Part B: - SCOPE OF WORK – SAT Tender 344/25 – GLOBAL INTEGRATED LEAD MARKETING AGENCY (CREATIVE, CONTENT, BRANDDESIGN AND DIGITAL SOCIAL MEDIA)

Bid Description	
Global Integrated lead marketing agency tender for **South African Tourism Head Office**	
Bidder Name:	
CSD MAA number	
Tender Number:	SAT Tender Number 344/25
Compulsory Briefing Session date:	**03 December 2025 at 14:00 pm** (SA time)
Meeting link for Compulsory briefing Session:	**03 December 2025 at 14:00 pm** **Meeting Link:** **Meeting ID: 365 667 649 092 96** **Passcode: oh7Ly6dh**
Issue date	26 November 2025
Closing Date and Time:	23 January 2026 at 12h00pm (SA time) **(No late submission will be accepted)**
Bid Submission Address	https://e-procurement.southafrica.net
Contact Person	Raymond Mabuela
Email Address	tenders@southafrica.net

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, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF THE CONTRACT.

1. CLOSING DATE

The closing date for submitting proposals is **23 January 2026 at 12h00 pm.** No late submissions will be accepted.

2. PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

2.1 South African Tourism has developed and implemented an online e-procurement Portal, enabling 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 in the system to RSVP to tender briefings and 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. With immediate effect, interested bidders should consider registering and submitting their bid proposals on the portal, which has been developed and implemented for this purpose.

2.2 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 should regularly check the following links for any updated information or amendments regarding this tender before the deadlines.

http://www.southafrica.net/gl/en/corporate/page/tenders   and   https://e-procurement.southafrica.net

2.3 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.

2.4 Tenders must be completed in black ink where mechanical devices, e.g., typewriters or printers, are not used.

2.5 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, Raymond Mabuela, 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 will communicate technical inquiries through the nominated official in writing <u>by 05 December 2025 **at 12h00.**</u>

All responses will be published by **10 December 2025 at 12h00.**on the following link:

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

3.3.   VALIDITY PERIOD

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 contract period.

4. DURATION OF THE CONTRACT

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

5. GENERAL OVERVIEW

The role of a Destination Marketing Organization (DMO) is evolving in response to dynamic consumer behaviour, competitive pressures, and the accelerated adoption of digital and technology platforms a trend heightened by the Covid-19 global pandemic. Consumers now rely more heavily on digital channels to access products and services, necessitating an agile, integrated marketing approach from tourism entities.

South African Tourism (SA Tourism) operates within a high-performance, results-driven marketing environment. To effectively compete and increase market share, it is essential that the organisation prioritises marketing activities that yield a high return on investment. In line with this, SA Tourism is seeking to appoint an Integrated Global Strategy, Creative, Content, Digital Management, for a three-year period.

The services required through this tender are not peripheral but central to SA Tourism's consumer and trade-facing efforts to drive positivity, grow brand equity, increase destination consideration, and ultimately boost tourist arrivals to South Africa.

The appointed agency will be responsible for developing and executing the full spectrum of marketing support including brand and marketing strategy, integrated campaign development, creative concept development, content production for multiple platforms and formats, digital strategy and campaign management (including paid, owned, and earned media). These services will support both leisure and business tourism objectives and ensure that South Africa's marketing efforts are impactful, consistent, and competitive globally.

This integrated approach will enable SA Tourism to implement a single-minded, insight-driven

brand strategy with unified messaging across all markets and channels underpinned by a cohesive execution of creative, content, digital, and media elements that reflect the diversity, warmth, and appeal of South Africa as a world-class tourism and business events destination.

6. SOUTH AFRICAN TOURISM MANDATE AND RECOVERY PLAN

The mandate of the Tourism Act is to provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents, and its visitors. It is a common cause that tourism is a key strategic industry in terms of National Tourism Sector Strategy documents as it supports government objectives of alleviating the triple challenges of unemployment, poverty, and inequality. The South African Tourism industry's annual target is to achieve 15 million international tourist arrivals and 2 million jobs in the country by 2030.

