



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

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EXPRESSION OF INTEREST

**FOR THE PROVISION OF DIGITAL BRANDING SERVICES FOR THE NAMIBIA UNIVERSITY OF SCIENCE
AND TECHNOLOGY (NUST) CAMPUS**

PROCUREMENT NO: NCS/EOI/NUST- 002/2025

PROJECT TITLE:

DIGITAL BRANDING SERVICES FOR THE NUST CAMPUS

ISSUED ON: 14 APRIL 2025

CLOSING DATE: 03 JUNE 2025

CLOSING TIME: 12H00 (NAMIBIAN TIME)

BIDDER'S NAME:		
CONTACT DETAILS:	TELEPHONE:	
	CONTACT PERSON:	
	EMAIL ADDRESS:	
COMPANY PHYSICAL ADDRESS:		

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EXPRESSION OF INTEREST

KEY REQUIREMENTS DOCUMENT

1. RULES FOR PARTICIPATION

In terms of the Public Procurement Act No.15 of 2015, and as per the directive issued in terms of section 73 in respect of reservation to local suppliers (23 May 2019), as published by the Ministry of Finance. NUST is conducting market research to establish the competency and capability of the local service providers to be listed as approved for the supply, delivery and installation of electronic and audio-visual equipment.

The Government of the Republic of Namibia requires that bidders/suppliers/contractors participating in procurement in Namibia observe the highest standards of ethics during the procurement process and execution of contracts. Service Providers are advised to consult the website of the Procurement Policy Office: www.mof.gov.na/procurement-policy-unit to acquaint themselves with the legislation related to public procurement in the Republic of Namibia.

2. MANDATORY DOCUMENTS

For the participating company to be eligible, the service provider must attach the following **mandatory** documents:

No	Document Name	Please tick
1	A valid certified copy of the Company registration certificate, clearly indicating shareholders' and principals' contact details (as registered with BIPA) (Attach certified copies of the Identification Document of all shareholders).	
2	A valid original or certified copy of the company's good standing Tax Certificate from the Ministry of Finance (NAMRA).	
3	A valid original or certified copy of the company's good standing certificate from the Social Security Commission.	
4	A valid certified copy of the Affirmative Action Compliance Certificate or proof from the Employment Equity Commissioner that a bidder is not a relevant employer or exemption issued in terms of section 42 of the Affirmative Action Act, 1998.	
5	A written undertaking, as contemplated in Section 138(2) of the Labour Act, 2007 (complete and return with the bid)	
6	A written undertaking and full compliance of the contemplation of Section B and C (Class 3 A) as well as Section D of the City of Windhoek Outdoor Advertising and Signage Policy vs 3	

Only a valid certified copy is done by a Commissioner of Oath appointed in terms of the Justices of the Peace and Commissioners of Oaths Act.1963 (Act No. 16 of 1963).

Failure to submit any of the abovementioned documents will deem the bidder document unresponsive and disqualified.

3. SERVICE PROVIDER REQUIREMENTS

Expressions of Interest to participate are invited from established and experienced digital branding companies. The approval of the service providers' expression of interest process is earmarked explicitly for those who have already gained experience in digital branding services and have fully established their company profile in corporate Namibia. This invitation to submit an expression of interest to participate in the prequalification process focuses only on local suppliers with the necessary equipment, the technical and financial capacity to handle large orders, and adequate management and human resources to process the request for services from NUST.

Suppliers are not required to submit a priced quotation at this stage. This document is designed to collect information about the **capacity and capability** of potential bidders within the market who are adequately qualified to carry out this type of project.

Interested bidders will be required to attend an information briefing session before submitting their expression of interest, the session is compulsory. Bidders who didn't attend the information briefing session proposal will not be considered.

NUST will then shortlist service providers and invite them to prepare a PowerPoint presentation of their concept, after which they can qualify for financial evaluation if they meet the technical specifications.

