

**PART B: SCOPE OF WORK**

SA Tourism Tender Number SAT 267/24 Global Media Planning, buying and advertising Agency

Bid Description	
Organisational Development for South African Tourism	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SA Tourism Tender number SAT 267/24
Issue date:	15 November 2024
Closing Date and time:	13 December 2024 at 12:00 pm (No late and e-mail submission will be accepted)
Contact Person	Raymond Mabuela
Bid Submission Link	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Bidders are required to complete all the fields before submitting on the above link before uploading a PDF version of the entire proposal; the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile), then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads. No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
Email Address	Tenders@southafrica.net

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

THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF THE CONTRACT.

1 CLOSING DATE

The closing date for the submission of proposals is **13 December 2024 at 12h00.** No late submissions will be accepted.

2. PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

- 2.1 South African Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by South African Tourism. The portal is the official portal for South African Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal. The Portal's URL (<https://e-procurement.southafrica.net>) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders should with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose.

The supplier user manual can be viewed and downloaded on South African Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>. All bidders should therefore take note that the physical drop-offs and courier of bid responses to South African Tourism's physical address is no longer permitted.

Prospective tenderers must periodically review both <http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://e-procurement.southafrica.net> for updated information or amendments with regard to this tender, prior to due dates.

- 2.2 Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects, may invalidate the tender.
- 2.3 Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.
- 2.4 Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

3 CONTACT AND COMMUNICATION

- 3.1 A nominated official of the bidder(s) can make inquiries, in writing, to the specified person, Raymond Mabuela, via email at Tenders@southafrica.net. Bidder(s) must reduce all telephonic inquiries to writing and send to the above email address.

- 3.2 Bidders are to communicate any technical inquiries through the nominated official in writing **by 26 November 2024 at 12h00.**

All responses will be published by **29 November 2024.** on the following link:

<https://www.southafrica.net/gl/en/corporate/page/tenders>

3.3. VALIDITY PERIOD

The tender proposal must remain valid for at least thirty five months (5) 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 thirty-six months (36) month 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.

5. DETAILED SCOPE OF WORK

A. Background and Opportunity

South African Tourism require a media partner to re-ignite the global tourism brand with specific emphasis on:

- A digitally led global media strategy and buy proposal
- Global media buy and strategy proposal
- Media strategy and plan to market South African Tourism's work to the key stakeholder universe.

B. A budget of R300 million per annum has been allocated.

- R300 million is to fund other traditional and digital media locally and globally.
- Guideline costings are required along with a proposed commercial arrangement regarding fees vs commission, discount policy etc.
- Guidance from the agency regarding how money should be spent in the international media will be important along with any additional recommendations or motivations for further budget increases to support those international hubs.
- Annual budget increase should be included as part of the commercial proposal

C. The winning bidder will be responsible for all media elements as it relates to brand, domestic travellers, international travellers, campaigns, visitor experience, stakeholders and internal corporate brand.

Media - Inflation busting, maximum brand cut-through and presence	
Key focus area	Job to be done:
Brand	A digitally lead global media strategy and buy and proposal that is: <ul style="list-style-type: none"> • Inflation busting • Maximum brand cut-through and presence
Domestic travellers	Domestic audience facing media strategy and buying proposal that is: <ul style="list-style-type: none"> • Inflation busting • Maximum brand cut-through and presence • Gains local traction and relevance (national cohesion)
International arrivals	Global audience facing media strategy and buying proposal that is: <ul style="list-style-type: none"> • Inflation busting • Maximum brand cut-through and presence

	<ul style="list-style-type: none"> • Gains global traction and relevance (global cohesion)
Campaigns	<p>Localised media, strategy, plan and proposal by:</p> <ul style="list-style-type: none"> • Sector (business, events and leisure) • Country • Corporate Brand • With global media strategy as the anchor
Visitor Experience	<p>How can media/partnership enhance the visitor experience per source market?</p> <p>How media/partnership can enhance the South African hosting culture: explore routes, itineraries, locations and experiences.</p>
Grading Council	How can media/partnership enhance customer journey for quality assured establishments and experiences
Stakeholder	<p>Media strategy and plan to market South African Tourism's work to the key stakeholder universe.</p> <p>Including events, sponsorships, partnerships and tactical placements.</p>

D. Reporting

- Quarterly review
- Monthly management reports
- Annual brand and competitor reviews
- Weekly status reports

D. Pricing criteria:

Key considerations for pricing:

- A digitally led global media buy and strategy proposal
- Domestic audience facing media strategy and buying proposal
- Media strategy and plan to market South African Tourism's work to the key stakeholder universe.
- Overall management of the budget i.e. media spend vs fees or commission structure
- Agency fees breakdown in terms of personnel involved in the account, strategists, planners and buyers, traditional and digital specialists
- Negotiated rates and discounts policy
- Costs for managing global media placement and management if applicable
- Proposed annual increase in budget policy
- Added value offered
- Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where rebates, value adds and inter-agency agreements are applied. i.e. Total transparency for all commercial deals relating to South African Tourism.
- Team that pitches must run the account for the first 12 months.

E. Price Schedule

Share a commercial proposal for a 3-year project-based contract with South African Tourism Tender 267/24.

South African Tourism will earmark realistic budgetary resources where the preparation of a well-thought-through cost estimate is essential.

A detailed financial proposal needs to be provided in writing, with a cost breakdown (inclusive of VAT and all taxes) based on your proposed solution. It is advisable to provide detailed information in the financial proposal, i.e. once-off costs, Commission fee percentage, Resources rate card, and any other opportunities

Table below indicates the annual budget estimates:

#	Tender Description	Budget approximation for 12 months
1	Global Media Buying and Planning	R300 000 000,00

A detailed pricing schedule should be included in the bid proposal, detailing all aspects to deliver the requirements to South African Tourism as required under this tender (full cost of ownership to South African Tourism).

END