



Part B: - SCOPE OF WORK - SAT MEISEA 263/24 - APPOINTMENT OF CREATIVE AGENCY MEISEA

Bid Description	
<p align="center">CREATIVE AGENCY</p> <p align="center">for</p> <p align="center">South African Tourism Board</p>	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT MEISEA 263/24
Closing Time:	12:00hrs (IST)
Closing Date:	23 October 2024
Briefing Session:	Yes
Briefing venue and date	Virtual Non-Compulsory briefing session, Date: 30 Sep 2024, Time: 15:00hrs (IST)
Link	<p>NON-COMPULSORY BRIEFING SESSION</p> <p>Date and time, 30 Sep 2024, 15:00hrs (IST)</p> <p>Time zone: India Standard Time</p> <p>Teams Meeting Link</p> <p>https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZTU0ZjZmYjMtZmFhOS00ZjRiLTliZ-mMtZGI5NWQwZjJhYTdk%40thread.v2/0?context=%7b%22Tid%22%3a%2232e7f2c3-4382-47dc-b263-c350f3f9f1d8%22%2c%22Oid%22%3a%220264277e-e7f5-4e5a-b34e-a1d031e8a59d%22%7d</p>
Contact Person	Ajay Shah
Bid Submission Address	https://e-procurement.southafrica.net
Contact Person	Ajay Shah
Email Address	ajay@southafrica.net

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

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1 CLOSING DATE

The closing date for submitting proposals is 23 October 2024, 12:00hrs (IST). No late submissions will be accepted.

2 TENDER SUBMISSION

Final submission of bids and documents must be in a pdf format. All interested bidders must register and submit their bid proposals no later than the specified date and time mentioned above, submit on the following link <https://e-procurement.southafrica.net>

3 CONTACT AND COMMUNICATION

- 3.1 A nominated bidder(s) official can make enquiries in writing to the specified person, Ajay Shah, via email at ajay@southafrica.net. Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.

- 3.2 Bidders are to communicate any technical enquiries through the nominated official in writing no later than **02 October 2024, 12:00 IST**.

All responses will be shared with all those that participated or attended the briefing session by **09 October 2024, 12:00 IST** unless advised otherwise.

3.3 VALIDITY PERIOD

The tender proposal must remain valid for at least five (5) months after the tender due date. All contributions/prices indicated in the proposal and other recurrent costs must remain firm for the period of the contract.

3.4 DURATION OF THE CONTRACT

South African Tourism intends to enter into a 3-year contract and service level agreement with the successful bidder(s). Unless the parties agree otherwise, the contract will also be subject to a periodic performance evaluation on agreed terms and conditions.

4. BUSINESS CASE AND DETAILED SCOPE OF WORK

4.1 Business case

Indian travellers are not convinced that South Africa's value proposition as a tourist destination is compelling enough to drive visitation. This coupled with functional barriers such as an unpredictable visa issuance regime, safety and security concerns, lack of direct flights and limited product diversity have also proven to be points of an impediment for travellers.

SA Tourism is looking for activations agency that will allow the traveller to immerse themselves in Destination South Africa. The activations need to trigger emotional touchpoints (travel drivers) that will build familiarity, build reputation and offer 'always on' conversion opportunities.

A. OPERATING ENVIRONMENT

South Africa's performance has grown over the past few years but still does not index as strongly as New Zealand, Australia, US, France or Thailand in terms of brand strength. Key barriers in the customer journey affect our ability to deliver arrivals. These barriers include concerns for personal safety; perceived to be expensive, uncertain about political climate; concern about health risks coupled with no direct airlift from India. Visa issuance has been problematic in the past, and the launch of e visa application scheme in India was a disaster due to lot of technical errors.

South African Tourism in India has always worked predominantly through the trade, but we have seen a consumer shift away from traditional channels. Insights indicate that consumers are looking for new experiences and new areas of South Africa to explore. Our new approach should explore how do we reach these new consumers from awareness to conversion in a seamless manner, whilst still servicing our traditional trade market.

B. TARGET AUDIENCE

The majority of travellers to South Africa fall into the 25 - 44-year-old category and most of them will be first time travellers. The configuration is very evenly split between MICE (28 %), holiday (34 %) and business travellers (18 %), with Visiting Friends and Relatives (8 %) contributing slightly less.

