



SOUTH AFRICAN TOURISM

Part B: - SCOPE OF WORK (SAT TENDER NUMBER UK 237/24 Media and Advertising Agency for the United Kingdom and Ireland)

Bid Description	
Media and Advertising Agency for the United Kingdom and Ireland for South African Tourism	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Number 237/24
Closing Time:	12noon UK time
Closing Date:	18 March 2024
Compulsory Briefing Session:	N/A
Contact Person	Wiqar Sayed
Email Address	wiqar@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, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT

1. CLOSING DATE

The closing date for submitting proposals is **18 March 2024 at noon (UK 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, 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 immediately consider registering and submitting their bid proposals on the portal, which has 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>. Therefore, All bidders should 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 acknowledge and accept the conditions in writing or to complete all aspects of the attached documents, questionnaires, and specifications 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 bidder(s) official can make inquiries in writing to the specified person, Wiqar Sayed, via email at wiqar@southafrica.net. Bidder(s) must reduce all telephone inquiries to writing and send them to the above email address. Bidders must write technical queries to the nominated official no later than February 27, 2024.

All responses will be published by 01 March 2024 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

As indicated in the Strategic Plans and Annual Performance Plans, part of SA Tourism's mandate is marketing and promoting South Africa as an attractive tourism destination for both business events and leisure tourists.

This is, therefore, a request for proposals from media and advertising agencies whose specialty is the development of breakthrough and innovative media and advertising campaigns aimed at driving consideration towards South Africa as a holiday destination for British and Irish audiences.

The United Kingdom and Ireland Hub specifies the media and advertising work that needs to be carried out through their annual business plans by stipulating "Big Things" to be done. These media and advertising initiatives consist of trade and consumer-focused campaigns. They are compiled after a process that entails monitoring macroeconomic conditions and performance and brand tracking results such as awareness, positivity, conversion, and other critical components in the marketing funnel.

The critical media and advertising objectives for the 2023/24 fiscal for the hub are as follows:

First Time Visitors	Inspire considerers with our natural beauty, wildlife, and friendly and welcoming locals as a key to a safe and memorable holiday experience that offers excellent value for money and positively impacts local communities.
Repeat Visitors	Encourage repeat visitors to explore the country's hidden gems throughout the destination, contributing to sustainability by promoting geographic spread and seasonality.
Trade	Partner with the trade to sell and package varied products and experiences and equip the trade with skills, knowledge, tools, and platforms to increase their confidence in selling the destination.
Market Access	Identify and work with relevant South African SME products and experiences for exposure and access to UK trade, media, and consumer audiences on various trade and consumer platforms.

The media and advertising awareness work is done via digital and social media to drive appeal to the destination. Branded media and advertising content partnerships drive consideration by providing a fresh and vibrant view of South Africa. Conversion is driven by collaboration with media and advertising partners.

Despite efforts to impact awareness and positivity, persistent barriers affecting understanding are lack of safety perceptions, value for money, and other destinations more appealing than South Africa.

Further down the media and advertising funnel, numbers were lost for people who have sought information but chose not to book, reflecting a gap in the information provided on various media and advertising channels.

Consumer insights reflect that the English and Irish like to explore, meet the locals, and discover hidden gems. This is over and above their critical reasons for visiting South Africa, which are detailed as wanting to experience wildlife and safari, scenic beauty, and visiting family and friends. They look for value-for-money holiday destinations for their holidays. South Africa has high awareness in both the United Kingdom and Ireland. Thus, providing inspiring and practical media and advertising information on the classic highlights, including safari and wildlife, food, wine, etc., is vital.

South African Tourism's hypothesis of its target audience for media and advertising is experienced international consumers interested in safari, natural beauty, culture, and relaxation. They research the destination and plan their holidays, allowing 1-4 months between reservation and travel.

They are constantly on and in front of the consumer at all touchpoints, and in-house insights and research from SA Tourism's brand tracker indicate online and social media followed by print and TV as key channels crucial target consumers use for inspiration, consideration and conversion with airline and trade partners.

South African Tourism requires breakthrough and innovative ideas to position South Africa as the ideal holiday destination with varied experiences and great value for money. The media initiatives should also provide conversion opportunities for trade and airline partners, thereby increasing tourist arrivals from the UK and Irish markets.

The UK & Ireland Hub Office is based in London. The preferred bidder must demonstrate and have the capabilities to operate regionally in the United Kingdom and Ireland markets.

5. DETAILED SCOPE OF WORK

An invitation is extended to all reputable service providers to submit a bid to be appointed as the preferred media and advertising agency for South African Tourism UK & Ireland to liaise and complement existing PR, Social Media, and events to complete the 360° consumer and trade engagement. The appointed service provider will outline plans to engage with UK and Irish travellers to meet the following key objectives:

- Increase tourism arrivals from the UK & Ireland.
- Increase tourism spending (contribution to the South African economy).

Consequently, the appointed agency will be responsible for, but not limited to, the following:

A. Overview of services including:

Creative campaign development and production

- Develop localised creative campaigns and content for online and offline campaigns per global brand guidelines.
- Conceptualise and create brand assets for online and offline campaigns in collaboration with

SA Tourism.

- Provide access to paid tools/accounts for collaboration on producing creative assets.
- Ensure correct and tailored messages are created and executed for each channel and target audience.

