



# Terms of Reference for Marketing Consultants

## 1.0 Introduction

SPTC is implementing its strategy to expand revenue streams by venturing into certain non-core revenue-generating activities opportunities that are available due to the operations of the core function of public bus services.

One of these key activities is selling advertising space across various platforms of SPTC including both digital as well as physical spaces. These include billboards, bus wrapping, ticket footers, SPTC App, Passenger information screens and other such information screens amongst others.

This **Terms of Reference (TOR)** is to engage potential Local Marketing Agencies, individuals and or firms referred to as 'Marketing Consultants' from here-on, to undertake development, investment and implementation of digital and non-digital marketing infrastructures (physical platforms) and strategies across the following;

**LOT 1: Bus Wrapping/Branding**

**LOT 2: Victoria Bus Terminal Billboard**

**LOT 3: Anse Aux Bus Terminal Billboard**

**LOT 4: Victoria Terminal Digital Screens (new)**

**LOT 5: Anse Aux Pins Digital Screens (new)**

**LOT 6: Passenger Information Screens on board SPTC buses (new)**

**LOT 7: Ile Du Port Billboards (new)**

The Marketing Consultants will be required to make investment proposal for required infrastructure and or enhancement of existing infrastructures and will make remuneration proposal accordingly.

The Marketing Consultants may submit proposal to participate in one or more that 1 Lot described above.

## 2.0 Purpose of engaging Marketing Consultants

The purpose of engaging such consultants is line with SPTC business strategy to identifying, build and develop potential non-core revenue stream through both existing as well as new infrastructure and services.

## 3.0 Digital Advertising Platform Concept:

**a) Outdoor Vandal-Proof Digital Totem Screens**

These are to be placed on various platforms across the terminals for synchronized advertisement as well as for displaying key bus movement information. System must be compatible and or must have ability for remote connection to SPTC Backoffice system.

**b) Outdoor Screens**

These are to be placed in key locations across the terminals for synchronized advertisement as well as for displaying key bus movement information. System must be compatible and or must have ability for remote connection to SPTC Backoffice system.

**c) Passenger Information Screens**

These are to be placed on board SPTC buses in collaboration with SPTC Electronics and Technical team. System must be compatible with onboard SPTC bus technology and or have ability to connect remotely for synchronized advertisement as well as for displaying key bus movement information.

**d) Other ideal digital platform as may be proposed by the Marketing Consultants.**

**4.0 Physical Advertising Platform Concept:**

**a) Bus Wrapping/Branding**

These adverts are to be placed on available SPTC buses in line with SPTC bus wrapping terms and conditions.

**b) Victoria Bus Terminal Billboard**

These adverts are to be placed on available SPTC billboards or billboards spaces at the Victoria Bus Terminal, in line with SPTC billboard terms and conditions.

**c) Anse Aux Bus Terminal Billboard**

These adverts are to be placed on available SPTC billboards or billboards spaces at the Anse Aux Bus Terminal, in line with SPTC billboard terms and conditions.

**d) Ile Du Port Bus Depot Billboards (new)**

These adverts are to be placed on new SPTC billboards or designated billboards spaces at the Ile Du Port Bus Depot, in line with SPTC billboard terms and conditions.

**e) Any other ideal physical platform as may be proposed by the Marketing Consultants.**

#### 4.0 Scope of Work for the Marketing Consultants

Assignment	Deliverable
<p><b>Evaluation</b></p> <ul style="list-style-type: none"> <li>a) Evaluate the market potential for the respective digital advertising for populating a clear pricing strategy as well as forecast revenue</li> <li>b) Evaluate required investment level and demonstrate ability to effect respective investment</li> </ul>	<p>Evaluation paper and or Business Plan</p>
<p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>a) Develop marketing strategies proposal that will yield to the exploitation and maximization of respective advertising platforms.</li> <li>b) Engaging relevant stakeholders, such as Department Heads, Financial analysts, legal advisors, and market experts, to gather diverse perspectives and insights of proposed activities.</li> </ul>	<p>Marketing Plan</p>
<p><b>Project Implementation</b></p> <ul style="list-style-type: none"> <li>a) Define Implementation strategies outlining discussion with the Management of SPTC</li> <li>b) Conduct internal and stakeholders' meetings and follow-ups related to project implementation to ensure successful implementation of projects</li> </ul>	<p>Implementation Plan with defined milestone and time line</p> <p>Review/assess the Marketing Plan as well as the Project Implementation Plan</p>