The majority of travellers are independent travellers (i.e., they purchase from more than two points example part digital part trade), followed by fully inclusive travellers. Trade still plays an integral part in the channel, but we are seeing a movement to a more fully independent travellers that book digitally/online and/or through alternative channels.

Lead times are short and booking patterns have changed. Majority book and travel within 30 days but this could substantially change in a post pandemic world.

Adventure activities are very popular, followed strongly by wildlife, natural attractions, and lifestyle. The beautiful scenery and friendly people are the biggest sources of satisfaction, with safety and security the biggest concern.

Recommendation/endorsements from travellers that have visited South Africa are very high. The majority of travellers to South Africa travel during the monsoon period (April to June with a May peak) and we have a smaller secondary peak over Diwali. South African Tourism India's focused target audiences are as follows:

I. MILLENNIALS

Millennial travellers are the first generation of digital-natives, and they have very different priorities as compared to other generations. This segment is using new channels and platforms not all yet explored by South African Tourism. There are over one billion millennials in APAC of which a third is in India. India's millennials are 30 % of the population, but they contribute 38 % of the nation's total gross income.

Indian millennials are tech-savvy and hyper-connected. They have grown up online and on social media and have an 'always on' mindset. They are fearless and open to travel. Pre-pandemic, they were positive about the future and 80 % of Indian millennials expected the economy to improve.

Indian millennials require high impact, packed itineraries and are open to explore the 'unknown'. They are keen users of social media and use their travels to boast online about having visited places never seen before, touched before, places that are off the beaten track and have not been explored before by their peers and/or tribe.

II. FAMILIES

Globally, Indian travellers are the most family-orientated and prefer destinations that offer fun activities for all (multi-generational travel). Indian families are more predisposed to travel internationally than ever before: In 2013 the frequency at which Indian families took leisure trips abroad was 21 months, but today that has shrunk to 13 months.

Travel requirements include the comfort of wanting to travel in groups and experience the local culture and tasting local produce. Families often travel with children and although their spending power may be less than younger couples or solo travellers, they maximise their vacation with as many activities as possible.

The segment craves privacy, space, new products coupled with safety and assurances along the way. They want the destination to walk them through their potential journey.

III. BUSINESS EVENTS (MICE AND CORPORATES)

Pre-pandemic, India was expected to witness an impressive rise in MICE travel. The country's outbound MICE travel was expected to grow by USD 9 billion by 2025. South Africa's beautiful scenery, wildlife, beaches, and wine have kept leisure tourism as the sector's key contributor, but the contribution from the MICE sector has increased in recent years. South African Tourism has recognised the untapped potential in this market and has elevated MICE as a key priority. South Africa is the leading MICE destination in Africa and is aiming to expand the product offering beyond the well-known cities like Johannesburg, Cape Town, and Durban to introduce offerings of the other regions within the country.

The MICE sector and leisure tourism are investments that drive great returns over a period of time. Companies in India are realising the benefits that accrue to their businesses from organising MICE trips and travelling throughout the year. In addition to Indian corporations expanding their global footprint, there has been a rise in business travellers extending their trips to include a leisure component.

In certain instances, families are incorporated in these trips and an extension on the length of stay. It is expected that this trend will grow even more in the future. Thus, awareness of newer destinations, flight connectivity, and cheaper airfares are the major demand drivers for outbound MICE from India. Travellers in

this segment are seeking something new, require a seamless ease of accessing South Africa, and want their employees, suppliers, and clients to explore more and experience things beyond the norm.

IV. TRADE

Trade is highly fragmented in India. There has been a massive increase in specialized trade like sports tourism, community travel and women travel amongst others. The upcoming ICC cricket world cup 2027 will be hosted in South Africa, providing an opportunity to cater to these segments. Traditional trade continues to be a target group as the expertise of tour operators/travel specialists continues to hold sway for the family segment and first-time travellers in India's Tier-II and Tier-III markets. We plan to focus on tier II and tier III cities as our next core market, recognizing a shift in consumer travel patterns. The travel trade in India today have introduced hybrid clicks & bricks model which has seen strong uptake given an omni-channel experience, providing customers with the option to book their travel online and continuing their journey offline at their closest tour operator. This ensures that the destination and its endless products are available both online and offline through a travel operator that the consumer trusts. Post pandemic package costs have increased by 25%, marketing budgets have shrunk, and airline costs have sky rocketed.

