



SOUTH AFRICAN TOURISM

PART C: TENDER EVALUATION PROCESS - SAT 314/25 INTEGRATED MEDIA STRATEGY, PLANNING AND BUYING AGENCY WITH CREATIVE SUPPORT SERVICES FOR THE NORTH EUROPE HUB.

Summary of the Evaluation Phases:

Table 1

Phase 1 Administrative and Compliance requirements	Phase 2A Technical Evaluation Criteria (Desktop)	Phase 2B Technical Evaluation Criteria (Pitch Presentation)	Phase 3 Price Evaluation
Bidders must submit all documents as outlined under paragraph 8 on Part A for this tender document	<p>Bidder(s) are required to achieve a minimum threshold of 70% to proceed to Phase 2B.</p> <p>The Tender/Evaluation Matrix Cross Reference: Bidders should reference the criteria to the portfolio of evidence in the bid proposal. – it is of vital importance that systematic scoring can be carried out. Bidders are required to reference page numbers in Bid Proposals next to Phase 2: Technical Evaluation Criteria = Weighting out of 100 basis points</p>	<p>The shortlisted agencies who qualify after the technical evaluation (Phase 2A) will be asked to follow the brief in Annexure G and are expected to present a pitch presentations as Phase 2B based on the background and context of the brief.</p> <p>The brief includes an evaluation criteria and a matrix evaluation. Bidder(s) are required to achieve a minimum threshold of 70% to proceed to Phase 3.</p>	The bidder who advances to Phase (3) will be evaluated based on Price Comparison as per the Rate Card template in Annexure F , and SA Tourism will appoint the bidder who is cost-effective.

Phase 1: Evaluation Requirements

Without limiting the generality of South African Tourism's other critical requirements for this Bid, bidder(s) must submit all the documents required.

All documents must be completed and signed by the duly authorised representative of the prospective bidder(s). During this phase, bidders' responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements. The bidder(s) proposal will be disqualified for non-submission of some or any of the documents.

Table 2

Document or information that must be submitted or disclosed	YES/NO	Non-submission may result in disqualification?
Confirmation of valid Tax Status		Written confirmation and proof of the bidder's tax compliance status, if applicable Proof of your individual / company registration with the relevant authority's sanctions that allows you to perform this type of work across Europe in accordance with European law. They must declare if the company / individual has ever been insolvent / bankrupt and legally prosecuted or imprisoned
Annexure A-Invitation (SBD 1)		Complete and sign the supplied SBD 1
Annexure E-Declaration of Interest - SBD 4)		Complete and sign the supplied SBD 4
Proof of Joint-venture, consortium, or sub-contracting agreement if applicable.		The written undertaking of the Joint venture, consortium commitment between the main bidder and partner(s)/subcontractor(s).

Phase 2: Technical Evaluation Criteria = Weighting out of 100 basis points

All bidders are required to respond to the technical evaluation criteria scorecard and provide information/portfolio of evidence that they unconditionally hold the available capacity, ability, experience, and qualified staff to provide the requisite business requirements to South African Tourism under this tender.

The technical, functional evaluation (functionality) will comprise two (2) phases:

Phase 2A will measure the responsiveness of proposals as per submission on or before the closing date and time and Phase 2B will comprise of Pitch Presentation.

Phase 2A Desktop technical, functional evaluation- A bidder will be evaluated out of 100% and is required to score a minimum threshold of 70% to qualify for Pitch Presentation Phase 2B

Phase 2B Pitch Presentation - A bidder will be evaluated out of 100 % and is required to score a minimum threshold of 70% to be assessed further in the next phase of evaluation (Price and B-BBEE).

