



## SOUTH AFRICAN TOURISM

### PART C: TENDER EVALUATION PROCESS (PORTUGUESE DIGITAL/SOCIAL MEDIA AGENCY FOR ANGOLA AND MOZAMBIQUE - SAT 235/23)

**Table 1: Summary of the Evaluation Phases (table below):**

Phase 1 Evaluation Requirements	Phase 2A Technical Evaluation	Phase 3 Price Evaluation
<p>Bidders must submit all documents as outlined in <b>Phase 1: Prequalification Criteria</b></p>	<p>Technical Functional evaluation (functionality) is divided into two (2) phases, desktop technical functionality and pitch presentation, with a total of 100 points.</p> <ol style="list-style-type: none"> <li><b>Phase 2A:</b> Desktop technical functional evaluation = 100 points (maximum threshold): A bidder must meet a minimum threshold of 60 points on the desktop technical functional evaluation to be considered in the next phase of evaluation, Phase 2B.</li> <li><b>Phase 2B:</b> Pitch Presentation = 100 points (maximum threshold): A bidder must meet a minimum threshold of 70 points on the pitch presentation evaluation to be considered in the next phase of evaluation, Phase 3 (Price Evaluation).</li> <li>Failure to meet the minimum threshold will result in disqualification in this phase.</li> </ol> <p><b>NB: Bidders should reference the criteria to the portfolio of evidence in the bid proposal. The brief will only be sent to bidders who meet the requirements to be considered for Phase 2B evaluation.</b></p>	<p>The bidder who advances to Phase Three (3) will be evaluated based on price comparison, and SA Tourism will appoint the bidder who is cost-effective.</p> <p>The pitch brief will be used for price comparison based on the hourly rates of the proposed resources.</p>

#### Phase 1: Evaluation Requirements

Without limiting the generality of South African Tourism's other critical requirements for this Bid, the bidder(s) must submit all required documents.

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. Unless stipulated otherwise, the bidder(s) proposal will be disqualified for the non-submission of the required documents.

**Table 2: Administrative and Mandatory Requirements**

The document that must be submitted	YES/NO	Non-submission will result in disqualification.
Confirmation of valid Tax Status		Written confirmation that the relevant government tax authority may, on an ongoing basis during the tenure of the contract, disclose the bidder's tax compliance status.
Annexure A-Invitation (SBD 1)		Complete and sign the supplied pro forma document
Annexure C-Declaration of Interest - SBD 4)		Complete and sign the supplied pro forma document.

**Including the following Mandatory Requirements;**

**The interested agencies must meet the following criteria as a minimum requirement for qualification:**

- They must be physically based/located in Angola and/or Mozambique.
- They must be registered with the Ministry of Commerce or an Angolan or Mozambican equivalent ministry and have the necessary documentation as proof.
- They must have a valid tax number and tax certificate from the relevant government ministry.
- The agency balance sheet that indicates the financial ability to carry out projects from conception to execution, and finalisation. Presentation of audited financial statements is a prerequisite

**Phase 2: Technical Evaluation Criteria = Weighting out of 100 %**

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.

The technical, functional evaluation (functionality) will comprise two (2) phases:

**Phase 2A Desktop technical, functional evaluation-** A bidder will be evaluated out of 100% and is required to score a minimum threshold of **60%** to qualify for Pitch Presentation, i.e., Phase 2B.

**Phase 2B Pitch Presentation** -A bidder will be evaluated out of 100 % and is required to score a minimum threshold of **70%** to be assessed further in the next phase of evaluation (Price).