3.1 TECHNICAL DOCUMENTS REQUIREMENTS

For the participating company to be eligible, the service provider must attach evidence of the following technical documents:

No	Document Name	Please tick
1	Company Profile: Detailed profile outlining the company's history, mission, and areas of expertise in line with the requested service. (Attach company profile)	
2	Portfolio of Past Projects: Provide documentary evidence of at least three (3) similar projects successfully completed in the last three (3) years (2022 to 2024) . (Attach portfolio of past projects)	
3	Client References: The Bidder must attach at least three (3) reference letters from various State-Owned Companies or private companies where similar projects in size, application, and scope and a brief description of their implementation were provided in the last three (3) years (2022 to 2024) . The letter must be on client letterhead, indicating the contact person, telephone number, email address, and the value of the project completed. (Attach three reference letters) .	
4	Team Capability: Profiles of key personnel, including qualifications and experience in digital branding. (Attach three short profiles of a project manager, brand executive, and administration staff who will work on this project)	
5	Company Infrastructure: The bidder must attach evidence of tools and equipment, design software, and other resources that will be used for digital branding. (Evidence attached should be SLAs, equipment lease agreements and software contracts.)	

6	Approach and Methodology: Overview of how the bidder intends to execute digital branding campaigns. (Attach evidence in the form of a detailed project plan with deliverables and timelines.)	
7	Innovation and Creativity: Demonstration of unique approaches to NUST Campus digital branding. (Attach mock design concept based on annexures provided by NUST)	
8	Customer Support Plan: Availability for ongoing support post-implementation. (Attach draft service level agreement for ongoing support post-implementation)	
9	Adherence to Branding Standards: Evidence of understanding brand compliance and intellectual property laws. (Attach written confirmation on company letterhead on NUST brand compliance and intellectual property laws.)	

4. SUBMISSION OF PROPOSAL

Quotations should be deposited in the Quotation/Bid Box located at:

Namibia University of Science and Technology
13 Jackson Kaujeua Street
Bid Box
Administration Building, 1st Floor
Windhoek

03 June 2025 (Tuesday)

12h00 (local time)

Quotations by post or hand-delivered should reach Namibia University of Science and Technology by the exact date and time at the latest.

Late quotations will be rejected. Quotations received by email will not be considered.

4.1 EXPENSES INCURRED BY THE PARTICIPANT

NUST will not be responsible for or pay for any expenses or losses which may be incurred by any tenderer in connection with the preparation and submission of this Expression of Interest and the subsequent presentation of solutions as shortlisted service providers.

5. SCOPE OF SERVICES

5.1 BACKGROUND

The Namibia University of Science and Technology (NUST) acknowledges the significance of staying current with technological trends in communication and marketing and cementing its position as a leader in science and technology. Using creative digital marketing services aligns with NUST's vision to be a premier technological university known for knowledge creation, innovation, and entrepreneurship. This can be achieved through various integrated initiatives that can aid in raising awareness of NUST's accomplishments in a captivating and interactive manner.

5.2 OBJECTIVES

Through this project, NUST ultimately seeks to:

- Engaging Communication:** Enhance the visual appeal of communication materials by utilising multimedia content and interactive elements to capture the audience's attention.
- Efficient Information Dissemination:** Provide timely and relevant information to stakeholders by displaying updates, events, achievements, and announcements in real-time on the digital billboards/screens.
- Brand Visibility:** Enhance visibility of NUST's brand identity.
- Interactive Engagement:** Foster digital interactive engagement with students, staff, visitors, and the wider community through interactive features that allow users to explore content and access additional information.

This ToR seeks the provision of the following key services:

Agency Deliverables

a. Provision of graphic design services	Concept Development Develop and conceptualise engaging and visually appealing content that aligns with NUST's marketing goals and meets the highest quality standards.
b. Installation of outdoor and indoor digital billboards/screens	Technical Setup Provision and installation of digital billboards/screens. Maintenance of digital billboards/screens. The durability and lifespan of material/billboards must be indicated.
c. Content Management	Supply and provision Identify, and provide the use a content management system that allows for easy updating and scheduling of content on the digital billboards/screens. Training Provide content management training to selected NUST staff and transfer skills to operate the content management system.