Table 3 Technical evaluation-phase 2A

100%	Percentage points allocated for FUNCTIONALITY	
70%	Lowest acceptable % for FUNCTIONALITY - Tenderers with less than this score will be eliminated	
Deliverables / Performance Indicators Please refer to the detailed evaluation pointers under the scope of work shared above. Evaluation criteria: The below criterion will be evaluated in accordance with the Technical Functional evaluation matrix		Value allocated
		Reference page in submission
Phase 2A: Desktop technical evaluation criteria		
EXPERIENCE Bidders should demonstrate relevant experience to the scope of work specifically, demonstrating capacity and capability in Media strategy, planning, and buying in the areas of digital, online and social media. Evidence of experience in creative brand marketing and communication services also need to be incorporated in the proof of experience. Provide a minimum of three (3) client testimonials/references on a letterhead within the last 24 months and accolades, encompassing all areas required if applicable. The letterhead should include: <ul style="list-style-type: none"> ▪ Contract name (Company) ▪ Contract value ▪ Contract period (include start and end date) Scoring guideline: Score of 0 = 0 to 2 letters. Score of 1 = 3 letters and accolades if applicable, within 24 months Score of 2 = 4 letters and accolades if applicable, within 24 months Score of 3 = 5 or more letters and accolades if applicable, within 24 months		35
CASE STUDIES Provide examples of case studies from brief to creative strategy created, linked to media strategy, planning and execution with results. Relevant = a case study, not limited to a specific industry/tourism, that covers creative strategy, media strategy, planning and execution with results. Provide a minimum of two (2) relevant case studies. Criteria defining relevant case studies are: <ul style="list-style-type: none"> ▪ Brand/client name. ▪ Industry within which client is categorised. ▪ Business problem and objectives outlined ▪ Approach to solving the business problem and incorporation of media. strategy, planning and execution. ▪ Period of project. ▪ Innovation elements applied. ▪ Results achieved (KPIs, measurement metrics). Scoring guideline: Score of 0 = Less than 2 case studies not relevant to inclusions outlined. Score of 1 = 2 relevant case studies Score of 2 = 3 relevant case studies (has to meet criteria that defines relevant to be counted) Score of 3 = 4 relevant case studies (has to meet criteria that defines relevant to be counted)		35

<p>PROPOSED TEAM</p> <p>Expertise and experience of the proposed team:</p> <p>Please outline the core team that would be allocated to the account, inclusive of, but not limited to: Media lead + support, creative lead + support, strategy lead + support, account lead + support, and for these resources, please indicate the number of years of experience, examples of accounts worked on and list of countries that they have worked in (please feel free to include additional resources for the core team if relevant). Please also include resources that would be provided for social media management needs and inclusion of language localisation capabilities across the three markets (Netherlands, Belgium, Sweden).</p> <ul style="list-style-type: none"> • Overall years of experience pertains to the expert business areas listed above. • Number of years of experience pertains to the number of years that the team member has been with the current agency. <p>Scoring guideline:</p> <p>0 = none scoring will be evaluated as follows:</p> <p>No submission/irrelevant experience/less than three (3) years, less than three (3) contactable references; no indication of years of experience on a provided list of past or existing experience. Submission of appointment letters or contracts instead of reference letters.</p> <p>Score of 1 = All proposed account team members provided in addition to overall years of experience in the expert area (no less than 3 years for support team members)</p> <p>Score of 2 = All proposed account team members provided in addition to overall years of experience (no less than 3 years for support members) and the number of years with the agency. (if less than 2 years)</p> <p>Score of 3 = All proposed account team members provided in addition to overall years of experience (no less than 3 years for support members) and number of years with the agency (if 2 + years)</p>	<p>30</p>	
<p>TOTAL WEIGHT FOR PHASE 2A</p>	<p>100</p>	

Phase 2B Pitch Presentation - A bidder will be evaluated out of 100 % and is required to score a minimum threshold of 70% to be evaluated further in the next phase of evaluation (Price).

Table 4 phase 2B: Pitch presentation

<p>100%</p>	<p>Percentage points allocated for FUNCTIONALITY</p>		
<p>70%</p>	<p>Lowest acceptable % for FUNCTIONALITY - Tenderers with less than this score will be eliminated</p>		
<p>Deliverables / Performance Indicators</p> <p>Please refer to the detailed evaluation pointers under the scope of work shared above.</p>	<p>Value allocated</p>	<p>Reference page in submission</p>	
<p>FULLY INTEGRATED 360° PROPOSAL: MEDIA APPROACH</p> <p>Please provide a fully Integrated 360° media proposal approach reflecting a clear understanding of the destination brands’ challenge as per the brief provided, our marketing objectives, the fragmented media landscape, and the consumer media behaviour, both digital and traditional media. Proprietary</p>	<p>35</p>		