The key business objectives are:

- To strengthen South Africa's brand to drive awareness and positivity to attract and inspire target audience
- To encourage South Africans to explore, travel and enjoy their country thus boosting domestic tourism
- To ensure a strong presence in key markets for South Africa to be top of mind, contributing to accelerating recovery of the annual target of 15 million visitors by 2030.
- Contribute to improving the tourism revenue contribution and reducing unemployment
- To promote awareness and inspire positivity thereby strengthening how leisure and business events travellers connect with destination South Africa
- Inspire potential and repeater travellers to book trips by leveraging and shifting purchasing behaviour to deliver on the brand index.
- Reclaiming sector leadership and positioning South African Tourism as the authority to achieve the corporate brand index target.

7. SOUTH AFRICAN TOURISM BUSINESS UNITS

The scope of SA Tourism's business includes four distinct areas of business focus and delivery, with different target markets and segments:

A. DESTINATION BRAND – THE COUNTRY SOUTH AFRICA
- International Leisure tourism (travel trade and consumer) and Domestic leisure tourism (travel trade and consumer).
- Business events are held through the delivery unit of the South African National Convention

Bureau (meetings, incentives, conferences, exhibitions).
- The Visitor and Brand experience functions also targeted at both travel trade and consumers

TOURISM GRADING COUNCIL SOUTH AFRICA (TGCSA) - QUALITY ASSURANCE

As mandated in the Tourism Act No.3 of 2014, South Africa should have a national system of grading for tourism to maintain or enhance the standards and quality of tourism services, facilities, and products. As such, the TGCSA which was established in 2002, aims to strengthen the South Africa tourism brand by implementing a recognizable and credible globally bench-marked system of quality assurance for tourism experiences which can be relied upon.

The strategic objective of the TGCSA and brand Visitor experience is to increase the number of graded accommodation establishments and rooms in South Africa, thus contributing to the intentions of the Tourism Act as well as the NTSS (National Tourism Sector Strategy) in providing domestic and international tourists with a memorable experience of South Africa as a tourism destination, which will lead to an increase in tourists and thus a larger contribution to GDP.

THE NATIONAL CONVETIONS BUREAU

The SANCB was formed in 20212 with a mandate to position and sell South Africa as a preferred business events destination.
The core objectives of the SANCB are to cultivate the nations business events industry by growing the size of South Africa's business events industry; increase measured impact of business events on tourism and geographic distribution and establish business events industry as a driver of job creation, skills development and transformation. The South African Tourism Board is a public entity, which is listed under Schedule 3A of the Public Finance Management Act (PFMA) (Act No. 1 of 1999). Its existence accords with the Tourism Act (Act No. 3 of 2014).

SANCB's focus is attracting events in economic sectors that have been identified by the government as priorities for future development. These include but are not limited to health, science, education, mining, agriculture, trade and creative industries. Hosting major events in these sectors can contribute significantly to accelerating macro-economic benefits for the country and facilitate trade and intellectual engagement that will strengthen South Africa's global brand and economic transformation.

B. LEISURE TOURISM FOCUS

At the heart of the leisure marketing strategy of SA Tourism lies a critical choice – about 'where to play,' i.e., where we must grow or defend our market share and invest for future returns.

With more than 200 countries and limited resources, we must focus on markets where we are most likely to earn returns and not narrow niche opportunities where the risk is higher and the economic impact less. Given the rapidly changing global tourism and travel markets, SA Tourism undertakes a rigorous and data-driven assessment of all the global markets with a 'fresh eye.'

Our choices about where to focus include but not limited to the following

markets: Central Europe Hub
- Germany
- Switzerland
- Austria

UK Hub
- UK
- Ireland

South Europe Hub

- France
- Italy
- Portugal
- Spain

North Europe Hub

- Netherlands
- Belgium
- Sweden

North America

- Canada
- USA

Central & South America

- Argentina
- Brazil

Australasia

- Australia
- New Zealand

North Asia

- China (incl. Hong Kong)
- Japan

Southeast Asia / Middle East

- India
- Turkey
- Singapore
- Malaysia
- UAE

West Africa

- Nigeria
- Ghana

East Africa

- Kenya
- Tanzania
- Ethiopia
- Uganda

Central Africa

- Angola
- D.R. Congo

Africa Land

- Botswana
- Lesotho
- Malawi
- Mozambique
- Namibia
- Zimbabwe

The results of the analysis are then organised into categories in each regional portfolio which informs the nature of the marketing approach to be adopted in each case.

