



SOUTH AFRICAN TOURISM

Tender for China Integrated Marketing and PR Service Agency

PART C: TENDER EVALUATION PROCESS (SAT TENDER NUMBER CHINA 234/23)

Summary of the Evaluation Phases (table 1 below):

| Phase 1 Pre-qualification Criteria | Phase 2 Technical Evaluation Criteria | Phase 3 Pitch Presentation | Phase 4 Price Comparison |
|--|--|--|--|
| Bidders' responses will be evaluated based on Table 2 below. | <p>Bidder(s) are required to achieve a minimum threshold of 70% to advance to Phase 3</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.</p> <p>Bidders are required to reference page numbers in Bid Proposals next to the criteria under table 3</p> | <p>Only bidder(s) who score 70% and above on phase 2 will be invited for a pitch presentation of the solution.</p> <p>Bidder(s) are required to achieve a minimum of 70% to proceed to Phase 4</p> | The bidder who advances to Phase Four (4) will be evaluated based on Price comparison, 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

| The Document that must be submitted | YES/NO | Non-submission may result in disqualification. |
|---|--------|--|
| Confirmation of valid Tax Status | | Written confirmation and proof of the bidder's tax compliance status. |
| 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 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.

Bidders will be required to achieve a minimum threshold of 70% in order to proceed to Phase 3 for Presentations.

Table 3

| Evaluation criteria | Weighting | Reference Page in Bidder's Proposal |
|--|-----------|-------------------------------------|
| Bid Evaluation Committee (BEC) member will rate each individual criterion on the bid evaluation score sheet using the value scale/matrix under Table 4 | | |
| Evaluation criteria 1: Experience and expertise in the planning and strategy of integrated marketing communications and public relations services, including but not limited to: <ul style="list-style-type: none"> • examine our target market segments and develop competitive PR and marketing plans • provide strategic consultancy for marketing, media and trade PR • conceptualization of online/offline consumer or trade campaigns and campaign ideas generation • intelligence and information sharing and usage, brand performance monitoring and reporting showcase an understanding of the tourism industry and levers that can be used for brand impact | 30 | |

| | | |
|--|----|--|
| <p>Evaluation criteria 2: Execution and operation of public relations service, including but not limited to:</p> <ul style="list-style-type: none"> • daily PR service and routine PR support (daily clippings, copywriting, press releases, interviews, , and feature articles etc.) • consumer & trade activations support and a complete insights deck on campaign completion • ability to assist and organize the media/KOLs/trade familiarization trips/hosting to South Africa • provide at least 2 case studies of what you have previously done and showcase an example of what you would do for South African Tourism | 20 | |
| <p>Evaluation criteria 3: Social media and digital support capabilities, including but not limited to:</p> <ul style="list-style-type: none"> • ability to analyse of South African Tourism's existing social media and digital platforms in order to develop long-term strategic operational plans, identify emerging social media and digital platforms • provide ongoing content updates, management and consultancy of South African Tourism's social media platforms and digital channels, including Weibo, WeChat, website, mini-programs etc. • conceptualize and run innovative social media campaigns to support local offline and online activity • develop campaign-specific digital, video, and graphic creative assets to support online and offline activities • regular reporting on the social sentiment of South Africa and proposing ways of addressing negative sentiments and promoting positive sentiment | 20 | |
| <p>Evaluation criteria 4: Media, trade and stakeholder relations management, resource integration and utilization, including but not limited to:</p> | 10 | |

| | | |
|--|-----|--|
| <ul style="list-style-type: none"> • showcase the resources and relations with media/ KOLs/trade to South African Tourism • build and maintain relationships with media, KOLs, trade and stakeholders etc. • identify the latest marketing channels and explore new partnerships with media, trade, or stakeholders <p>-media, trade and stakeholder database update</p> | | |
| <p>Evaluation criteria 5: Creative content generation and support, including but not limited to:</p> <ul style="list-style-type: none"> • strong concept development, creative capabilities and the ability of integration/leveraging of 3rd party platforms • ability to generate branding content upon request by South African Tourism, including videos, graphics, posters, copywriting and so on, for print, online & offline activities, social media & digital platforms etc. • localization and translation of all global assets • support fiscal media buy with advertorial and editorial | 10 | |
| <p>Evaluation criteria 6: Crisis communication and South Africa reputation management, including but not limited to:</p> <ul style="list-style-type: none"> • well-developed and effective crisis public relations handling ability and PR strategy, it is best to have at least one crisis management example to showcase to South African Tourism • media, social media, reputation management monitoring and reporting inclusive of recommended tools and systems • identify and alert South African Tourism where lobbying or high-level intervention may be required in the market and recommend a China-centric position | 10 | |
| <p>Total Weight</p> | 100 | |

- Bids 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.
- 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 bid evaluation score sheet using the following value scale/matrix:

Table 4 (Technical Functional Evaluation Matrix)

| Rating | Definition | Score |
|--------------|--|-------|
| Excellent | Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential value, with supporting evidence. | 3 |
| Acceptable | Satisfies the requirement with minor additional benefits , above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential required services, with supporting evidence. | 2 |
| Average | Submission meets the minimum requirement with major reservations . Considerable reservations of the supplier's relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services, with little or no supporting evidence. | 1 |
| Unacceptable | Does not meet the requirement. Does not comply and/or insufficient information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resources & quality measures required to provide the goods/services, with little or no supporting evidence. | 0 |

Phase 3: 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 given a written brief on the challenges, target market, competitor analysis and pitch deliverables.

Bidders will be required to achieve a minimum threshold of 70% in order to proceed to Phase 4 for Price evaluations. Bidders who do not achieve the minimum threshold, which translates to a minimum score of 70 out of a possible maximum score of 100 points, will be disqualified.

| Evaluation criteria | Weighting | Reference Page in Bidder's Proposal |
|---|-----------|-------------------------------------|
| <p>Bid Evaluation Committee (BEC) member will rate each individual criterion on the bid evaluation score sheet using the value scale/matrix under Table 4 (Technical functional evaluation matrix)</p> | | |
| <p>Task 1: Post-Covid Tourism Recovery Plan/Strategy</p> <p>The presentation should include but not limited to:</p> <ul style="list-style-type: none"> • Clear set of objectives • Channels and/or Platforms to be used • Outline key messaging • Timings | 30 | |
| <p>Task 2: Long-term Integrated Solution for SA Tourism in China Market inclusive of Hong Kong market</p> <ul style="list-style-type: none"> • Provide at least 2 case studies of what you have previously done. Demonstrate the results with the comprehensive post-campaign reporting. • Provide one customized campaign for SA Tourism in China market, which is required to showcase your solution to address the mandate of SA Tourism. <p>The solution must provide a 360 view of how you would deliver the service and any creative campaign you can offer. Clearly indicating when it would be appropriate to commence this campaign and how South Africa leverage the occasions in the Chinese Calendar.</p> <p>The presentation should include but not be limited to:</p> <ul style="list-style-type: none"> • Clear set of objectives • Packaging of the messages to all the audiences • Clear set of key performance indicators with expected results • Creative advert strategy recommendations • Channels to be used • Resources required • Budget recommendation • Timings | 70 | |
| Total Weight | 100 | |

Phase 4: Price Comparison

The bidder who advances to Phase Four (4) will be evaluated based on Price comparison, and SA Tourism will appoint the bidder who score the highest point. Upon the successful negotiation and signing of a contract and services level agreement with the preferred bidder, all other bidders will be considered as unsuccessful.

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