

**Part B: - SCOPE OF WORK (SAT TENDER NUMBER JAPAN 236/24)**

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| Bid Description | |
| PROVISION OF INTEGRATED MARKETING, PUBLIC RELATIONS (PR), AND COMMUNICATIONS SERVICES FOR SOUTH AFRICAN TOURISM JAPAN for South African Tourism Board | |
| Bidder Name: | |
| CSD MAA number | MAAA |
| Tender Number: | SAT Tender Number 236/24 |
| Closing Time: | 12 pm (Japan's time) |
| Closing Date: | <u>28 March 2024</u> |
| Compulsory Briefing Session: | No |
| Contact Person | Raymond Mabuela |
| Email Address | raymond@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 submitting proposals is **28 March 2024 at 12:00 pm (Japan's time)**. No late submissions will be accepted.

2. PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

- 2.1. South African Tourism has developed and implemented an online e-procurement Portal, enabling 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 to RSVP to tender briefings and 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 are 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 about this tender before 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

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

Bidders are to communicate any technical inquiries through the nominated official in writing no later than 08 March 2024

All responses will be published by 12 March 2023 on the following links:

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

3.1 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 contract period.

3.2 DURATION OF THE CONTRACT

South African Tourism intends to enter a thirty-six (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.

4. BUSINESS CASE

South African Tourism (SAT), based in Tokyo, Japan, is extending an invitation to reputable PR and Marketing agencies with good track records to submit proposals in a bid to be appointed, on a non-exclusive basis, to deliver integrated PR and Marketing Services to SAT Japan for three (3) years.

Japan is the far-east Asian market for South Africa. SAT has identified 2 key traveller segments from Japan defined as the 'NSSAs' and the 'Wanderlusters'. These travellers have extensive international travel experience, seek variety at destinations and want to interact with the locals to learn more about the destination.

The 2 segments:

NSSA: Next Stop South Africa

- NSSA travel to discover new frontiers.
- Demographics: 50 - 70 years old, no kids at home
- High income, high education
- Half live in the Kanto region
- Most are retired
- Very flexible and tries to avoid peak holiday times
- Seeks a holiday with both cultural and natural activities
- Well-travelled group tour travellers
- Use travel agencies to book (most of them get a direct mailing from major travel agents).
- First timers approx. 90% never visited SA, i.e., First-time holidaymakers to SA.

Wanderlusters:

- WL travel to discover variety and enriching experiences.
- Demographics: 30 - 49 years old, single or married, no kids. High income, high education.
- Live in major big cities: Kanto, Osaka, Nagoya, Fukuoka etc.
- First timers - approx. 87% have never travelled to SA
- Product experience: wildlife, safari, shopping, scenic beauty, and good weather.
- High users of the internet to get information about the destination.
- Combines a variety of channels for bookings, including the Internet, travel agencies, and direct-form airlines
- First timers approx. 87% never visited SA.
- Majority take one holiday each year, and the holidays last about one week

- A variety of trip formats are possible: group tour with local guide, luxury holiday, and FIT trip

5.1 Market Challenge:

There are many challenges South Africa faces as a leisure destination in Japan, including the negative perception of South Africa, distance, and low awareness. Travellers know the destination, yet South Africa is not on the priority list of must-see destinations to encourage visitation now. Despite increasing awareness, South Africa becomes interchangeable within its category without a clear connection to the brand.

Through this tender, South African Tourism expresses the need for an Integrated PR and Marketing Services agency that addresses the above-mentioned two core segments to increase positivity and a desire to visit South Africa now and increase the awareness of SA as an ideal travel destination for the Japan consumer. The tender responses/proposals to South African Tourism must identify how best to brand the destination “South Africa” in Japan and outline a multi-year communication strategy. In addition, the agency should demonstrate a yearly integrated PR and marketing plan to engage Japan travellers.

In the current operating environment, not only must the destination’s established and ongoing opportunities and challenges be considered, but also those brought about by the Covid 19 Pandemic. Under ordinary circumstances, South Africa performs strongly on key attributes around wildlife experiences, being breath-taking and adventurous, and contends with barriers around concerns for personal safety, the perception that it’s too expensive, and the competitive environment. However, the new challenge we face is “Growth & Recovery’ in a post-COVID-19 World and operating in the ‘New Normal.’

5.2 SAT is measured against the following objectives, which the agency should also address:

- Increase in tourist volumes;
- Increase in tourist spend;
- Improve seasonality patterns;
- Increase brand awareness
- Promote transformation; and
- Improve geographic spread.