Aligned to the National Development Plan (NDP), the National Tourism Sector Strategy (NTSS), SA Tourism's strategy seeks to achieve the following:
- Contribute to improving the tourism revenue contribution and reducing unemployment

- Increase the number of travellers; grow the number of travellers overall as well as increase the length of stay of potential visitors

- Improve seasonality and geographic spread

It is against the different nature of the growth challenges in each market that SA Tourism has invested in in-depth consumer market research to ensure that our marketing efforts are focused on the highest- yield consumer segments (who are interested and positive about our country) and against the drivers of growth that are appropriate in each chosen market. South Africa, being a long-haul market for major tourism source markets, focuses on people who are worldly and well-travelled. On the other hand, regional travel is driven mainly by the purpose of travel, and new reasons for travel need to be developed

C. CORPORATE BRAND – THE ENTITY SOUTH AFRICAN TOURISM
- South African Tourism
- Quality assurance of tourism establishments through the delivery unit of the Tourism Grading Council of South Africa.
- NCB Bid Support

8. TARGET AUDIENCE

SA Tourism targets travellers, not tourists, and travel is a state of mind for them. They are global citizens for whom travel is essential to their everyday lives. They want to engage our destination and seek out interesting and high-quality experiences. They are adventurous and open to new experiences; these
people seek to escape the mundane of everyday routine. At a deeper level, they strive for opportunities to enrich their lives; ultimately, they are explorers at heart.

The target audience are consumers: Repeaters and First-timers, from Millennials (25-35 years

old) to pensioners (over 60). Every kind of groups are taken into consideration: family, friends, lone travellers, couples.

South Africa can appeal to diverse archetypes across global and domestic markets...
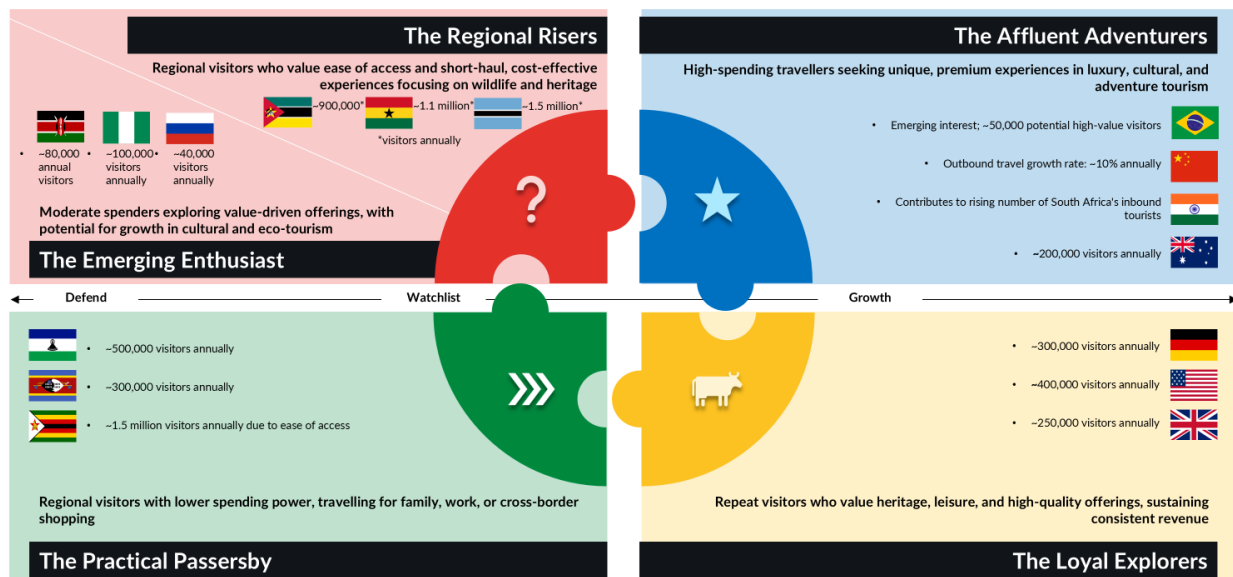
SOUTH AFRICAN TOURISM

