



SOUTH AFRICAN TOURISM

SAT Tender 237/24 (Media and Advertising Agency for UK & Ireland)

PART C: TENDER EVALUATION PROCESS (Media and Advertising Agency for the United Kingdom and Ireland)

Summary of the Evaluation Phases (Table 1 below):

Phase 1 Administrative and Mandatory bid requirements	Phase 2 Functional Technical Evaluation	Phase 3 Price evaluation
Bidders' responses will be evaluated based on compliance with the administrative and mandatory bid requirements.	Bidder (s) are required to achieve a minimum threshold of 75 points to proceed to Phase 3. The Tender/Evaluation Matrix Cross Reference: Service providers 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.	The bidder who advances to Phase Three (3) will be evaluated based on price comparison; the highest scorer on price points or the lowest will be recommended for appointment.

Phase 1: Administrative and Mandatory Bid Requirements

Without limiting the generality of South African Tourism's other critical requirements for this Bid, the 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 documents.

Table 3

The document that must be submitted	YES/NO	Non-submission may result in disqualification.

Registration Certificate		Confirmation of company registration details as submitted to Companies House.
Financial Position		Recent audited final accounts & cashflow submitted to Companies House & HMRC.
Annexure A-Invitation (SBD 1)		Complete and sign the supplied SBD 1
Annexure C-Declaration of Interest - SBD 4)		Complete and sign the supplied SBD 4
Proof of joint venture, consortium, subcontracting agreement if applicable.		The written undertaking of the joint venture, consortium commitment between the leading bidder and partner(s)/subcontractor(s).
Geographically Area		Bidders must have footprint/Offices In the United Kingdom. Attach office address proof.

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 75% to proceed to Phase 3.

Table 3

100%	Points allocated for FUNCTIONALITY	
Phase 2 Functional Technical Evaluation	Minimum threshold of points - 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.	Value allocated	Reference page in submission

Reference letters on letterhead as required below may cross over to various criteria, provided such details are highlighted as required from each criterion.			
<p><u>Bidders' expertise and experience in Media and Advertising, particularly in the Tourism industry</u></p> <p>Evaluate the bidder's expertise and experience in media and advertising in the tourism industry.</p> <p>Consider their understanding of the scope of work and their ability to meet the requirements.</p> <p>The bidder must have five (5) years of experience in the industry. The bidder must provide a minimum of three (3) reference letters (on client letterhead).</p> <p>0 = less than three (3) letters and less than five(5) years of experience</p> <p>1 = 3 letters 2 = 4 letters 3 = More than four(4) letters</p>		20	
<p>Expertise and experience of the proposed team in response to SA Tourism requirements:</p> <p>Bidders must attach a CV/Profile and Qualifications.</p> <p>NB: South African Tourism may contact the referees for completeness</p> <p>Zero (0) = none scoring will be evaluated as follows</p> <ul style="list-style-type: none"> - No submission/irrelevant experience and qualification. - Less than two(2) years of the resources experience - Failure to attach CVs and qualifications 	<p>Creative Director must have a minimum of two (2) years (or equivalent role) of experience in Media and Advertising</p>	5	
	<p>Account Director must have a minimum of two (2) years (or equivalent role) of experience in Media and Advertising</p>	5	
	<p>Marketing and Content Strategy must have a minimum of two (2) years (or equivalent role) of experience in Media and Advertising.</p> <p>The above resources will be evaluated based on a scale of 0 to 3 as per the below.</p> <ul style="list-style-type: none"> ● 1 = 2 to 4 years experience ● 2 = 5 years experience ● 3 = more than five(5 years experience) 	5	
<p>Creativity and Innovation</p> <ul style="list-style-type: none"> ● Evaluate the bidder's ability to clearly articulate campaign objectives in alignment to hub objectives. 		30	

<ul style="list-style-type: none"> Understanding and definition of target audiences and tactics to be used in targeting them. Assess innovation and creativity of the creative concept; does it introduce fresh ideas, is it a breakthrough, does it reach new markets. Assess whether additional research was conducted and relevant insights obtained to support the campaign. Evaluate the relevance of the campaign idea to the South African Tourism content brand pillars. 			
<p>The proposed solution to meet the minimum scope of work: media strategy and proposal to best affect media positively in the region.</p> <ul style="list-style-type: none"> Integrated media proposal approach reflecting a clear understanding of destination brands' challenge, our marketing objectives, the fragmented media landscape, and the consumer media behavior, both digital and traditional media. Proprietary media tools for assessing media impact and success 	35		
Total Weight		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 criterion on the bid evaluation score sheet using the following value scale/matrix:

Table 4

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,	2

	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.	
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: Price Comparison

The bidder who advances to Phase 3 will be evaluated based on price comparison, and SA Tourism will appoint the bidder who scores 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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