4.2 Detailed Scope of Work

4.2.1 CAMPAIGN STRATEGY

SA Tourism is looking for an agency to deliver creative campaign development and fulfilment strategy with strong content integration across all platforms (SA Tourism, B2B, partners, third parties, etc.) to amplify the South African Tourism message and to drive sales and conversion. The strategy will have to include the usage and localisation of global assets and support of media buy campaigns.

- a) South African Tourism is looking for 'creative that sells' and in evaluating the campaign strategy, we will pay particular attention to the agency's ability to interpret the global brand strategy and the subsequent creation of localised promotional/sales driven/retail campaigns.
- b) The strategy must demonstrate an understanding of the peculiarities of tourism retail and sales marketing, as well as the sales cycle.
- c) The strategy must validate the audience selection, how the brand will be built per target segment and why certain elements (e.g. new niche markets, featured experiences, influencer suggestions) were included.
- d) Channel selection must be corroborated with audience categories with a clear indication of how data, analytics, etc. were used in the decision-making process. Once briefed, the agency can request South African Tourism for analytics which will then help the agency determine the channel selection. The channel selection must be corroborated with audience categories showcasing reasons on why the channel/medium would suit the targeted audience
- e) The strategy must include benchmarking and outcomes based ROI. The strategy must show longevity after the specified campaign period.
- f) South African Tourism often works with partners (traditional and non-traditional) and part of the strategy needs to indicate the selection of partners and how the campaign strategy will create a win-win for both partners.
- g) Develop a creative concept i.e., an overarching "Big Idea" that captures audience interest, influences their emotional response, and inspires them to take action. The agency must develop a unifying theme that will be used across all campaign messages, call to action, communication channels and audiences. The creative concept will be embodied in a headline, tagline and a key visual.
- h) Development of region-specific campaigns and ad copies with the ability to be adapted for use in traditional and online media
- i) Development of local content and creatives on key South African experiences
- j) Localization of global content and messaging when required

4.2.2 CREATIVE EXECUTION AND CAMPAIGN MECHANICS

Creative execution will always play an underlying brand role, but SA Tourism is specifically looking for an agency that brings in conversion into the creative execution. Creative execution could entail an adaptation of global creative or locally developed creatives against market needs. South African Tourism is looking for an end-to-end solution and the creative agency appointed should also be able to buy media and or purchase all elements when required (this includes: collateral, media buy across all channels, imagery and videos from third party, etc.). Quick turnaround time for production of imagery + videography in house is also a crucial element for the agency.

- a) Considering the market conditions (high congestion) in India, the evaluation will be performed against how identifiable and 'ownable', the creative execution is for South Africa.
- b) Creative execution must be shown both as localisation from global brand as well as the development of new creative.

- c) The content needs to be localised to ensure brand recall with the target audience.
- d) The creative must resonate with our target markets and display a strong call to action.
- e) The creative must be executable through various platforms and to various audiences on these different platforms.
- f) All of the executions must be suitable for the required purpose for both consumer and trade platforms, both traditional and online and cover the entire range of mediums and media (i.e. online, social media, print, television, radio, OOH, marketing activations or any other suggested platforms not mentioned).
- g) Campaign mechanics and management must be clearly explained.
- h) If the agency does any media buy for South African Tourism, it needs to show proficiency in the standard tracking used by South African Tourism (Google stack, Facebook Analytics, Twitter Analytics, etc.) and how that can be integrated into the South African Tourism GA dashboard.
- i) Toolkit development for consumer, stakeholder and trade (which includes destination, content development, activation toolkit, digital newsletters, brochures, maps, etc.). Toolkit development must be clear on execution and must show how the overall theme and campaign is pulled through in its various formats and uses.
- j) Designing and production of creatives for print (newspapers, magazine, OOH, digital media and other: Development of print and digital creatives for trade, MICE, and consumer platforms - media channels - Print (newspaper/ magazine)/electronic/digital/ OOH/radio and other, for the target market and or other regions that South African Tourism operates in. All of the executions must be suitable for the required purpose for both consumer and trade platforms, both traditional and online and cover the entire range of mediums and media (i.e., online, social media, print, television, radio, OOH, marketing activations or any other suggested platforms not mentioned).
- k) Adaptation and replication of existing and new creatives produced for various media and their supply as per requirement, during the period of the contract.
- l) Development of advertorials, copy writing
- m) Development of logos: The agency may be required to develop logos for events / initiatives from time to time
- n) Develop and draft newsletters
- o) Develop office branding (ideation and execution/ curation of creatives and production if required through 3rd party vendors
- p) Curating Radio spots and jingles, script development, production, creative supervision, editing, voice over
- q) Creation of videos for digital platforms and TV - script development, creative supervision, shoot management, editing of exciting SAT videos/ TVC's
- r) Translation of all creative in regional languages and or if required
- s) Create image and video assets by attending FAMs
- t) Capacity to buy images/videos from a third-party platform (collaterals, media etc) handle logistics of shipping and clearances, etc. where necessary. SAT will pay against actuals for all logistics of shipping and clearance requirements.