★ The Affluent Adventurers   📙 The Loyal Explorers   ? The Emerging Enthusiast   ? The Regional Risers   》》 The Practical Passersby

Growth ———————————————— Watchlist ———————————————— Defend

'Next Stop South Africa (NSSA)'		'Wanderluster'		
'Free Spirits'	'Cultural Explorers'			

High-spending travellers aged 25–40, seeking luxury, exclusivity, and premium experiences. They prioritise cultural immersion, wellness, and adventure tourism, valuing high-end accommodations and personalised services. Embraces unique, high-quality experiences

Repeat visitors spanning all generations who value dependable, quality offerings. They are drawn to South Africa's heritage, leisure, and nature-based tourism. Known for their consistent travel patterns, they return to familiar destinations for cultural connection and immersive experiences, sustaining reliable revenue

Young, adventurous travellers aged 18–35 with moderate spending power, seeking affordable, value-driven tourism. This group enjoys eco-tourism, cultural experiences, and outdoor adventures. They embrace authentic, social, and experiential travel while balancing smaller travel budgets

Budget-conscious travellers from neighbouring countries, primarily travelling for leisure, family visits, or short getaways. They seek cost-effective and accessible travel options, contributing significantly to cross-border tourism. This group values convenience, cultural familiarity, and practical travel experiences

Cross-border travellers focused on functional and necessity-driven trips, such as shopping, work, or family visits. They prioritise affordability and convenience, with their journeys often involving practical outcomes rather than leisure tourism. Their travel is frequent and reliable, maintaining steady inbound flow from border regions

Family-friendly excursions drive domestic tourism but involve lower spending power than global loyalist

Growing millennial traveller market, with relatively lower spending power, but high travel demand

| 1 Scene-setting | 2 Trends | 3 Internal Analysis | 4 Archetypes & SA | 5 Products & Channels | 6 Strategy | 21 |

Five traveller archetypes have been developed, utilising the insights from the MPIF, overlayed with the traveller demographics...

SOUTH AFRICAN TOURISM

The Regional Risers

Regional visitors who value ease of access and short-haul, cost-effective experiences focusing on wildlife and heritage

~900,000*   ~1.1 million*   ~1.5 million*

*visitors annually

• ~80,000 annual visitors   • ~100,000 visitors annually   • ~40,000 visitors annually

Moderate spenders exploring value-driven offerings, with potential for growth in cultural and eco-tourism

The Emerging Enthusiast

The Affluent Adventurers

High-spending travellers seeking unique, premium experiences in luxury, cultural, and adventure tourism

• Emerging interest; ~50,000 potential high-value visitors

• Outbound travel growth rate: ~10% annually

• Contributes to rising number of South Africa's inbound tourists

• ~200,000 visitors annually

← Defend ———————————————— Watchlist ———————————————— Growth →

• ~500,000 visitors annually

• ~300,000 visitors annually

• ~1.5 million visitors annually due to ease of access

Regional visitors with lower spending power, travelling for family, work, or cross-border shopping

The Practical Passersby

• ~300,000 visitors annually

• ~400,000 visitors annually

• ~250,000 visitors annually

Repeat visitors who value heritage, leisure, and high-quality offerings, sustaining consistent revenue

The Loyal Explorers

22

9. BUSINESS PROBLEM

Business problem 1: South African Tourism brand strength

There is an urgent need for South African Tourism to drive a single brand message which requires an end- to-end solution that includes:

- Brand strategy and plans

- Brand toolkits
- Brand campaign
- Brand content
- Brand creative
- Brand messaging

Business problem 2: 15million arrivals by 2030

South African Tourism must deliver the arrivals target of 15 million visitors by 2030.

Based on current projections, South Africa should have reached 15 million international arrivals by 2030.

