

APPENDIX 8 - An invitation to tender

An invitation to tender for the following surveys commissioned by *The South African Advertising Research Foundation (SAARF)*:

THE SAARF ADULTS ALL MEDIA AND PRODUCT SURVEY (AMPS™)

01 JANUARY 2004 – 31 DECEMBER 2008

THE SAARF RADIO AUDIENCE MEASUREMENTS SURVEY (RAMS™)

01 JANUARY 2004 – 30 JUNE 2006

With an option to extend the period to 31 December 2008

And

THE SAARF PRODUCTS AND BRANDS SELF-COMPLETION SURVEY

01 JANUARY 2004 – 31 DECEMBER 2008

Requirements

The South African Advertising Research Foundation (SAARF) is an Independent, not-for gain industry body which provides its stakeholders (media owners, advertisers and advertising agencies) with valid, reliable and credible media audience, products and services consumption data for a large variety of target markets. These research results are used for the buying and selling of an estimated R9 billion worth in advertising spend per annum.

Currently, SAARF conducts three surveys to fulfill in the needs of print, cinema, outdoor, radio and Internet media owners, advertisers and advertising and communication agencies, namely:

1.The SAARF All Media and Products Survey (AMPS™)

2.The SAARF Radio Audience Measurement Diary Survey (RAMS™)

3.The SAARF Products and Brands Self-completion Survey

The same sample of about 30 000 respondents per annum, is used to collect information for the above three surveys and the results are reported on twice a year based on a 12 month rolling sample.

Given the current financial pressures that the Marketing Industry Trust (MIT), who funds SAARF, are experiencing, it is most likely that tenders for different sample sizes might be requested in the 2nd Phase when details of costing will be required.

Following many recent developments in the measurement of media audiences and product consumption/usage, SAARF has decided to open up the tender for the above three surveys to affordable new ideas. SAARF will gladly assist in the provision of help to elaborate on any areas, if required.

The SAARF Tender Committee has decided to extend the closing date for receiving proposals to **Friday 22 November 2002** and no proposal received after this date will be considered. The reason for the extension of the closing date is inter alia because the contract period for AMPS and the Self-Completion Products and Brands Questionnaire has been extended to 5-years to make it financially more attractive. In addition, the RAMS contract period will have an option to be extended to 5-years as well, depending on circumstances. Minor amendments and clarifications have also been added to the invitation to tender.

SAARF reserves the right to accept any proposal, to accept any combination of proposals or to accept no proposal, and to discuss details with organisations that put in a tender prior to inviting a further detailed tender, if it deems necessary.

Parties that have already submitted tenders have an option to amend their submission in the light of the extended contract period.

In addition, SAARF also reserves the right to provide copies of all proposals to the SAARF Board of Directors and/or nominated SAARF Board Committee/Sub-committee members and to independent local and international consultants. All these documents will be treated as **confidential**. However, as SAARF is an industry body committed to an open, fair and transparent process, details pertaining to the process and those taking part in it will be released into the public domain.

In broad terms, SAARF wants tenders for surveys that would provide similar results to those of the current SAARF AMPS™, SAARF RAMS™ and SAARF Products and Brands Self-completion questionnaire. Tenders that suggest different methodologies to the current ones to achieve these goals would be welcomed and considered.

As the accessibility of the SAARF data by all its stakeholders is of great importance, proposals on ways and means of making the data available in cost effective ways must be included in the tender submission.

In the changing world that we are living in, specifically in the media arena, SAARF is open to new research approaches.

Proposals must indicate the status in their respective organisations of Black Economic Empowerment (BEE) and of plans in this regard during the execution of the project.

Proposals must also indicate the company's status and future plans with regards to ISO 9000 Certification.

Research suppliers whose proposals are in principle accepted for consideration will be invited to provide a detailed proposal based on a detailed specification from SAARF. SAARF is not obliged to supply reasons to any person for not inviting them to take part in the detailed proposal phase.

The universe for these surveys is described as the adult population (16 years and older) of South Africa, resident in private households of any type including live-in domestic workers, hostels dwellers and residents of informal settlements.

Universe estimates must be updated annually. In this regard, SAARF will only accept expertly conducted annual population updates from a respected institution acceptable to SAARF.

To assess the affordability of the proposal, only a ballpark cost is required in the first phase of the process. This figure must be based on the current sample of 30 000 respondents. Comprehensive and binding costing would only be required in the detailed tender, which will follow later. As the cost of research is of extreme importance to ensure sustainable industry research, all second phase proposals will have to address measures to provide cost effective affordable research in detail.

More information, if required, about current practice can be obtained from SAARF.