4.2.3 Development of tool kit

- a) Develop consumer activation toolkit: destination content development/ presentations, develop creatives as per marketing needs for- t-shirts, pens, diaries, marketing collaterals as per events / roadshow requirements.
- b) Develop Trade / Channel Toolkit: digital newsletters, brochures, maps, activation toolkit
- c) If participating in virtual events / roadshows marketing collaterals like e-maps, e-brochures, multimedia destination presentation video, e-certificates (as and when required), e-invites etc
- d) Designing publicity material and collateral, standees, leaflets, brochures, e-brochures, posters, tent cards, banners etc. on identified themes with high quality images

4.2.4 MEASUREMENT AND REPORTING + PRESENTATIONS

We will evaluate the agency separately on their ability to monitor and capture market conditions along with capturing work done and its value. We request actionable advice on how to rebuild and thrive in the current marketing environment which would include implications, takeaways, data-led insights, etc. that would help us achieve our targets and grow.

- a) Half yearly planning and review a case to case basis
- b) Media benchmarking study
- c) Quarterly performance review (work + agency) on a case to case basis

- d) Market relevant/event relevant presentations when needed. Multimedia presentations when required.
- e) A detailed post campaign report for every campaign executed with detailed analysis of the campaign along with suggestions to improve. It should include campaign results along with full decks of data and accompanying insights. Mandate to include 3rd party screenshots and / or all relevant information as proofs
- f) Campaign measurement and tracking tools - brand performance monitoring, competitor creative performance tracking, competition mapping and reporting
- g) The agency will have to work with the media buying agency (where appropriate) to evaluate the success/ failure of the campaign using industry approved tools
- h) The agency will generate proof of delivery report after every campaign in PPT format.
- i) Any report that involves third party will be charged at an additional fee which will be mutually agreed between the Parties in writing.
- j) Interval reporting (this will be decided on per campaign) must be supplied against objectives, inclusive of sentiment tracking, performance, awareness, etc.
- k) The agency needs to show an integration model on how they will collaborate with other in country agencies, SA Tourism's global agencies, etc. The model must show how learnings can be integrated across all the above.
- l) South African Tourism will expect images testing to be done for all campaigns - testing parameters and hypothesis to be jointly decided on by SA Tourism and the agency - and the report feedback must include optimisations.
- m) A comprehensive framework of tools (including the maintenance of visualisation tools to South African Tourism) must be included.

4.2.5 MISCELLANEOUS

Preparing and maintaining an inventory and catalogue of all the creative:

- a) To take over all the previous inventory (which may include images, creative, designs, films, TVCs, AVs, Radio spots etc.) from the present creative agency working with South African Tourism.
- b) To maintain and properly catalogue all the existing inventory in a digital guardbook
- c) To add new creative material produced by South African Tourism to this inventory from time to time. in a digital guardbook
- d) Supply of the creative material in the required format to the concerned media /organisations / associations

