

SA TOURISM INTEGRATED MEDIA STRATEGY, PLANNING, BUYING AND CREATIVE AGENCY FOR NORTH EUROPE HUB, SAT TENDER No. 314-25

QUESTION & ANSWERS

Queries / Questions received on or before 22 July 2025

SCOPE OF WORK QUERIES:

1. May I kindly ask for your brand guidelines unless they are already included in the tender docs.
SAT Reply:- See attached doc.
2. Could you please clarify the annual budget? Both the annual media budget as well as the annual budget allocated for creative development, production, and project management?
SAT Reply:- Please refer to published addendum. This is the only level of budget we can give based on a cost proportion of this bid that will be scored.
3. Is there a required template for the 2A cases? If not, are there any guidelines regarding page limits or font size?
SAT Reply:- The required content is listed in the scoring guideline, please refer to this. No page limit but please make sure all required info is adhered to.
4. For the 2A Team Proposal, we are not completely sure what is asked: do we need to send appointment letters/contracts or reference letters?
 - a. *If we need to send appointment letters/contracts:* The requirement for personal documents (such as contracts or appointment letters) conflicts with data privacy regulations (GDPR) in the Netherlands. Will the absence of such documents result in immediate disqualification?
SAT Reply:- We require CVs/ profiles to verify years of experience and years in your company. The absence of an employee CV/ profile will result in disqualification.
 - b. *If we need to send reference letters:* Do we need to send at least 3 reference letters by 3 contactable references per team member?
SAT Reply:- No - please refer to scoring template in part c - reference letters is for work your agency has done with other companies reflecting the services you are bidding for with SA Tourism.
5. Could you please elaborate on how the scoring system (0–3 scale) translates into the weighted score, for example, how a final score of 35 points is derived?
SAT Reply:- The points you score under the 0-3 scale is multiplied by the weighted points and will give you a total out of 300 and the total you score out of 300 will be divided by 300 and the total is multiplied by 100 to get the final score.

6. When will it be announced which participants advance to phase 2B? When would the pitch presentations then be expected?

SAT Reply:- Once the Phase 2A functional evaluation has been finalised, shortlisted bidders will be informed and invited within reasonable timelines to prepare for the presentations.

7. In the section requesting case studies as part of the Integrated Proposal (Digital Strategy + Conceptualizing + Localization), could you please clarify what exactly is expected in terms of content and format? Do we only need to present case studies of other clients/projects?

SAT Reply:- Please refer to brief requested in Annexure G - this is what is expected

8. Are influencer marketing and vacation/travel fairs (B2B) included in the scope?

SAT Reply:- Please refer to scope of services in Part B of the document.

9. Is proficiency in the Swedish language (spoken and/or written) by team members a requirement for participation?

SAT Reply:- No - but the service should be available when required.

10. Can one agency submit the administrative documentation on behalf of the entire consortium, or must each agency submit and sign the SBD documents individually?

SAT Reply:- Both Agencies must submit their administration docs and both must complete the SBD forms, it must be noted which company is the primary bidder on SBD 1.

11. What is the intended distribution of investments between brand-building campaigns and performance-driven campaigns?

SAT Reply:- Please respond on brief provided

12. Is the selected agency expected to source traditional media (e.g., TV, print, OOH), or is the focus limited to digital channels?

SAT Reply:- This will be on a case by case basis, if the opportunity requires it. For now, please respond on brief provided.

13. In phase 2B, should the actual team members (as proposed in 2A) deliver the pitch presentation?

SAT Reply:- It will be an online presentation but will be beneficial for team members to be present. This is however not a requirement.

14. Are there any mandatory media partners or existing contractual obligations that we should take into account?

SAT Reply:- No

15. Will there be fixed tools for monitoring and sentiment analysis, or is there flexibility for agencies to propose their own solutions?

SAT Reply:- Please propose tools - refer to Part C scoring template.

16. How is the collaboration with the selected agency and the local SAT teams envisioned? Are there existing frameworks, or will this be defined in alignment with the newly appointed agency?

SAT Reply:- There are frameworks in place

17. Regarding Phase 2B preparation: are we allowed to submit additional questions about Annex G (the briefing document for the pitch)?

SAT Reply:- [Submit all question you need clarity on regarding the tender.](#)

18. Are there defined KPIs for the different target groups (Wanderluster and NSSA)? If yes, could you please specify them?

SAT Reply:- [Please respond on brief based on the information you have been provided with.](#)

19. What is the estimated total media budget for the North Europe hub?

SAT Reply:- [Please refer to the published addendum.](#)

20. Can South African Tourism provide historical performance data of digital campaigns in North Europe (e.g., conversion rates, click-through rates (CTRs), engagement rates, and cost per acquisition) from the past 12-24 months?

SAT Reply:- [No we won't be providing this info.](#)

21. Which specific digital platforms (beyond those generally mentioned like Facebook, Instagram, Twitter, YouTube) are most important to South African Tourism or have historically performed best for North European audiences? Are there any underutilized platforms that South African Tourism wishes to explore?

SAT Reply:- [You may explore this info and provide insights as part of your response on the brief.](#)

22. Is the agency expected to manage or advise on Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies as part of the digital scope? If so, what are the current performance figures and objectives for these channels?

SAT Reply:- [Yes. You may explore this info with any available public info and provide insights as part of your response on the brief.](#)

23. Does South African Tourism have an existing influencer marketing program or specific guidelines for collaborations with content creators in North Europe? What are the expectations regarding influencer identification, content creation, and performance measurement?

SAT Reply:- [No. Recommendations may be provided as part of your pitch.](#)

24. How does South African Tourism currently measure the effectiveness and ROI of its digital marketing efforts, including preferred attribution models and tools?

SAT Reply:- [Recommendations may be provided as part of your pitch. Please respond on the brief provided in annexure G.](#)

25. Can South African Tourism provide access to current website analytics (e.g., traffic, conversion funnels, popular pages, user behavior data specific to North Europe)? Is the agency expected to provide recommendations for website optimization (UX/UI, content)?

SAT Reply:- [No we won't be providing access to this data at this stage. Please respond on the brief provided in annexure G.](#)

26. Are there more specific details regarding digital reporting requirements (e.g., preferred frequency like weekly performance reviews, specific digital KPIs to track, and preferred reporting tools/dashboards)?

SAT Reply:- No we won't be providing access to this data at this stage. Please respond on the brief provided in annexure G.

27. What is the scope and type of existing digital content (videos, image banks, articles, interactive experiences) that is currently available for use? Are there specific brand guidelines or content pillars for digital assets, especially concerning the themes of 'Exceptionalism' and 'Come Find Your Joy', and how much localization is typically required for new content?

SAT Reply:- Content can be accessed here:

<https://www.southafrica.net/gl/en/corporate/page/asset-library> brand guidelines attached.

28. How will the appointed North Europe agency collaborate with the global marketing agency, specifically concerning digital strategies and the development of digital assets, to ensure alignment and efficiency across all campaigns?

SAT Reply:- Integration mechanisms are in place, to be communicated with successful agency.