Design a media buy and advertising strategy:

- Develop a comprehensive media strategy, including selecting channels that align with campaign goals upon receiving a brief from SA Tourism.
- Define the online customer journey with specific URLs for use across the conversion journey.
- Define strategic user events to trigger retargeting rules via floodlight tags and other targeting tools.

Negotiate rates for media placement:

- Negotiate rates for media placement with channel publishers and distributors, including investigating the best deals and presenting competitive rates and value-added services to South African Tourism.

Campaign launch and delivery

- Ensure the effective delivery of media campaigns with continuous campaign performance monitoring driven by rules set up on SAT-owned tools and agency-owned campaign monitoring and performance tools.
- Real-time Response: Respond to real-time consumer behavior and competitor activity driven by rules set up on SAT-owned tools.

Online campaigns:

- Strategize, plan, and execute media and advertising campaigns, including a comprehensive go-to-market plan with tailored messages for each channel and target audience.
- Segment audiences based on demographics, location, and other relevant criteria to understand online and offline behaviors and media consumption.
- Optimise, manage and execute 24/7 digital campaigns to maintain a consistent online presence.
- Collaborate with an appointed social media agency for campaigns involving social media channels.
- Implement dynamic personalization and structured testing on identified target audiences for continuous improvement.
- Continually improve the effectiveness of different digital channels through testing, review, and optimization frameworks.
- Run programmatic advertising campaigns and real-time bidding of online audiences following global brand guidelines.
- Identify and execute concurrent online and offline campaigns to ensure seamless targeting of key travel segments.
- Provide an online re-targeting and data-driven infrastructure using South Africa Tourism's central marketing analytics and ad-serving platforms.

Offline campaigns:

- Identify offline opportunities targeting critical consumers, including supporting events and

activations.

- Manage participation in offline campaigns that drive brand awareness, consideration, and conversion as part of a more comprehensive 360-degree campaign delivery to identified trade and consumer audiences.

Competitor analysis:

- Identify learning opportunities from competing destinations in the UK and Ireland to inform campaign strategy.
- Provide regular competitor and media landscape analysis and identify benchmarking and best practices.

Business to Business (Trade):

- Conceptualize, manage, and run B2B trade campaigns to stimulate trade partners to sell South Africa as a preferred holiday destination to consumers.
- Review B2B travel trade proposals for South African Tourism and provide recommendations based on objectives.
- Collaborate with appointed events and activations agencies to execute offline trade engagements.
- Facilitate the provision of trade tools, including but not limited to training platforms.
- Deliver projects and campaigns within budget, including reconciliation and reporting.

Meetings & Incentives (MICE):

- Conceptualise, manage, and run MICE campaigns to stimulate the market to consider South Africa for meetings, incentive travel, conferences, or exhibitions.
- Bid Campaign Assistance: Assist with Bid campaigns from the National Convention Bureau.

Research and Reporting:

- Data Collection and Review: Collect data, review statistics, and identify strong and weak points of the campaign.
- Analytics Implementation: Implement analytics for campaign performance and measurements driven by rules set up on SAT-owned tools.
- Reporting and Insights: Provide comprehensive campaign reporting, analysis, insights, and recommendations for future campaigns.
- Industry Research: Identify industry trends to benefit the broader reach of campaigns to target audiences.
- Regular campaign reporting tools and dashboards for campaign sign-off, monitoring, and reporting.
- Regular reporting as determined by SA Tourism.

Proposal Details

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

Proposals should include agency overview, size, company structure, and relationship with any subsidiary or parent company.

Proposals should describe any prior destination marketing experience and 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.

Briefly describe your understanding of SA Tourism's needs and challenges in the UK. In doing so, please do not paraphrase or repeat the content of this RFP, and describe how you would deliver on the scope of services and any additional services that you could offer based on your understanding of SA Tourism's challenges.

Proposals should provide details of the proposed team's experience, skills, and qualifications who will work on the project/account. Provide a chart illustrating the specific roles and resources assigned to the project and their experience on similar projects. Proposals should indicate how the quality and availability of staff will be assured over the term of the agreement; they should outline the reporting structure and how each team member would liaise with the client lead, as well as the PR and activations account charges.

Bidders should propose a work plan with associated timelines to accomplish the tasks mentioned under the scope of services, outline strategies to monitor the campaign's performance and implement corrective measures where necessary.

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

- Multi-channel campaign online and offline for a UK and Ireland destination.
- B2B marketing and advertising campaign.

Proposals should include campaign proposals that respond to SA Tourism's scope of services and include the following:

- Provide all management fees and resource rate cards:
 - A solution with a cost breakdown that can be delivered for £300k for the UK and Irish consumers
 - A solution with a cost breakdown that can be delivered for £50k for UK and Ireland trade

Costs should be presented in the same format for years 1, 2, and 3 (with applicable escalation where relevant), and any once-off cost associated with the project should be separately indicated.

All costs should be inclusive of VAT.

The final evaluation might look at short-listed bidders (bidders who meet the minimum required score for functionality) in more detail and may call for additional information and presentations.

PRICING SCHEDULE

A detailed price schedule should be included in the proposal where the following should be considered:

- Agency fees basis projects, i.e., responsibilities, levels of seniority, creatives, client service, strategy, production management, etc.

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- 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
- Mark-up policy on external costs, i.e., third-party production, etc.
- Indicate any once-off costs that may occur

It is, however, important to note that South African tourism contracts will be based only on the project fee model structure.

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