

SOUL CITY INSTITUTE: MEDIA ADVOCACY FOR THE CAMPAIGN OF ACCELERATED REDUCTION OF  
MATERNAL AND CHILD MORTALITY (CARMMA)

AUGUST 2014

Annexure D

**TENDER EVALUATION GRID**

Evaluator: \_\_\_\_\_ Company being evaluated: \_\_\_\_\_

AREA	MAXIMUM SCORE	ACTUAL SCORE
<p><b>PRODUCTION CONCEPT</b></p> <p><b>Concept &amp; Creative</b></p> <ul style="list-style-type: none"><li>• How it will achieve intended aims of the Media Advocacy</li><li>• Intention &amp; realisation of the idea</li><li>• Creative value add</li><li>• Fresh ideas</li></ul> <p><b>Style</b></p> <ul style="list-style-type: none"><li>• Understanding of format, approach, techniques to be used</li><li>• Proposed presenters</li><li>• Look and feel</li></ul> <p><b>Originality of Idea</b></p> <ul style="list-style-type: none"><li>• Innovation in relation to format</li><li>• New elements.</li></ul> <p><b>Overall presentation of proposal</b></p> <ul style="list-style-type: none"><li>• Clarity, simplicity, accessibility</li></ul>	35	

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<p><b>COMPETENCE AND CAPACITY</b></p> <ul style="list-style-type: none"> <li>• Is the company capable of executing the idea?</li> <li>• Experience in media advocacy, media formats</li> <li>• Key creative staff in company to execute programme</li> <li>• Show reel of past work (max 10 minutes) where relevant</li> </ul>	<b>20</b>	
<p><b>TARGET AUDIENCE</b></p> <ul style="list-style-type: none"> <li>• Understanding of audience &amp; development needs and priorities</li> <li>• Audience involvement &amp; links with other platforms (social media)</li> </ul>	<b>15</b>	
<p><b>EMPOWERMENT PROFILE</b></p> <ul style="list-style-type: none"> <li>• BBEE profile</li> <li>• Ownership</li> </ul>	<b>10</b>	
<p><b>FINANCIAL OFFER</b></p> <ul style="list-style-type: none"> <li>• Budget in relation to concept</li> <li>• Affordability/ within budget</li> </ul>	<b>20</b>	
<b>TOTAL</b>	<b>100</b>	

**Evaluator's comments**

<b>Strengths</b>	
<b>Weaknesses</b>	

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Evaluator's signature

<b>Name</b>	
<b>Signature</b>	
<b>Date</b>	