4.2.6 Other miscellaneous items:

- a) The agency must have hands on knowledge and understanding of the tourism industry; sales and buying cycles, retail and sales marketing, consumer insights and source opportunities for brand associations/partnerships to elevate our brand and to ensure synergies with trusted brands in the region.
- b) The agency must avail themselves to partake in certain SA Tourism business activities (e.g., business planning, brand reviews, hostings, etc.) - some of which may take place in South Africa.
- c) In house capabilities of photography and videography for developing creatives, content writing, copy writing -SAT agrees that the agency will have to hire a third-party vendor for photography and videography at an additional cost. All third-party costs will have to be supplemented by 3 quotes
- d) To maintain and properly catalogue all the existing digital inventory
- e) To add new material produced by South African Tourism to this inventory from time to time
- f) The Service Provider is expected to travel for FAM's organised by SAT which will help create new content (images and videos) that will be used across all marketing mediums in the form of images and videos. The cost of international travel and accommodation shall be borne by SAT. Any cost relating to equipment hire shall be subject to approval from SAT, through competitive quotes.
- g) Interfacing and interacting with digital, media buy, PR and activation agencies as well as South African Tourism Global agencies
- h) It is important for the agency to be agile, nimble and always on. They should be able to recommend strategies and creative that responds to the environment proactively.
- i) Preparing power point presentations for events and as per SAT requirements
- j) Ability to conduct/purchase in depth in country research (consumers, trade and economic)
- k) Hosting to support destination advocacy. Source relevant media/influencers/destination endorers/trade/corporates, define in market relevant ROI for media, and complete hosting's tool kit as per policy
- l) Will be required to travel within India, South Africa and internationally to represent South Africa on a need's basis at NO cost to SAT

This scope of work is for India but the South African Tourism India office can commission work for other MEISEA markets on a needs basis (*listed here: Singapore, Malaysia, Thailand, Philippines, Indonesia, Sri Lanka, Turkey, UAE (on need basis)*). The commissioned agency will need to render/bill these services through their India office only in INR. Please note:

- ✓ this is NOT a global tender
- ✓ No affiliates in other countries will be required as the India agency must operate and liaise from India.

5 INTELLIGENCE AND INFORMATION USAGE

South African Tourism understands that we are operating in a constantly changing environment and that attitudes towards travel will not remain static. Our expectation would be that our agency will have the ability to monitor these constant consumer changes through our campaign work and contribute to our insights deck.

- a) SA Tourism would wish to see which data was used, how it was used, how it was authenticated (throughout the process) and what analysis was done.
- b) The agency will have to be able to deliver an insight report with learnings after every campaign element and a complete insights deck on campaign completion.
- c) The agency must indicate how 'live' insights will be delivered and cross-reference how these updated insights will be used to optimise the campaign, as well as how these insights will be used to craft and define future campaigns.

6 ADDITIONAL DOCUMENTATION

Proposals from bidders should clearly demonstrate their understanding of the brief and should further demonstrate their ability to successfully deliver on all the requirements as outlined under section 4. above.

SAT expects to receive several proposals, in order for our bid committee to effectively evaluate the proposals, prospective bidders are required to include information relevant to the following six topics.

- A. Introduction
 - Agency overview, size, company structure; and
 - Relationship with other subsidiaries of your parent company
- B. Agency capabilities
 - Describe any prior destination marketing experience.
 - Outline how other experiences outside of destination marketing would allow you to deliver innovative solutions to this sector; and
 - Describe any competitive advantages that differentiate you from your competitors
- C. Solution overview
 - Brief description of your understanding of SAT's needs and the challenges it faces in the India region. In doing so, please do not paraphrase or repeat the content of this RFP; and
 - Describe how you would deliver on each Scope of Services section and any additional value-added services that you could offer based on your understanding of SAT's challenges
- D. Experience, skills, and qualifications of the proposed team who will work on the project/account
 - Provide a CV of all the human resources that will be assigned to the project and their experience on similar projects.
 - Indicate how the quality and availability of staff will be assured over the term of the agreement; and
 - Outline the reporting structure and how each team member would liaise with the client lead and the agency account leads.
- E. Work plan and project management
 - Propose a work plan with associated timelines that will accomplish the tasks mentioned under scope of services; and
 - Outline plans to monitor the campaign's performance and implement corrective measures where necessary.

F. Cost

- Provide high level cost estimates, including all fees and resource rate cards for:
- Solution to meet requirements stated above along with value-added services.
- Cost should be presented in the same format for year 1, 2 and year 3)
- SAT also requires representation of cost for the additional 2 years should SAT chooses to further extend the 3-year appointment

7 AGENCY CREDENTIALS/ PREVIOUS SUCCESSFUL PROJECTS

Proposals should also include credentials in the form of at least 3 case studies from the last 36 months showcasing your work for tourism / government body/ destination marketing organisation or hospitality client targeting either Trade or MICE / Corporate or Consumers . Include a detailed presentation and client reference letters to support these case studies.

All credentials should highlight your concept development, creative capabilities, and any instances where you have leveraged other 3rd parties or departments within your wider organisation. They should not be older than two years and should include.

