



## SOUTH AFRICAN TOURISM

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### PART C: TENDER EVALUATION PROCESS (SAT TENDER WEST AFRICA 003/22 DIGITAL AGENCY)

Summary of the Evaluation Phases (table below):

Phase 1 Pre-qualification Criteria	Phase 2A Technical Evaluation Criteria (Desktop)	Phase 2B Technical Evaluation Criteria (Pitch Presentation)	Phase 3 Price and B-BBEE Evaluation
Bidders must submit all documents as outlined under paragraph 9.5.1 PART A, B & C.	<p>Bidder(s) are required to achieve a minimum threshold of 70% <sup>ii</sup> to proceed to Phase 2B.</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>Only bidder(s) who score 70% and above on phase 2A will be invited for a pitch presentation.</p> <p>Bidder(s) are required to achieve a minimum of 70% to proceed to Phase 3.</p>	<p>Tenders will be evaluated on either the 80/20 or 90/10 preference point system.</p> <p>Once a tender is received, the lowest acceptable tender will be used to determine the preference point system to be used for the evaluation.</p> <p>Where the lowest acceptable tender is below R50 million, the 80/20 preference point system must be used. If the lowest acceptable tender is above R50 million, the 90/10 preference point system must be used.</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. The bidder(s) proposal will be disqualified for the non-submission of the required documents unless stipulated otherwise.

The document that must be submitted	YES/NO	Non-submission may result in disqualification.
Confirmation of valid Tax Status	YES	Written confirmation that Federal Inland Revenue Services (FIRS) may, on an ongoing basis during the tenure of the contract, disclose the bidder's tax compliance status. FIRS Tax Compliance through the issuance/provision of a Tax Identification Number (TIN).
Annexure A-Invitation (SBD 1)		Complete and sign the supplied pro forma document
Annexure E-Declaration of Interest - SBD 4)		Complete and sign the supplied pro forma document

### 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 of two (2) phases:

**Phase 2 A Desktop technical, functional evaluation-** A bidder will be evaluated out of 100% and is required to score a minimum threshold of **70%** to qualify for Pitch Presentation Phase 2B

**Phase 2 B 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 and B-BBEE).

Deliverables / Performance Indicators NB: Below criterion will be assessed as per the functional evaluation matrix unless stated otherwise	Weight	Reference pages in the bidder's proposal.
1. Expertise and experience in Digital Marketing execution on behalf of South African companies and/or Nigerian companies specifically within the services industry/and or related industries. Case studies and accolades are to be provided as a portfolio of evidence. <i>NB: SA Tourism reserves the right to verify the submitted Case study and/or 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 case studies for successful digital campaigns that were executed in SA and/or the African Continent.	35	
3. Digital Tools to track and monitor digital performance	25	

4. Expertise and 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</b>	<b>100</b>	

- 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:

#### Functional Evaluation Matrix

Rating	Definition	Score
<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>

#### Phase 2B: Pitch Presentation

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 provided brief on the challenges, target market, competitor

analysis, and pitch deliverables. The attached annexures are the synopsis of what the shortlisted agencies will be required to respond to.

Bidders will be required to achieve a minimum threshold of 70% in order 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.

Pitch Presentation Evaluation criteria  NB: Below criterion will be assessed as per the functional evaluation matrix unless stated otherwise	Weighting	Reference pages in the bidder's proposal.
<ol style="list-style-type: none"> <li>1. Expertise and experience in digital marketing</li> <li>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 case studies for successful digital campaigns that were executed in SA and/or the African Continent</li> <li>3. Digital and social media content creation including localisation and origination of creative language-specific community management.</li> </ol> <p><u>Deliverables:</u></p> <p>Using the global communication strategy, localise and develop an integrated digital strategy for the West Africa hub.</p> <ul style="list-style-type: none"> <li>• Develop an overall digital channel strategy focused on customer acquisition, Conversion, and customer retention and loyalty (long-term engagement).</li> </ul> <p><u>Expectations:</u></p> <ul style="list-style-type: none"> <li>• The strategy needs to be West Africa (Nigeria and Ghana) specific and take into consideration the need for tailored initiatives that will build the SA brand and ensure the campaigns reach the targeted audience.</li> <li>• Taking into consideration the current market perception of South Africa due to the increased travel barriers, Show how community management executed to address the travel barriers.</li> <li>• Demonstrate brand interactions using different paid, owned, and earned media touchpoints.</li> <li>• Demonstrate how you'll grow our social media engagements and following.</li> <li>• Conduct a mini-review of one of the country's websites and demonstrate how/where we can improve our SEO performance.</li> </ul>	50	

<p>4. Digital performance management, monitoring, and reporting</p> <p><u>Deliverables:</u></p> <ul style="list-style-type: none"> <li>• Sample reporting based on the strategy, implementation, and tactics (documents should also be left behind).</li> </ul> <p><u>Expectations:</u></p> <ul style="list-style-type: none"> <li>• Use the agency's proprietary tools mentioned in the RFP</li> <li>• Suggest measurements and benchmark those against global best practice</li> </ul>	25	
<p>5. Expertise, experience, and account management and team</p> <p><u>Deliverable:</u></p> <ul style="list-style-type: none"> <li>• Organogram and process to demonstrate how the SAT account will be managed</li> </ul> <p><u>Expectations:</u></p> <ul style="list-style-type: none"> <li>• Sample of back of house processes. This is to be highlighted during the pitch presentation and a detailed document as a leave behind.</li> <li>• Sample of managing briefs and reverts with timelines (leave behind document).</li> <li>• Agency ecosystem (inclusive of any third-party agencies where applicable).</li> </ul>	25	
TOTAL	100	

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

**Technical Functional Evaluation Matrix**

Rating	Definition	Score
<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>

**Phase 3: Price and B-BBEE Evaluation (80+20 or 90+10) = 100 points**

Only bidder(s) who meets the minimum threshold of 70% for the pitch presentation during Phase 3 will be further evaluated for comparative pricing.

The total points for price evaluation (out of 80/90) and the total points for BBEE evaluation (out of 20/10) will be consolidated. The bidder who scores the highest points for comparative pricing and B-BBEE status level of contributor after the consolidation of points will normally be considered the preferred bidder whom South African Tourism will enter into further negotiations for the respective marketing discipline that was tendered for.

In terms of Regulation 6 (2) and 7 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

B-BBEE Status Level of Contributor	Number of points (90/10 system)	Number of points (80/20 system)
1	10	20
2	9	18
3	6	14
4	5	12
5	4	8
6	3	6
7	2	4
8	1	2
Non-compliant contributor	0	0

### 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.

**END**

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