<p>media tools for assessing media impact, success, and advantage. The presentation must include elements from all three (3) categories outlined in Part B - scope of work to ensure a fully integrated 360° solution and comprehensive media considerations.</p> <p>Scoring guideline:</p> <p>Score of 1 = All elements included as per the brief, with attention given to media landscape, media tools and success metrics.</p> <p>Score of 2 = All elements included as per the brief with attention given to media landscape, media tools and success metrics, demonstration of clear localisation, and insight-driven solutions.</p> <p>Score of 3 = All elements included as per the brief with attention given to media landscape, media tools and success metrics, demonstration of clear localisation, insight-driven solutions, Barrier identification and solutions, and clear interventions for each stage of the marketing funnel.</p>		
<p>FULLY INTEGRATED 360° PROPOSAL: INCORPORATION OF DIGITAL STRATEGY</p> <p>Digital strategy, design, and development, in conjunction with other marketing disciplines to enable campaign integration across the various online platforms and activities, utilising innovative mechanisms to enhance campaigns and the brand. Provide case studies for successful digital campaigns that were executed.</p> <p>Scoring guideline:</p> <p>Score of 0 = No digital strategy, design and development aspects included in solution to case study provided</p> <p>Score of 1 = digital strategy, design and development aspects included, but does not answer to business problems provided in case study</p> <p>Score of 2 = digital strategy, design and development aspects included, answers to business problems provided in case study, but not fully integrated to media and localisation requirements</p> <p>Score of 3 = digital strategy, design and development aspects included, answers to business problems provided in case study, and is fully integrated to media and localisation requirements</p>	<p>25</p>	
<p>FULLY INTEGRATED 360° PROPOSAL: CONCEPTUALIZING CAMPAIGN</p> <p>Defining and conceptualising campaign mechanics to deliver engaging and innovative brand communications - interpreting the provided consumer insights to localise campaigns Provide and present a minimum of 2 relevant case studies.</p> <p>Relevant = a case study that covers creative brand marketing and communications with results not limited to a specific industry/tourism</p> <p>Provide a minimum of two (2) relevant case studies.</p> <p>The Criteria defining relevant case studies are:</p> <p>Brand/client name</p> <p>Industry within which client is categorised</p> <p>Business problem and objectives outlined</p> <p>Solution to the business problem provided</p>	<p>25</p>	

<p>Distribution channels used to solve brand problem (including Influencer/Content Creator collaborations and brand partnerships)Period of project</p> <p>Innovation elements applied</p> <p>Results achieved (KPIs, measurement metrics)</p> <p>Scoring guideline:</p> <p>Score of 0 = Less than 2 case studies not relevant to inclusions outlined</p> <p>Score of 1 = 2 relevant case studies (has to meet criteria that defines relevant to be counted)</p> <p>Score of 2 = 3 relevant case studies (has to meet criteria that defines relevant to be counted)</p> <p>Score of 3 = 4 relevant case studies with accolades (has to meet criteria that defines relevant to be counted)</p>		
<p>FULLY INTEGRATED 360° PROPOSAL: LOCALIZATION</p> <p>Localisation of solution to business problem outlined in case study, incorporating creative solutions, insights application, appropriate media platforms and language requirements for the markets/audience agency is required for. Present 2 case studies.</p> <p>Scoring guideline:</p> <p>Score of 0 = Less than 2 case studies not relevant to inclusions outlined.</p> <p>Score of 1 = 2 relevant case studies.</p> <p>Score of 2 = 3 relevant case studies (has to meet criteria that defines relevant to be counted).</p> <p>Score of 3 = 4 relevant case studies with accolades (has to meet criteria that defines relevant to be counted).</p>	<p>15</p>	
<p>Total Weight</p>	<p>100</p>	

South African Tourism will reserve its rights to request bidders for presentations/demonstrations where these will provide an opportunity for the bid evaluation committee to look more closely at the proposals and identify gaps between how the bidder indicated that their proposed solution met the business requirements and what the team is able to discern regarding how closely it actually meets the needs of the business.

If required, they will be at a high level where criteria will be identified that the bid evaluation team might be interested in looking more closely at. The bid evaluation committee will have the opportunity to ask questions and make notes of what they consider to be gaps in the proposals compared with how well the business requirements are satisfied.

- Bid proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must submit supportive documentation for all functional requirements as part of their bid documents as indicated in the Terms of Reference. The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFP and the subsequent system demonstration.
- The score for functionality will be calculated in terms of the table below, where each Bid Evaluation Committee (BEC) member will rate each individual criterion on the score sheet using the following value scale:

Phase 3: Price evaluation

Only Bidders who meets the minimum threshold for the pitch presentation in Phase 2B will be evaluated in Phase 3 for the price comparison. They will need to complete the rate card template in **Annexure F**.

The bidder who advances to Phase (3) will be evaluated based on Price comparison, and SA Tourism will appoint the bidder who is cost-effective.

END