INSTALLATION:

The digitally branded services will be installed on key locations within the university as indicated in the attached Annexure.

6. COMPULSORY INFORMATION SESSION

Bidders are invited to attend the compulsory information session scheduled to take place at:

Namibia University of Science and Technology (NUST)
Main Campus
13 Jackson Kaujeua Street
E-haus
Senate Boardroom

Date: Wednesday, 23 April 2025

Time: 10h00

Technical contact person: Ms Kuda Brandt, email: kbrandt@nust.na +264 61 207 2576

Bidders are required to sign a register as proof of attendance.

7. SHORTLISTING OF SERVICE PROVIDERS

- NUST will shortlist suppliers based on their Expression of Interest outcome.
- Shortlisted Suppliers will be invited to present their creativity concept and sell to NUST why their concept will be best suited for NUST.

Any enquiries may be directed in writing to:

Ms Rosemary Tjombonde-Kakuuui
Manager Procurement Management Unit
bidbox@nust.na

8. PREQUALIFICATION EVALUATION CRITERIA

The following evaluation criteria shall be applied to shortlisted service providers. The bidder must meet the following mandatory requirements and the technical requirements to be considered:

STAGE 1: MANDATORY REQUIREMENTS DOCUMENT EVALUATION CRITERIA

Mandatory Documents Requirements	
Mandatory Requirements	Responsive or Not Responsive
A certified copy of the Company registration, clearly indicating shareholders' and principals' contact details as registered with Business Intellectual Property Authority (BIPA) – Attach certified copies of all shareholders Identification documents. (Certified by a Commissioner of Oath appointed in terms of the Justices of the Peace and Commissioners of Oaths Act.1963 (Act No. 16 of 1963).	
A valid certified copy of an original Good Standing Tax Certificate (valid at the deadline of submission of bid) (certified by a Commissioner of Oath appointed in terms of the Justices of the Peace and Commissioners of Oaths Act.1963 (Act No. 16 of 1963),	
A valid original or valid certified copy (valid at the deadline of submission of bid) of Good Standing Social Security Certificate; (certified by a Commissioner of Oath appointed in terms of the Justices of the Peace and Commissioners of Oaths Act.1963 (Act No. 16 of 1963).	
A valid certified copy of Affirmative Action Compliance Certificate, or proof from Employment Equity Commissioner that Bidder is not a relevant employer, or exemption issued in terms of Section 42 of the Affirmative Action Act, 1998, (valid at the deadline of submission of bid) or in the event that the Affirmative Action Compliance Certificate is over 12 months from the date of issue, a confirmation letter from the Employment Equity Commission indicating that the employer had submitted the report for the period following from the date when the certificate was issued (certified by a Commissioner of Oath appointed in terms of the Justices of the Peace and Commissioners of Oaths Act.1963 (Act No. 16 of 1963).	
A Written undertaking in compliance with Section 138 (2) of the Labour Act, 2007	

NB: Only valid original or certified copy of an original document as certified by the Namibian Police or by a Commissioner of Oath appointed in terms of the Justices of the Peace and Commissioners of Oaths Act.1963 (Act No. 16 of 1963) will be accepted.

At this stage, the bidder's submission will either be responsive or non-responsive. Non-responsive submissions will be eliminated from the entire prequalification process and will not be considered further.

