVELOPMENT & IMPLEMENTAION OF DIGITAL MARKETING STRATEGY			
CRITERIA	SCORING GUIDE	WEIGHT	MAX POINTS
Company Profile (Relevance of the company’s core business to the scope of the bid)	10= Detailed Company Profile		<b>10</b>
Proposal	15=The bidder must provide a proposal that demonstrates an understanding of the KZN Film Commission brand and what makes their company uniquely qualified to meet the requirements of the KZNFC		<b>15</b>
4 Written reference in a form of signed letters of company/entity’s experience in the execution of a digital marketing strategy.	20= 4 letters dated between 2017-2020  15 = 3 letters dated between 2017-2020  10 =2 letters dated between 2017-2020  5 = 1 letters dated between 2017- 2020		<b>20</b>

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Relevant experience in the area of digital marketing (attach team leader's CV)	15 = 6 or above years' experience 10 = 2 - 5 years' experience		<b>15</b>
Company's Experience (attach relevant Portfolio of Evidence with previous work done on implementing a digital strategy)	15 = 6 – 10 Designs from different campaigns 10 = 2 – 5 designs from different campaigns		<b>15</b>
A detailed project plan, with timelines and deliverables	25= Detailed project provided is fully complete and displays detailed costing and clear timelines 15= Project plan provided is incomplete and lacks detailed timelines and deliverables		<b>25</b>
<b>Total</b>			<b>100</b>

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