**Table 3: Desktop Technical Evaluation Criteria**

<b>Deliverables / Performance Indicators</b> <b>NB: The below criterion will be assessed as per the functional evaluation matrix unless stated otherwise</b>	<b>Weight</b>	<b>Reference pages in the bidder's proposal.</b>
1. Expertise and experience in digital and social media marketing execution on behalf of Angolan and/or Mozambican companies, specifically within the services industry/and or related industries. Case studies and accolades are to be provided as a portfolio of evidence. Bidders must submit at least three (3) case studies. <i>NB: SA Tourism reserves the right to verify the submitted Case study and accolades. Should it be discovered that the presented information is contrary to reality, a bidder will be disqualified.</i>	25	
2. Digital strategy, design, and development in conjunction with other marketing disciplines to enable campaign integration across the various online platforms and activities, utilizing innovative mechanisms to enhance campaigns and brand - provide one (1) successful digital campaign case study that was executed in Angola and Mozambique.	35	
3. Demonstrate knowledge and analysis of social listening and digital marketing tools/platforms.	25	
4. Expertise and a minimum of two (2) years experience of the proposed team: Proven and relevant experience of the proposed team to be deployed to the project. The bidder is expected to provide profiles of the proposed resources, which can be linked to successful case studies as a way of providing a proven track record.	15	
<b>Total Weight for Phase 2A</b>	<b>100</b>	

**Table 4: Phase 2B: Pitch Presentation Evaluation**

The shortlisted agencies who qualify after the desktop technical evaluation (Phase 2A) will be invited to present a short pitch revert against the background, environment, and scope of work stated on this bid document. The shortlisted agencies will be required to present the challenges, target market, competitor analysis, and pitch deliverables. The supporting documents to assist bidders with their pitch presentations will be provided to the shortlisted companies only. These documents are not limited to the following: Africa 2023/24 Business Plan, Africa 2023/24 Implementation Plan, Communication Strategy, 2023/24 Campaign Strategy, Research Insights and Analytics, and Brand Assets, etc.

Bidders will be required to achieve a minimum threshold of **70%** to enable them to proceed to Phase 3 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 %, will be disqualified.

<b>Pitch Presentation Evaluation criteria</b> <b>NB: The below criterion will be assessed as per the functional evaluation matrix unless stated otherwise</b>	<b>Weighting</b>	<b>Reference pages in the bidder's proposal.</b>
1. Develop a digital integrated communication strategy.	50	

<p>a. Digital strategy, design, and development in conjunction with other marketing disciplines to enable campaign integration across the various online platforms.</p> <p>b. Digital and social media content creation, including localisation and origination of creative language-specific community management.</p> <p><b><u>Deliverables:</u></b></p> <p>Using the global communication strategy, localise and develop an integrated digital strategy for Angola or Mozambique markets.</p> <ul style="list-style-type: none"> <li>Develop an audience strategy focused on customer acquisition, conversion, and customer retention and loyalty (long-term engagement).</li> </ul> <p><b><u>Expectations:</u></b></p> <ul style="list-style-type: none"> <li>The strategy needs to be adaptable for application in both Angola and Mozambique markets and consider the need for tailored initiatives that will deliver brand awareness and ensure the campaign reaches the target audience.</li> <li>Taking into consideration travellers' safety and security concerns (one of the biggest barriers to travel). Show how community management will be done.</li> <li>Show examples of how South African Tourism can collaborate with popular Portuguese influencers to drive brand awareness and conversion (arrivals and spend).</li> <li>Demonstrate brand interactions using different paid, owned, and earned media touchpoints.</li> <li>Conduct a mini-review of SA Tourism's social media platforms and demonstrate new marketing techniques with a reformed audience strategy.</li> <li>Demonstrate how/where we can improve our SEO performance for our Portuguese-owned platforms.</li> </ul>		
<p><b>2. Social Media Competitor Analysis, Digital performance analysis, monitoring, and reporting</b></p> <p><b><u>Deliverables:</u></b></p> <ul style="list-style-type: none"> <li>Sample reporting based on the strategy, implementation, tactics, and competitor activities.</li> </ul> <p><b><u>Expectations:</u></b></p> <ul style="list-style-type: none"> <li>Use the agency's proprietary tools, if any, and other data sources to provide additional market, competitors, and audience intelligence.</li> </ul>	25	
<p><b>3. Expertise, experience and account management and team</b></p> <p><b><u>Deliverable:</u></b></p> <ul style="list-style-type: none"> <li>Organogram and process to demonstrate how the SAT account will be managed.</li> </ul> <p><b><u>Expectations:</u></b></p> <ul style="list-style-type: none"> <li>Sample of back-of-house processes with agency in-market partners as the appointed agency will have to engage with SA Tourism Johannesburg.</li> <li>Sample of managing briefs and reverts with timelines.</li> <li>Agency ecosystem (illustrate how the agency partners collaborate with other agencies).</li> </ul>	25	