#### 5.0 Marketing Consultants Profile

a) Experience / knowledge:

1. Demonstrated experience supported by portfolio developing deliverables related to such activities described in this TOR.
2. Demonstrated experience in collaborating with various organizations including Public Enterprises.
3. Demonstrated experience in producing professional public-facing communication and marketing outputs.
4. Understanding SPTC core mission and requirement for pursuing non-core activities.

5. Understanding and experience in developing communication and marketing products or written material (as applicable) to appeal to both commercial audiences, Non-Governmental Organizations as well as Government entities.
6. Demonstrable and quantifiable experience in increasing impact or engagement through the production of communication and marketing materials.

b) Skills:

1. Good interpersonal and communication as well as marketing skills.
2. Solid technical skills in the production of the assigned communication and marketing output.

c) The consultant(s) need(s) to have the following characteristics:

1. Be able to understand and follow briefings in English and revise products according to feedback
2. Be able to adhere to the SPTC visual identity.
3. Have the software and equipment needed to carry out the assignment.
4. Be able to adapt to changing need as the assignment evolves.
5. Knowledgeable about current trends in styles and genres related to the communication and marketing product.
6. Ability to guide the creative process to ensure an optimal standard while remaining open to feedback.

## 6.0 Procedure

The assignment will be awarded to the Marketing Consultants with the most viable and economically advantageous proposal in line with those with proven experience. This will be determined on the following evaluation criteria of price and quality.

The procedure will be as follows:

- 1) Open call for proposals publicized in the papers and online.
- 2) Open Meeting with all potential Marketing consultants to explain the TOR as well as provide other clarifications.
- 3) Evaluation done based on criteria described in section “Marketing Consultant profile” as well as the Remuneration proposal by an evaluation committee.
- 4) Invitation of Marketing Consultants for a short pitch to evaluate how the candidate would develop the marketing strategy.
- 5) Selection of Marketing Consultants to carry out the Services.
- 6) Inception meeting with the selected Marketing Consultant(s) for the signing of a letter of assignment.

<b>Tender process</b>	<b>Timeline</b>
Terms of Reference published	17 <sup>th</sup> of October 2024
Meeting with all potential Marketing Consultants	29 <sup>nd</sup> of October 2024
Deadline for submission of proposals*	7 <sup>th</sup> of November 2024
Pitch for evaluators	14 <sup>th</sup> of November 2024
Selection of consultancy/ consultancy company	21 <sup>st</sup> of November 2024

## **7.0 Confidentiality**

The Marketing consultant will ensure that all its contacts with SPTC, with regards to the tender, during the tender procedure take place exclusively in writing by e-mail to Bernadette Albert on [Bernadette.Albert@sptc.sc](mailto:Bernadette.Albert@sptc.sc) The Marketing consultant is thus explicitly prohibited, to prevent discrimination of the other consultants and to ensure diligence of the procedure, to have any contact whatsoever regarding the tender with any other persons of SPTC rather than the person stated in the first sentence of this paragraph.

The documents provided by or on behalf of SPTC will be handled with confidentiality. The consultant will also impose a duty of confidentiality on any parties that it engages. Any breach of the duty of confidentiality by the consultant or its engaged third parties will give SPTC grounds for exclusion of the consultant, without requiring any prior written or verbal warning.

All information, documents and other requested or provided data submitted by the consultants will be handled with due care and confidentiality by SPTC. The provided information will after evaluation by SPTC be filed as confidential. The provided information will not be returned to the consultant.

## **8.0 Contact information**

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