These arrivals may be under pressure in these uncertain times of digital disruption and legislative, political, and socio- economic change.

SMART brand and marketing strategies and tactics are required to influence the programs to drive these targets

Business problem 3: The role of South African Tourism in the digital age needs urgent attention

South Africa's digital capabilities require a major overhaul to be in touch with the current best practices in the digital world. The use of technology and platforms in the customer journey is not identified and requires specific strategic intervention to ensure travellers are engaged at every step of the way.

Business problem 4: Business, Events and Leisure tourism campaigns by region and category

There is a lack of a cohesive creative direction and content for business, events, and leisure tourism campaigns. Furthermore, a clear direction for applying these campaigns and content is missing to drive the fulfilments of this work in region and category.

Business problem 5: Barriers to travel and the customer journey

Key barriers in the customer journey affect our ability to deliver arrivals. These barriers include concerns for personal safety, uncertainty about the political climate, concern about health risks, too expensive to get to South African, and too expensive once in South Africa. Domestic travellers also cite affordability and accessibility as key challenges when considering exploring Mzansi.

10. SCOPE OF WORK

South African Tourism aims to strengthen and position South Africa as the preferred leisure and business events destination.

Achieving this requires that we communicate directly with targeted leisure and business events travellers (domestic, regional and international), to create top of mind awareness building relations across the tourism value chain of stakeholders, product, and channel to sell the destination effectively. The multiple audience segments are complex across the value chain and interconnected, depending on the identified audience definitions.

To effectively build destination awareness and positivity, we require a digitally focused, integrated marketing agency that will be on a project-based/variable to sustain day-to-day platform management, delivering on the below:

- Global strategy and creative development, planning, campaign management, digital strategy and implementation
- Creative development that includes bespoke and fit-for-purpose content, inclusive of all platforms, channel support and placement
- Creative that expands on the strategically developed communication and campaigns to ensure engaging and helpful content as well as allowing for a maintained channel management that responds to all potential travellers and optimises the content and information available in order to ensure a streamlined cross channel journey that drives consideration for South Africa as a chosen destination.
- Cross channel digital platform design with customised, channels specific creative through the customer journey.
- Leverage SA Tourism tools to maintain Intellectual Property (IP) measurements and overall execution of analytics localisation. This is an essential requirement to ensure the localisation of strategy.
- To profile key SA Tourism-owned platforms, such as Africa's Travel Indaba and Meetings Africa.
  - Leverage South Africa's participation in key strategic event both in South Africa, the rest of the African continent and other international markets, to entrench market dominance and message the quality and diversity of products available to global buyers.

10.1 CONTENT AND CREATIVE REQUIREMENTS

The service provider will partner with South African Tourism's team to develop and implement content and creative requirements including but not limited to South African Tourism's corporate and destination segments; partners, collaborators, and stakeholders; business units, proprietary properties, and platforms including but not limited to:

- National Convention Bureau (NCB),
- Tourism Grading Council of South Africa (TGCSA), Africa's Travel
- Indaba, Meetings Africa, identified international platforms, strategic platforms (summer campaign,
- Lilizela awards, Tourism month etc.) and SA Specialist.

The requirements for the fulfilment of this service include but are not limited to:

A. Content strategy and execution

Production and creation of content applying Excellent research and writing skills which are essential for all content:

- Long-form, short-form, social, audio-visual, interactive, reports, white papers, data visualisation, design, and layout, etc
- Content production capabilities including sourcing and or image library curation relevant to various pillars suitable for all platforms
- Content targeting and management through paid and earned digital media platforms
- Concept development through highly experienced and skilled analytical and insights development capabilities
- A content management platform and archiving system must be accessible to South African Tourism regional offices, stakeholders, media outlets, and partners.

- Appropriate digital archiving of content that is adequately catalogued, easy to find, and easily retrievable from the archive in collaboration with other-related appointed providers in relation to the asset library
- Quality-assured, quick turnaround content with multi-media, distribution, transmission, and syndication capability for all SA Tourism platforms, core markets, embassies, stakeholders, media outlets, partners, and third parties
- Editing and deployment capability: complete edit suites for audiovisual; design, animation, and motion graphics; and complete photographic editing and Desktop Publishing (DTP) skills
- All content must be customisable/ per region, including translations & localisation of all campaigns
- Management of all associated rights and licensing
- Performance, usage, tracking, insights and measurement of all content to indicate which content types perform well, how content should be optimised, and which channels and mediums perform best.