<b>TOTAL WEIGHT for Phase 2B</b>	<b>100</b>	
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- Bid proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements 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 5: Desktop Technical and Functional Evaluation Matrix**

<b>Rating</b>	<b>Definition</b>	<b>Score</b>
<b>Excellent</b>	<b>Exceeds</b> 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.	<b>3</b>
<b>Acceptable</b>	<b>Satisfies</b> the requirement with <b>minor additional benefits</b> , 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.	<b>2</b>
<b>Average</b>	Submission meets the minimum requirement with <b>major reservations</b> . 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.	<b>1</b>
<b>Unacceptable</b>	<b>Does not meet the requirement</b> . 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.	<b>0</b>

### Objective Criteria

The recommended bidder will be required to submit a full set of the latest financials upon request from South African Tourism. SA Tourism may assess the financial health (*Liquidity, solvency ratio, etc.*) of the recommended bidder. Should the result of the financial assessment reflect financial distress that may hinder the supplier from successfully delivering the project, SA Tourism reserves the right not to award the Bid to the highest point scorer.

Upon the successful negotiation and signing of a contract and services level agreement with the preferred service provider, all other service providers will be considered unsuccessful.

### Phase 3: Price and Preference (specific goals) Evaluation (80/20) = 100 points

Only Bidders who meet the minimum 70% threshold of functionality in Phase 2 will be evaluated in Phase 3 for price and preference (Specific goals). Failure to meet the minimum thresholds of both evaluation phases will result in disqualification regardless of combined scored points.

The total points for price evaluation (out of 80) and the total points for specific goals evaluation (out of 20) will be consolidated. The bidder who scores the highest points for comparative pricing and specific goals after the consolidation of points will be considered as the preferred bidder with whom South African Tourism will enter into further negotiations for the respective marketing discipline that was tendered.

**Table 5: Price and Preference (specific goals)**

<b>1. LIST OF RETURNABLES</b> <b>BIDDERS SHOULD PLEASE ADHERE TO THE FOLLOWING INSTRUCTIONS</b> a) TICK APPLICABLE BOX b) ENSURE THAT THE FOLLOWING DOCUMENTS ARE COMPLETED, SUBMITTED AND SIGNED WHERE APPLICABLE			
<b>ANNEXURES</b>	<b>DOCUMENT DESCRIPTION</b>	<b>YES</b>	<b>NO</b>
<b>PART A &amp; B</b>	IS BID INVITATION FORM, TERMS, AND CONDITIONS FOR BIDDING COMPLETED, SIGNED, AND SUBMITTED?		
<b>SUPPLIER IS REQUIRED TO USE THE PRESCRIBED SEQUENCE IN ATTACHING THE ANNEXURES THAT COMPLETE THE BID OR RFQ DOCUMENT</b>			
<b>ANNEXURE A</b>	IS THE STANDARD BID DOCUMENT (SBD4) FORM BIDDER'S DISCLOSURE COMPLETED, SIGNED AND SUBMITTED?		
<b>ANNEXURE B</b>	IS THE BIDDER'S QUOTED PRICE OR FINANCIAL OFFER SUBMITTED AND ALIGNED WITH THE SCOPE OF WORK? OR STATED IN THE BELOW TABLE OF DESCRIPTION OF SERVICE/GOODS?		
<b>2. CRITERIA FOR BREAKING DEADLOCK IN SCORING</b> a) IF TWO OR MORE OF THE TENDERERS HAVE SCORED EQUAL TOTAL NUMBER OF POINTS, THE CONTRACT WILL BE AWARDED TO THE TENDERER THAT SCORED THE HIGHEST POINTS FOR SPECIFIC GOALS; b) IF TWO OR MORE TENDERS SCORE EQUAL TOTAL NUMBER OF POINTS IN ALL RESPECTS, THE AWARD WILL BE DECIDED BY THE DRAWING OF LOTS			
<b>3. DELIVERIES</b> a. ALL DELIVERIES MAY BE ACCOMPANIED BY A DELIVERY NOTE OR AN INVOICE OF AN OFFICIAL PURCHASE ORDER NUMBER AGAINST WHICH THE DELIVERY HAS BEEN AFFECTED b. DELIVERIES NOT COMPLYING WITH THE PURCHASE ORDER FORM MAY BE RETURNED TO THE SUPPLIER(S) AT THE SUPPLIER'S EXPENSE. SAT WILL NOT BE LIABLE FOR PAYMENT OF INCORRECTLY DELIVERED GOODS OR SERVICE			