5.3 Price (Inclusive of VAT and all other relevant taxes)

Presentations should include a detailed breakdown of the proposed fee structure, i.e., Management fees per PR activation/event (what percentage of total cost) or a monthly retainer fee (include rate card). The account value estimate over three (3) years is JPY 64,800,000.

Also, motivate why the relevant fee structure has been proposed and why you see it more practical.

5.4 PROPOSAL DETAILS

The integrated PR & marketing agency will be responsible but not limited to the below:

A. Integrated Marketing Communications and Public Relations Services

- Examine our target market segments (leisure, trade, business events, MICE and corporate) and present a specific detailed plan to re-engage these segments through the use of effective marketing, communications and public relations.
- Provide a fully integrated marketing communications planning, execution and monitoring (incl. optimization and reporting) of the annual marketing plan which includes i.e. traditional, digital, offline and social media PR expertise
- Develop content marketing plans and media messages based on sound marketing communication principles and market knowledge.
- Provide strategic consultancy, idea generation, conceptualization and execution of online and offline consumer conversion campaigns.
- Present measurable PR campaigns designed to address the issues outlined in this brief and how these would ultimately drive conversion across our key segments.
- Position South Africa as a preferred leisure and MICE destination in Japan through positive media relations, including introducing favourable coverage. This must include a focus on message agenda-setting as well as consumer, trade and online media.
- Identify and leverage PR opportunities in both Japan that will engage SAT's key audiences.
- Identify and propose platforms and/or ideas to maximize campaign leverage and partnerships in market.
- Identify non-traditional partnership opportunities and assist in crafting a value proposition to the prospective partner to ensure collaboration.
- Develop plans to maximize positive editorial coverage of South Africa as a preferred leisure and MICE destination.
- Execute trade media campaigns in line with Global and Japan Trade Strategy (including assistance with marketing collaboration agreements).
- Identify thought leadership platforms and create content that will connect the South African Tourism brand to relevant audiences and build trust

B. Operational Public Relations Services

- Create an 'always on' 24/7 media office, including consumer, travel trade, and KOL/influencer engagement.
- Develop and maintain consumer and trade media databases of all media in Japan- with emphasis on tourism (a copy of this database should be made available to SAT monthly).
- Identify and recommend media, trade, journalists, KOL/influencers, and bloggers that should be targeted for familiarization trips/hosting to South Africa and recommend the best activities to organize for engaging their audiences.
- Build relationships with critical online content writers and online media outlets for coverage of South Africa, thus driving increased referral traffic to the Japan website and improving search engine visibility.
- Evaluate and source non-paid opportunities to expand our brand reach and visibility online.
- Identify niche markets and recommend content to engage these audiences.
- Prepare and issue media releases and fact sheets as per written briefs and follow-up with media to pursue publishing.
- Write speeches/talking points for South African Tourism officials at tourism events and media interactions and/or interviews

- Develop and write articles or editorial pieces for publications as required or briefed by SAT.
- Develop and produce all long-form content as required and/or briefed by SAT.
- Produce, develop and edit multi-media content to support online and offline campaigns when needed.
- Disseminate information and pictures to media as instructed by SAT.
- Approach media and secure interviews for SAT.
- Provide a monthly clipping service (could be digital) of traditional, online and social media to SAT and recommend ways to address matters arising. Daily clippings to be shared with the office with headline translation.
- Crisis communication and reputation management.
- Social media, digital and online PR.
- Stakeholder management.
- Consumer and trade activations.
- Digital support.
- Creative content and buying support.

C. Trade PR

- Tourism trade mapping and trade landscape analysis and database management (update monthly), including a focus on MICE (particularly incentives and association business - delegate boosting)
- Develop a trade PR strategy (B2B) that establishes credibility, increases the visibility of South Africa and engages the Japan travel trade. (The trade strategy must include a communications plan to deliver the items mentioned under operational PR.)
- Identify long-haul trade currently not selling Africa/South Africa and design strategies on how to pursue them to start selling South Africa
- Develop concepts that provide a platform for SAT to interact with Japan trade (inclusive but not exclusive of third-party events).
- Conceptualized digital campaign for the Japan travel trade, inclusive of tracking, adapting, and production of final campaign reports.
- Identify long-term opportunities for collaboration with travel trade partners that mutually benefit and add value to SAT and partners (inclusive but not exclusive of the tourism segment)
- Develop content and campaign extensions for B2B partners.
- Assist with trade marketing activations, including marketing collaboration agreements, SA Specialist trade training, trade FAM trips, and other campaigns.
- Prepare and deliver newsletters for trade every quarter.
- Disseminate information and pictures to trade as requested by SAT.