B. **Creative strategy campaigns and execution**

The creative strategy and campaign development including production, the overall leading and guiding idea that shapes and informs how the story of destination South Africa will be told to inspire, engage and convert travellers to explore South Africa

The appointed agency will be responsible for, but not limited to:

- Creative strategy and campaign development across all channels including but not limited to digital and working in collaboration with other appointed agencies.
- Localisation, in partnership with hub team appointed agencies, of the global creative campaign, reflective of country translated assets covering all platforms.
- Global campaign planning project management and regional operational agency capabilities, integrating work streams within the SA Tourism asset management system to store creative, usage rights management, commentary for ease of auditing and tracking of all assets used globally
- The development of creative conceptualisation against brand corporate identity and relevant communications strategies with asset roll-out for both owned and participation trade platforms.

C. **Brand strategy and execution**

Overall, a comprehensive brand strategy is long-term plan that aims to create a cohesive and compelling brand experience and promote the destination in a manner that fosters consumer loyalty, trust, and advocacy

Brand strategy will encompass various elements designed to build and strengthen South Africa's and South African Tourism's brand's identity, reputation, and market position for SA Tourism. These elements typically include but are not limited to:

- Brand Identity: Defining the visual and verbal elements that represent the brand, such as logo, colour palette, typography, imagery, and tone of voice.

- Brand Positioning: Identifying the brand's unique value proposition and determining how it will be positioned relative to competitors in the minds of consumers.
- Target Audience: Understanding the demographics, psychographics, and behaviours of the target audience to tailor messaging and offerings effectively.
- Brand Messaging: Developing key messages communicating the brand's values, benefits, and personality to its target audience.
- Brand Guidelines: Establishing guidelines for how the brand should be presented across various channels and touchpoints to maintain consistency and integrity.
- Brand Experience: Ensuring that every interaction with the brand, whether through products, services, advertising, or customer service and experiential campaigns reflects its values and reinforces its identity.
- Brand Storytelling: Crafting relevant narratives inclusive of production that engages and resonates with consumers, connecting them emotionally to the brand and inspiring them to choose to explore and enjoy South Africa
- Brand Monitoring: Continuously assessing brand performance, perception, and sentiment through market research, social listening, and other feedback mechanisms.
- Brand Evolution: Adapting the brand strategy over time in response to changing market conditions, consumer preferences, and business goals.
- Brand Review: Reviewing the efficacy of the brand and campaigns.

D. Design strategy and execution

Design strategy refers to the deliberate and systematic approach to incorporating design principles and practices into South African Tourism's overall marketing efforts. It involves aligning design principles and practices with marketing objectives to express the brand more succinctly, enhance brand perception, and create a meaningful user experience inclusive of producing content for enhancing user experience driving consumer engagement, and achieving desired business goals/targets.

10.1 BRAND DESIGN REQUIREMENTS

The brand design will include, but is not limited to, re-categorisation of South African Tourism's corporate and destination segments, which will comprise South African Tourism's Corporate Identity and related proprietary platforms including : South Africa National Convention Bureau (NCB), Tourism Grading Council of South Africa (TGCSA); Africa's Travel Indaba; Meetings Africa;, SA Specialist; partners and all stakeholders. The application of all brand design includes but is not limited to South Africa, Global, and regional implementation across all brand elements.
The successful bidder will work with the office of the Chief Marketing Officer in the development of the South African Tourism brand identity projects, including but not limited to:

A. Brand architecture:

Review and make recommendations for South African Tourism's brand architecture, including but not limited to the following areas:
- Corporate vs. Destination brand identity and its application to all regions and campaign elements

- South African Tourism business units, products and proprietary platforms which have developed over the years including but not limited to: South Africa National Convention Bureau (NCB), Tourism Grading Council of South Africa (TGCSA); Africa's Travel Indaba; Meetings Africa and SA Specialist.
- South African Tourism, endorsement branding, indirect branding, cobranding and individual branding to eliminate brand fragmentation.
- The digital expression of the brand as it relates to all South African Tourism digital properties, products, and all digital brand applications.