- Client name & background.
- Challenge faced by client.
- Solution delivered by your agency with supplementary graphics and/or URLs where appropriate; and
- Value added by your agency.

SERVICING TEAM

Senior Management and Executive Management should be part of the servicing team. A minimum - 5 years of experience per individual as well as the company in the industry is crucial. The servicing team that would potentially service the account should be active participants during the pitch along with the business development/sales team. The servicing team should be strategic, creative and bring the brand to life.

8 PITCH PRESENTATION

All agencies will be expected to present a short pitch:

Based on the business problem and scope of work outlined in this RFQ document, we are seeking a creative agency to develop a comprehensive and cutting-edge marketing strategy. We want you to leverage innovative approaches to elevate our campaign and amplify brand visibility.

Clearly indicate how this campaign will reposition South Africa's offering

The campaign/ideas should ensure a top of mind recall for the destination. Clearly indicate the channels, messaging and platforms required to dominate the consumer travel preference. The campaign must be multi-platform, integrated and show how and end to end solutions will be delivered.

It is also crucial to show your understanding of the consumers' concerns and how South African Tourism should address them.

Evaluation:

The campaign idea would be evaluated against the evaluation criteria supplied for the various aspects.

9. PRICING SCHEDULE

- Only Bidders who meet the minimum threshold of 70% functionality in Phase 2 will advance to Phase 3.
- Bidder is required to share a commercial proposal for a 3-year project based model with South African Tourism Tender 263/24.
- With reference to the above tender, the contract period for the successful bidders will be for 3-years.

- We, therefore, are inviting the bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline. The pricing should be inclusive of any applicable escalation percentage and taxes etc.; if the pricing does not explicitly cite the applicable taxes or escalation, SA Tourism will take it as inclusive.
- Please note this tender is for an agency that will be used on a project/needs basis by South African Tourism mainly in India, but may be required to do work for any other business units of South African Tourism MEISEA markets
- The agency, while quoting their estimates, must take the above scope of work into consideration along with providing solutions to the business problems listed above. However, it is important to note that this is not a fixed retainer amount and the agency will be briefed per project during the year.

A detailed price schedule on a company letterhead should be included in the proposal where the following should be considered:

- Agency/ management fees basis projects i.e. responsibilities, levels of seniority, creatives, client service, strategy, production management, etc.
- In house resource rates
- Mark-up policy on external costs, i.e., third-party production, etc.
- Annual fee increase proposal over the 3-year term
- Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where gratuitous services and inter-agency agreements are applied, i.e., total transparency for all commercial deals relating to South African Tourism
- Indicate any once-off costs that may occur
- Bidders should submit the pricing schedule in the format as below, South African Tourism would select the option that will be cost benefit for the organization. Bidders' pricing will be disqualified if the proposed structures do not comply with the below structure.

Provide a detail rate card for the services to be charged for the following deliverables/ in-house capabilities (Please feel free to add any services along with the associated charges you deem appropriate) You can create sub sections for each line item if need be

	Deliverables	Rate card
1	Overall strategy/ conceptualisation / creative approach / Competition tracking/ Consumer insight mapping / Communication planning for Main / Hero/ Big Campaign	
2	Overall strategy/ conceptualisation / creative approach / Competition tracking/ Consumer insight mapping / Communication planning for Thematic Campaign	
3	Overall strategy/ conceptualisation / creative approach / Competition tracking/ Consumer insight mapping / Communication planning for Tactical Campaign	
4	Print and Design (list all the individual element pertaining to print and design- eg: brochure, leaflet, pamphlets, tentcard, newsletter, magazine advert, standee, banners etc)	
5	On ground exhibition / Event design (list all the individual elements pertaining to exhibition/ event design - eg: Stall posters/ 3D layout design/ etc)	
6	Merchandise design (list all the individual elements pertaining to merchandising - eg: tshirts/pens/ caps/ mugs/ momentos/ trophies / bags/ certificates/ invites/ etc)	
7	Adaptations and artworks (list all the individual elements pertaining to this section)	

8	Language Tranlations (list all the individual elements pertaining to this section)	
9	Radio (list all the individual elements pertaining to this section- eg: scripts, VO, production, editing)	
10	Power point and Digital presentations with and without VO	
11	Digital hoardings	

It is however important to note that South African tourism will contract based on project fee model structure only.

End