D. Crisis Communication and Reputation Management

- Develop a proactive and always-on PR strategy in Japan with relevant consumer-centric content supported by a crisis communication framework informed by the Global Communications Strategy.
- Alert SAT to potential negative stories or issues that may need to be dealt with in the media and recommend crisis management activities.

- Identify and alert SAT where lobbying or high-level intervention may be required in the market and recommend a Japan-centric position.
- Identify unlikely and unconventional partnerships for strengthening our brand appeal.

E. Social Media, Digital, and Online PR

- Analyse existing social media footprint and identify how best to meet SAT's consumer strategy.
- Conceptualize and run innovative social media campaigns to support local offline and online activity. Create and curate content for digital channels (e.g., blogs, videos, images, etc.) using appropriate global assets for local Japan audiences.
- Manage digital audience, engage in dialogue, and drive positive sentiment throughout all social channels.
- Provide ongoing social media management and consultancy.
- Provide always 24/7, day-to-day community management of all social media platforms with planning, scheduling, and management of all posts and monitor engagement.
- Curate Japan-centric content for social media using available global assets.
- Liaise with SAT's local events and media investment agencies for social media support for all local events and marketing activities.
- Provide monthly social media reporting for the duration of this agreement on activities, key metrics, and competitive benchmarks; include reporting on the social sentiment of South Africa and proposing ways of addressing negative sentiments and promoting positive sentiment
- Ensure that all social media channels are growing via organic and paid strategy.
- Manage a budget for social media promotion on behalf of SAT.
- SAT in Japan strives to maintain a presence on all relevant, current, and emerging social media platforms.

F. Stakeholder Management

- Manage the database of the critical stakeholders in the Japan market - including tourism industry stakeholders, SA embassy/consulate staff, and prominent pro-South African celebrities (KOL), business people, or sports people. (A copy of the database should be made available to SAT monthly, and this database will remain the property of SAT at all times.)
- Manage a database of South African-based stakeholders, including national and provincial government officials, provincial tourism authorities, city tourism authorities, and other tourism bodies, products, and services.
- Ensure that stakeholders - where relevant and possible - are included in SAT events and information dissemination.

G. Consumer and trade activations

Project management, execution, and reporting of consumer and trade activations as briefed, including:

- Project communication and consultancy
- Co-ordination and workflow management
- Integration of consumer and trade work to drive closure and sales

- Managing and appointing sub-contractors based on competitively priced bids and complying with SAT's supply chain policies. (This will include enforcing SAT's policies and processes throughout and across all parties.)
- Agency liaison with existing global lead agency/SAT HO
- South African Tourism projects include, but are not limited to the following:
 - Consumer shows and general consumer activations as briefed
 - Public relations events and activations, as briefed
 - Trade shows and events and activations as briefed
 - Stakeholder events and activations as briefed
 - Roadshow events and activations, as briefed
 - Global activations as required by SAT in Japan

H. Digital Support

- Provide regular market insights on the Japan digital landscape, including but not limited to the latest industry trends, innovation, and market updates, such as the impact of 5G technology in the tourism marketing space.
- Recommend online campaign-specific features to support offline and online activities and provide a central interaction space for all stakeholders.
- Recommend mobile apps and third-party technologies to leverage, such as augmented reality and immersive video
- Develop campaign-specific digital, video, graphic, and creative assets to support online and offline activities.
- Strong concept development, creative capabilities, and integration/leveraging of third-party platforms.

I. Creative content support

- Creative campaign development and fulfillment with a strong content integration across all platforms (SAT, B2B partners, and third parties) to amplify the SAT message and drive sales and conversion.
- Localization and translation of all global assets.
- Support fiscal media buying with advertorials and editorials.

J. Insights, data, reporting and analytics:

- Insights sharing on the latest research, industry, innovation trends, etc.
- Media, social media, and reputation management monitoring inclusive of recommended tools and systems.
- Alerts and notifications appropriate for public relations and social media crisis monitoring.
- Integration of tagging and tracking tools for digital platforms, including recommended tools and systems.
- SEO reporting and monitoring with recommended tools and systems.
- Regular, weekly, monthly, quarterly, and all campaign reports for all marketing activity.