<p>c. BIDDERS SHOULD INDICATE THE PLANNED DELIVERY PERIOD (IN DAYS) FROM THE DATE AN ORDER IS ISSUED</p>	
<p><b>4. POPIA DISCLAIMER</b></p> <p><b>4.1. COMPLIANCE WITH THE PERSONAL INFORMATION ACT, 4 OF 2013</b> PERSONAL INFORMATION SHARED WITH THE SAT SHALL BE TREATED WITH CONFIDENTIALITY AND IN COMPLIANCE WITH THE PROTECTION OF PERSONAL INFORMATION ACT, 4 OF 2013 (POPIA) AND OTHER APPLICABLE LAWS. FOR PURPOSES OF THIS DISCLAIMER, "PERSONAL INFORMATION" SHALL BE DEFINED AS DETAILED IN THE PROMOTION OF ACCESS TO INFORMATION ACT, ACT 2 OF 2000 (PAIA) AND POPIA, AND "PROCESSING" AND "FURTHER PROCESSING" SHALL BE READ, INTERPRETED AND UNDERSTOOD AS DETAILED AND DEFINED IN POPIA.</p> <p><b>4.2. CONSENT TO PROCESSING AND FURTHER PROCESSING OF PERSONAL INFORMATION</b> THE SATMAY PROCESS AND FURTHER PROCESS RECEIVED PERSONAL INFORMATION, INTERNALLY OR EXTERNALLY, IN THE EXECUTION OF ITS MANDATE AND/OR AS REQUIRED BY LAW. THE SATMAY SHARE PERSONAL INFORMATION WITH ITS SERVICE PROVIDERS, AGENTS, CONTRACTORS, LEGAL AND OTHER PROFESSIONAL ADVISORS AUTHORISED TO PROCESS THIS INFORMATION. THE SATMAY THUS PLACE RECEIVED PERSONAL INFORMATION IN THE PUBLIC DOMAIN DUE TO THE NATURE AND REQUIREMENTS OF ITS WORK.</p> <p><b>4.3. FURTHER PROCESSING OF PERSONAL INFORMATION</b> YOU FURTHER GRANT THE SATEXPRESS AND/OR IMPLIED PERMISSION TO FURTHER PROCESS RECEIVED PERSONAL INFORMATION AND PLACE IT IN THE PUBLIC DOMAIN, IN THE EXECUTION OF ITS MANDATE AND STATUTORY OBLIGATIONS.</p> <p><b>4.4. DUTY OF CARE</b> THE SAT VALUES YOUR PRIVACY AND SHALL TAKE ALL REASONABLE MEASURES TO PROTECT RECEIVED PERSONAL INFORMATION.</p> <p><b>4.5. EXEMPTION FROM LIABILITY</b> THE SAT(INCLUDING ITS OFFICIALS AND/OR EMPLOYEES) ACCEPTS NO LIABILITY WHATSOEVER, FOR ANY LOSS, DAMAGE (WHETHER DIRECT, INDIRECT, SPECIAL, OR CONSEQUENTIAL), AND/OR EXPENSES OF ANY NATURE WHATSOEVER WHICH MAY ARISE AS A RESULT OF, OR WHICH MAY BE ATTRIBUTABLE DIRECTLY OR INDIRECTLY, FROM INFORMATION MADE AVAILABLE HEREIN, OR ACTIONS OR TRANSACTIONS RESULTING THEREFROM</p>	

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