



## communications

Department:  
Communications  
REPUBLIC OF SOUTH AFRICA

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### BRIEFING DOCUMENT: COMMUNICATION SERVICE AGENCY

Only the relevant sections must be completed. Return the completed form to:

Lucas Makhubela Tel: (012) 473 0365, e-mail: [lucas@gcis.gov.za](mailto:lucas@gcis.gov.za)

or

Motlatso Mabitsi Tel: (012) 473 0192, e-mail: [motlatso@gcis.gov.za](mailto:motlatso@gcis.gov.za)

or

Cynthia Trawin Tel: (012) 473 0052, e-mail: [cynthiat@gcis.gov.za](mailto:cynthiat@gcis.gov.za)

CLIENT TO COMPLETE			
Department			
Campaign/event name			
Client			
DETAILS OF CONTACT PERSON			
Address			
Contact person			
Telephone		Cell phone	
Fax		Email	
<b>SIGN-OFF/AUTHORISATION:</b>			
<i>At least the programme manager and the responsibility manager of the client department must sign off strategies, concepts, final artwork, and post-production - radio and TV.</i>			
DETAILS OF CONTACT PERSON FOR SIGN-OFF			
Address			
Contact person			
Telephone		Cell phone	
Fax		Email	
FOR GCIS PURPOSES			
Date received			
Signature			

BACKGROUND / CAMPAIGN /EVENT DESCRIPTION	
OBJECTIVES	
SUPPORTING MATERIAL	
<i>Documentation indicated below must be submitted together with the briefing document.</i>	
Is this campaign/strategy supported by a communication strategy?	
Have you developed key messages for this campaign/project?	
TARGET MARKET	
Main target market	
Age groups	
Gender	
Educational levels	
Demographic areas	
Income levels	
BUDGET	
<p><i>Please bear in mind that no production will commence unless:</i></p> <ol style="list-style-type: none"> <li><i>1. proof has been received that the required funds has been paid into or transferred to the Ö[ Ô account.</i></li> <li><i>2. a letter signed by the client department's CFO and addressed to Ö[ Ô's CFO, indicating that the required funds are in the process of transfer, has been received and approved by Ö[ Ô CFO. Is this still the case?</i></li> </ol> <p><i>Proof of deposit/transfer is needed before c@Ö[ Ô will issue any official order to a service provider.</i></p>	
Budget available	
Will outsourcing be accepted if the Ö does not have the capacity to handle this specific job or elements thereof?	

#### TRANSPORT, ACCOMMODATION, OVERTIME

*Please note that in certain instances Ö[ Ô officials will be obliged to work beyond normal office hours in order to meet deadlines. They will also be expected to travel. These costs are for the client's budget.*

<b>CORPORATE IDENTITY</b>									
<b>Deadline</b>									
Development of stationery									
Development of CI									
Advisory services									
Protocol: display of official photographs									
<b>DESIGN</b>									
<b>Deadline</b>									
Development of look and feel					Billboards				
Pamphlet					Print adverts				
Booklet					Advertorials				
Posters					Web banners, email signatures				
Cards					Mobi screens				
Banners, pull-ups, exhibition material					Other				
Caps, T-shirts, bags, other items					Social media platforms				
Decals									
<b>Brief (theme, look and feel, use of logos, colour and imagery)</b>									
<b>RADIO</b>									
<b>Product/service</b>								<b>Deadline</b>	
Script development									
Live reads									
Radio advert									
Radio talk show (phone-in programme)									
Live transmission of an event									
Audio recording									
Inclusion in news broadcasts									
<b>Language requirements</b>									
Afrikaans		English		IsiNdebele		IsiXhosa		IsiZulu	
Sesotho		Setswana		Siswati		Tshivenda		Xitsonga	
<b>Brief (style and tone)</b>									

VIDEO		
Product/service	Deadline	
Video coverage of an event		
Production of video documentary		
Production of squeeze backs, news clocks, electronic screens		
TV advert		
Video for websites		
Footage request		
Recording of message		
Editing of existing client material		
Duplication		
<b>Brief</b>		
PHOTOGRAPHY		
Product/service	Deadline	
Photographic coverage of an event		
Request for photographs		
<b>Brief</b>		

## MEDIA BUYING

REQUIREMENTS			
<b>Campaign duration:</b>	Start		End
Schedule requirement			
<b>Media selected</b>			
Has the material been developed? (Please note material deadline is two days prior the campaign kick-off)			
Who is responsible for production of material?			
MATERIAL SPECIFICATIONS			
<b>Radio</b> (duration, preferably, 60 sec for African languages and 60 sec. for English)			
<b>TV</b> (duration, preferably, 45sec. for African languages and 30sec. for English)			
<b>Outdoor</b>			
Product	Size (h x w)	Colour	Finishing
<b>Print</b>			
Title	Language	Size (h x w)	Colour
<b>Other</b>			

Please note that Media Owners charge a cancellation fee for cancelled bookings.

## DISTRIBUTION

REQUIREMENTS						
Duration	From		To:			
Strategy requirement						
Type of distribution						
Knock and drop		Public mobilization and promotions				
Distribution to outlets						
Is the material still with the printers?						
How will the material be transported to the packaging site?						
PRODUCT DESCRIPTION						
Product	Quantity	Size	Dimensions	No of pages	Weight	Shelf life
LANGUAGE BREAKDOWN						
Indicate how many is printed for each language						
Afrikaans		English		IsiNdebele		
Sesotho		Setswana		Siswati		
IsiXhosa		IsiZulu		Sepedi		
Tshivenda		Xitsonga		Other		

## MARKETING

REQUIREMENTS			
<i>NB: Please note that the client is responsible for courier or transport cost of branding</i>			
Is branding required?		Is event support required?	
BRANDING PRODUCT DESCRIPTION FOR BOOKING PURPOSES			
Product description	Quantity	Dimensions	Type

EVENT SUPPORT			
Describe the event for which support is required			
Date of event		Number of guests?	
Venue		Type of event	
Is catering required?		Is décor required?	
Is a guest list available?		Is branding required?	
Is a guest VIP list available?		Is protocol required?	
Is security required?		Is medical assistance required?	