A. Naming conventions

Review and make recommendations for South African Tourism's naming conventions for sub-branding, endorsement branding, indirect branding, co-branding, and individual branding. i.e., how the brand resolves for all applications and contexts.

B. Brand identity and design language

Development of an overarching, design thinking lead, unified brand identity and language across all marketing implementations and output. Development of a strong, multi-platform visual design language inclusive but not limited to photography/visual/images; iconography; iconographic messaging; packaging; production, brand experiential elements; digital brand - interactive, digital, and web; colour usage; digital design: video/motion and data visualization for use across all business units, products, proprietary platforms and application in all South African Tourism markets.

As South African Tourism brand outputs are concentrated mainly in an online and digital space, this design system must consider the available tools to express the brand identity in a digital world.

Full brand identity toolkits must be included with clear instructions and examples of how to apply the brand identity to all situations. A strong emphasis on photographic and visual language is critical. Please note that the logo will not be changed.

Elements including but not limited to:
- Primary corporate identity elements: stationery, presentations, letterheads, branded digital business cards, etc.
- Event toolkit
- Exhibitions stand designs for participation in all strategic events and exhibitions both in South Africa, rest of Africa and other international source markets.
- Advertising – print, digital, mobile, website
- Internal brand content creation toolkits
- External agency branding and design guidelines
- Fully integrated brand CI for all brands and platforms for both online and offline implementations (taking into consideration digital and traditional applications)
- Internal communications newsletter

- Trade toolkits
C. Brand management system:

A brand management system that can be used across all South African tourism markets for the dissemination of production, brand guidelines, reviews, and approvals for brand application. The system must be available in multiple languages and apply business rules with triggered workflow and performance reporting.

The winning bidder must be able to scope the brand requirements, train SA Tourism staff on usage, and report on system usage.

The system must decentralise brand elements and be available to the full South African Tourism ecosystem, including hubs, partners, media partners, and stakeholders.

10.2 DIGITAL AND SOCIAL MEDIA REQUIREMENTS

Background and Opportunity

South Africa's digital capabilities require a major overhaul to be in touch with the current best practices in the digital world. Digital marketing is one of the most effective ways to extend global reach while allowing for targeting in accordance with insights and trends. The use of technology and platforms in the customer journey needs to be clearly identified and requires specific strategic intervention(s) to ensure travellers are engaged at every step of the way.

South African Tourism requires a digital partner to re-ignite the global tourism brand with specific emphasis on:

- Using insights, partnering with the office of the Chief Marketing Officer, to develop digital strategy linked to South African Tourism's Global Marketing and Brand Plan.
- Consider, production, digital shifts, trends and innovation required to enhance customer / Visitor experience.

The winning bidder will be responsible for all digital marketing and digital media elements as it relates to brand, domestic travellers, international travellers, campaigns, visitor experience, stakeholders and corporate brand.

Digital – We live in a connected, immediate society	
Key focus area	Job to be done:
Brand	• Digital marketing strategy and plan with a dynamic eco-system activation mindset on a global and local scale. • Cost-effective targeting informed by insights and data • Use digital to drive South Africa's story telling • Develop an always-on digital presence inclusive of production • A guide or toolkit to be provided for local agencies to influence traveller decision making
International &Local Domestic arrivals	• Digital shifts and interventions required to contribute to achieving the tourist arrivals goals.

