



SOUTH AFRICAN TOURISM

Part B: - SCOPE OF WORK (PORTUGUESE DIGITAL/SOCIAL MEDIA AGENCY FOR ANGOLA AND MOZAMBIQUE - SAT 235/23)

Bid Description	
MARKETING AND COMMUNICATION AGENCY	
Bidder Name:	
Tender Number:	Portuguese Digital Social Media Agency for Angola and Mozambique - SAT 235/23
Closing Time:	12h00 (<i>Johannesburg, South Africa Time</i>)
Closing Date:	10 February 2024 (No late submission will be accepted)
Bid Submission link	<p>https://e-procurement.southafrica.net</p> <p>Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net</p> <p>Bidders are required to complete all the fields before submitting on the above link before uploading a PDF version of the entire proposal; the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile), then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads.</p> <p>NB: Bidders are required to ensure that during submission on the system, the uploads were successful before the closing date and time.</p> <p>No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.</p>
Contact Person	Boitumelo Dibetle

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT.

1. CLOSING DATE

The closing date for the submission of proposals is **10 February 2024 at 12h00, Johannesburg, South Africa time**. No late submissions will be accepted.

2. PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

- 2.1 South African Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by South African Tourism. The portal is the official portal for South African Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal. The Portal's URL (<https://e-procurement.southafrica.net>) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders should with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose.

The supplier user manual can be viewed and downloaded on South African Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>. All bidders should therefore take note that the physical drop-offs and courier of bid responses to South African Tourism's physical address is no longer permitted.

Prospective tenderers must periodically review both <http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://e-procurement.southafrica.net> for updated information or amendments with regard to this tender, prior to due dates

- 2.2 Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires, and specifications in all respects, may invalidate the tender.
- 2.3 Tenders must be completed in black ink where mechanical devices, e.g., typewriters or printers, are not used.
- 2.4 Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

3. CONTACT AND COMMUNICATION

- 3.1 A nominated official of the bidder(s) can make inquiries in writing to the specified person, Pulane Muligwa via email at tenders@southafrica.net. Bidder(s) must reduce all telephonic inquiries to writing and send to the above email address.
- 3.2 Bidders are to communicate any technical inquiries through the nominated official in writing, no later than **19 January 2023**.

All responses will be published by **23 January 2023** on the following links:

<https://www.southafrica.net/gl/en/corporate/page/tenders>;

4. VALIDITY PERIOD AND CONTRACT DURATION

The tender proposal must remain valid for at least five (5) months after the tender due date. All contributions/prices indicated in the proposal and other recurrent costs must remain firm for the period of the contract.

South African Tourism intends to enter a thirty-six (36) month contract and service level agreement with the successful bidder(s). The contract will also be subject to a periodic performance evaluation on agreed terms and conditions unless the parties agree otherwise.

5. BACKGROUND AND SCOPE OF SERVICES

5.1 Background on South African Tourism's Africa Division

South African Tourism Board, hereinafter referred to as South African Tourism, was established in terms of section (2) of the Tourism Act, (Act No. 72 of 1993 as amended), to stimulate sustainable international and domestic demand for South African tourism experiences as well as to institute measures aimed at the maintenance and enhancement of the standards of facilities and services hired out or made available to tourists.

South African Tourism's Africa Division is divided into 3 regions, viz., Central Africa hub (Angola and DRC); East Africa (Ethiopia, Kenya, Tanzania, and Uganda); Land Hub (Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, Zambia, and Zimbabwe). The business focuses on 3 distinct areas i.e., leisure, business events (MICE), and distribution channels (tourism trade, media, influencers/celebrities, and private companies) to drive brand awareness, and positivity, with the main objective to encourage consumers to visit South Africa.

This Request for Proposals is for the Portuguese-speaking markets of Angola and Mozambique which are serviced through a team that is based at our Head Office in Johannesburg, South Africa.

An invitation is extended to the best digital and social media communication agencies, that understand the spirit of our brand to submit proposals to be considered for appointment by the South African Tourism Board's Africa business unit, on a non-exclusive basis to assist in marketing the South Africa tourism offering, within the marketing discipline of digital, social media, social media community management, for a period of 3 years.

5.2 Problem Statement

Currently, we are servicing the Portuguese-speaking markets of Angola and Mozambique with an English website and a South African-based digital agency that doesn't have the language nuance of these markets.

There are 12.41 million internet users in Angola in January 2022 (36% of the population) and 2.75 million social media users in Angola in January 2022. (8% of population) and Facebook had 2.40 million users in Angola in early 2022. Facebook's ad reach in Angola was equivalent to 19.3% of the local internet user base (regardless of age) in January 2022.

In Mozambique there were 7.54 million internet users (23.1% of the population) in January 2022, this was a 22.9% growth from 2021. In January 2023 there were 2.5 million social media users (7.5% of the population) and Facebook had 2.3 million users.

There is a higher repeater rate and independent travellers in these markets, and we are currently not capitalising on this for extensive consumer and trade engagement. Focused and nuanced digital and social media community management is key for both engagement and conversion.

5.3 Scope of services

The appointment of the digital and social media agency will offer South African Tourism a competitive advantage in being able to position South Africa and engage with Angolans and Mozambicans by showcasing relevant high-quality content and a variety of experiences for the destination, to encourage travel to South Africa.

The appointed agency will be required to develop and execute an integrated digital strategy for the Angola and Mozambique markets using the South African Tourism global communication strategy. This integrated strategy and its implementation should focus on customer acquisition, conversion, customer retention, and customer loyalty, viz., long-term engagement. The agency must have the capability for digital 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.

Agency experience and its senior management in digital and social media marketing specifically within the services industry and/or related industries is vital.

Furthermore, the agency must have the ability and expertise for social media competitors and digital performance analysis and be able to monitor digital engagement and reporting.

It is important to note that SA Tourism will contract based on the project fee model structure only.

5.3.1 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.

Consequently, the appointed agencies will be responsible for, but not limited to the following, for both Angola and Mozambique markets:

- Localization of the global digital strategy, design, and development, within the South African Tourism brand development guidelines, to enable campaign integration across the various online platforms and activities, utilizing innovative mechanisms to enhance the South African tourism brand;
- Strategy and implementation that takes the digital business objectives further to drive customer acquisition, conversion, customer retention, and customer loyalty, viz., long-term engagement;
- Defining and conceptualizing additional campaign drivers and mechanics to deliver on online customer acquisition and retention objectives;
- Social media community management:
- Digital and social media content creation including support and maintenance: social media management, community management, monitoring, sentiment analysis, and reporting; The target audience includes consumers, influencers, corporates, travel trade, and media;
- Ensuring that all campaigns are fully digitally integrated and drive measurable ROI for all stakeholders;
- Identify gaps and opportunities to integrate South African Tourism consumer (B2C) and trade (B2B) campaigns for maximum performance.
- Analysing social media performance and competitor performance and reporting.
- The ability to work/synergise with multiple agencies that are based in Johannesburg to execute collaborative projects.