TECHNICAL EVALUATION CRITERIA

Details of Technical Evaluation Markings	
	Max Marks
<p>Detailed Company Profile: Detailed profile outlining the company's history, staff compliment, mission, and areas of expertise in line with the requested service. (Attach company profile)</p> <ul style="list-style-type: none"> • A detailed company profile indicating the following: = 20 points ✓ A clear description of services in line with the bid request. ✓ Business addresses (trading, telephone numbers, contact persons and email) ✓ Demographics (number of employees) ✓ Geography (operation coverage) ✓ Physical Facilities (office space, industrial equipment etc) • Company profile not narrated and missing key elements = 10 points • No company profile attached= 0 point 	20
<p>Portfolio of Past Projects: The bidding company must have been in the business of digital branding services for at least three (3) years. A Minimum of three (3) years' experience in the digital branding industry. (Bidder to attach evidence of at least three corporate clients' portfolio of' digital branding projects completed in the last three years)</p> <ul style="list-style-type: none"> • Less than 3 years of experience and no portfolio of past projects = 0 points • 3 or more years of experience and 3 portfolios of past projects = 10 points 	10
<p>Client References: The Bidder must submit a minimum of three (3) reference letters from various State-Owned Companies or private companies where similar services (digital branding) were offered in the last three (3) years (2022 to 2024). The letter should be on the client's letterhead and contain, but not limited to, details of the contact person(s), scope of work and the date. (Attach three reference letters).</p> <ul style="list-style-type: none"> • At most 3 references were attach=10 points • At most 2 references were attach= 5 points • At most 1 reference was attach =3 points • No reference was attach = 0 points <p><i>NUST reserve the right to verify the reference letters provided.</i></p>	10
<p>Team Capability: Profiles of key personnel, including qualifications and experience in digital branding. (Attach three short profiles of a project manager, brand executive, and administration staff who will work on this project)</p> <ul style="list-style-type: none"> • Profiles of a project manager, brand executive and administration staff were attach=10 points • Partial profiles were attached, and not all as required = 5 points 	10

<ul style="list-style-type: none"> No profiles were attach = 0 points 	
<p>Company Infrastructure: The bidder must attach evidence of tools and equipment, design software, and other resources that will be used for digital branding. (The evidence attached should be SLAs, equipment lease agreements and software contracts.)</p> <ul style="list-style-type: none"> Evidence of SLAs, lease equipment agreements, and software was attached = 10 points No evidence of SLAs, lease equipment agreements, and software was attached = 0 points 	10
<p>Approach and Methodology: Overview of how the bidder intends to execute digital branding campaigns. (Attach evidence in the form of a detailed project plan with deliverables and timelines.)</p> <ul style="list-style-type: none"> Evidence of a detailed project plan with deliverables and timelines was attached = 10 points Evidence of a detailed project plan with deliverables and times attached was vague and lacked substance = 5 points No evidence of a detailed project plan with deliverables and timelines was attached = 0 points 	10
<p>Innovation and Creativity: Demonstration of unique approaches to NUST Campus digital branding. (Attach mock design concept based on annexures provided by NUST)</p> <ul style="list-style-type: none"> Mock design concept based on NUST annexures were attached = 10 points No mock design of concept based on NUST annexures were attached = 0 points 	10
<p>Customer Support Plan: Availability for ongoing support post-implementation. (Attach draft service level agreement for ongoing support post-implementation)</p> <ul style="list-style-type: none"> Post-implementation draft SLA was attached = 10 points No post-implementation draft SLA was attached = 0 points 	10
<p>Adherence to Branding Standards: Evidence of understanding brand compliance and intellectual property laws. (Attach written confirmation on company letterhead on NUST brand compliance and intellectual property laws.)</p> <ul style="list-style-type: none"> A written confirmation on company letterhead on NUST brand compliance and intellectual property laws was attached = 5 points A written confirmation on Company letterhead on City of Windhoek Outdoor Advertising and Signage Policy version 3 full compliance in detail was attached. = 5 points 	10

<ul style="list-style-type: none"> No written confirmation on company letterhead on NUST brand compliance and intellectual property laws was attached = 0 points 	
TOTAL MARKS-Technical	/100

- a) A bidder is required to score at least 70 points.
- b) Only bidders scoring 70% or more will be shortlisted for creative conceptive presentations.