K. Non-negotiable requirements that the agency must deliver on:

- Strong knowledge and experience in the Japan tourism industry
- Strong knowledge of South Africa and the tourism industry
- Event management experiences
- Strong relationships with both consumer and B2B media contacts and publications
- No competitor countries as current clients include but are not limited to Australia, New Zealand, Kenya, and Egypt.
- Ability to use English as the working language

6. PROPOSAL DETAILS

MBM Proposals from bidders should demonstrate their understanding of the brief and further demonstrate their ability to successfully deliver on all the requirements outlined under section 5 above.

6.1 Proposals should also include credentials in the form of at least two examples of exemplary work carried out in the following areas:

- Consumer communication and marketing campaigns
- Events, roadshows, and/or training workshops

6.2 All credentials should highlight your methodology around 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;
- The creative enhancement added by your agency;
- The process that led to this solution, including how you found unique differentiators from competitors and innovative ways to engage consumers and travel trade;
- Social media impact of activations - number of shares, buzz monitoring, trends;
- Outline of tools used to project manage events and ensure they are delivered efficiently;
- Examples of how you engaged other client agencies to leverage activations through the line.

6.3 SAT expects to receive several proposals; for our bid committee to evaluate the proposals effectively, prospective bidders are required to **include information relevant to the following topics:**

A. Expertise and experience in PR, particularly in the Tourism industry

- Provide at least 2 examples of work delivered in the tourism industry and showcase how insights/tools/concepts from these would inform what you would do for SAT
- Provide company credentials such as years of operation and at least two (2) client testimonials/contactable references on a letterhead letter (reference must show what piece of the work they have delivered within the last 48 months).

B. Creativity and Innovation in PR around consumer brands and the distribution channel as well as trade

activation:

- Provide at least 2 examples of what you have done over the last 36 months and showcase examples of what you would do for SAT.
- Demonstrate results with comprehensive post-campaign reporting

C. Media Monitoring and Reputation Management:

- Demonstrate an approach to reputation and crisis management that would be employed to address prospective issues for the brand and the tools used, which will be made available to SAT.

D. Expertise and experience of the proposed team:

- The agency needs to show the proven experience of the proposed team to be deployed to the project. Number of years and level of experience of the proposed team member. An abridged CV that includes key skills, clientele, and work experience.

E. Proposed solution to meet Scope of Work:

- Based on your understanding of SAT's needs and the challenges it faces in ANZ, provide a multi-year integrated solution demonstrating how you would service the account to meet the destination's objectives and how expected results will be delivered and measured
- Describe how you would deliver on each scope of services section and any additional creative enhancement that you could offer based on your understanding of SAT's challenges - also considering the impact of the COVID-19 crisis.

7. PITCH PRESENTATION

The shortlisted agencies who qualify after the technical evaluation (Phase 2) will be expected to present a short pitch revert against the background, environment, and scope of work stated above. The shortlisted agencies will be invited for a presentation based on the brief below (Phase 3) on the challenges, target market, competitor analysis, and pitch deliverables.

7.1 The brief:

The presentation should address the following business issues:

Task 1:

Please prepare a tourism recovery plan/strategy on how South Africa could be considered a top-of-mind destination for Japan tourists post-Covid to increase awareness and arrivals.

The presentation should include but not limited to:

- Clear set of objectives
- Channels and/or Platforms to be used
- Outline key messaging
- Timings

Task 2:

Please provide a campaign idea for SAT in the Japan market.

Provide one customized campaign for SAT in Japan market, which is required to showcase your solution to address the mandate of SAT. The solution must provide a 360 view of how you would deliver the service and any creative campaign you can offer. Clearly indicate the target segment/timing/platforms.

The presentation should include but not limited to:

- Clear set of objectives
- Measures
- KPI
- Creative advert strategy recommendations
- Channels to be used (platforms)
- Budget recommendation

8. Pricing Schedule

- Provide all management fees and detailed resource rate cards
- Cost should be presented in the same format for three (3) years (with applicable escalation where relevant) and should separately indicate any once-off costs that may occur.
 - Share a commercial proposal for the provided solution overview
 - With reference Regarding the above tender, the contract period for the successful bidders will be three years.
 - We invite the short-listed bidders to supply commercial proposals for the above period based on specific briefs per agency discipline.
 - Please note this tender is for an agency that will be used on a project/needs basis by SAT, mainly in Japan, but may be required to work for any other business units of SAT.
 - The agency, quoting its estimates, must consider the above scope of work and provide solutions to the business problems.
- The price quoted by the agency during submission will be used whilst evaluation. 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

END