Visitor Experience	Identify all digital touchpoints of the visitor experience journey and how to manage each touchpoint.
Tourism Grading Council	Identify all digital touchpoints of Quality Assured establishments and experiences. Customer Journey for Quality Assured establishments and experiences.
Stakeholder	Stakeholder management on utilising digital tools: • Data sharing and layering • Data-driven tourism strategy advisory.
Corporate brand	• Digitalisation of the South African Tourism ways of working, including internal brand management & CI
Campaigns	With the global campaign as an anchor: • Leisure campaign direction (targeting South Africa, regional Africa and the rest of the world) • B2B campaign direction (targeting the Meetings, Incentives, Convetions/Conference and Expos/Exhibitions) • Event campaign direction • Grading Council/Visitor Experience • Corporate brand

11. PROPOSAL DETAILS

Proposals from bidders should demonstrate their understanding of the brief and ability to successfully deliver on all the requirements outlined above. SA Tourism expects to receive several proposals; for our bid committee to evaluate the proposals effectively, prospective bidders must include information relevant to the following six topics.

A. Introduction
- Agency overview, size, and company structure; and – Relationship with other subsidiaries of your parent company

B. Creative, Brand, Content, Digital and Social Capabilities
- Describe any prior destination marketing experience.
- Outline how other experiences outside of destination marketing would allow you to deliver innovative solutions to this sector
- Showcase innovation in trade platform businesses that may apply to the sector
- Describe any competitive advantages that differentiate you from your competitors

C. Solution overview

- Briefly describe your understanding of SA Tourism's needs and the challenges. In doing so, please do not paraphrase or repeat the content of this RFP
- Describe how you would deliver on each Scope of Services section and any additional value- added services that you could offer based on your understanding of SA

Tourism's challenges

    D. Experience, skills, and qualifications of the proposed team who will work on the project/account

- Provide a chart illustrating the specific human resources that will be assigned to the project and their experience on similar projects
- Indicate how the quality and availability of staff will be assured over the term of the agreement
- Outline the reporting structure and how each team member would liaise with all of the already appointed agency specialisations:
  - Management agency

12. AGENCY CREDENTIALS

Proposals should also include credentials in the form of at least two (2) examples of exemplary work carried out in consumer and trade campaigns creation and management. All credentials should highlight your concept development, creative capabilities, and instances where you have leveraged other third parties or departments within your wider organisation. They should not be older than two years and should include.

- Client name & background
- Challenge faced by client

Solution delivered by your agency with supplementary graphics and/or URLs where appropriate with reference to the above tender, the contract period for the successful bidders will be three years. We, therefore, are inviting bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline. Please note that this tender is for an agency South African Tourism will use on a project-based basis. While quoting its estimates, the agency must consider the above scope of work and provide solutions and pricing related to the business problems listed above.

Key considerations for pricing will include but not limited to:

- A social media management strategy across earned, owned and paid platforms.
- A digital strategy and plan to market South African Tourism's work to the tourism value chain and key stakeholder universe.
- Digital content strategy and implementation.
- Content creators' strategy implementation and management.
- Production and editing of required content and material suitable for digital platforms.
- SEO strategy, implementation and management.
- Managing, curating and re-purposing of creative content elements across all platforms.
- Management of all digital assets and online platforms on an "always-on" basis. This includes Community management, best practices and managing new social media platforms for South African Tourism.
- To ensure South African Tourism is on par on digital trends and has a healthy digital footprint that can be monitored and measured for impact
- To measure and report the performance of all digital assets and online platforms.
- Reporting tools that will be made available to South African Tourism.

This includes Social Listening, analytics and insights across our digital and social media platforms.

- Agency fees breakdown in terms of personnel involved in the account, strategists, planners and buyers, traditional and digital specialists.
- Negotiated rates, discounts and added value where applicable.
- Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where value adds and inter-agency agreements are applied.

Reporting

- Quarterly review
- Monthly management reports
- Annual brand and competitor reviews
- Weekly status reports

13. A detailed price schedule should be included in the proposal where the following should be considered:

Agency fees basis project-based, i.e., responsibilities, levels of seniority, creatives, client service, strategy, production management, etc.
- Mark-up policy on external costs, i.e., third-party production, etc.
- A clear distinction of what the project-based pricing covers and what would require additional costs though still within the scope of the services
- SA Tourism reserves the right to contact or verify provided third-party costs through its appointed cost consultant agency, internal/external Audit, or South African Tourism officials by any means necessary.
- Annual fees increase proposal over the 3-year term
- Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where gratuitous services and inter-agency agreements are applied, i.e., total transparency for all commercial deals relating to South African Tourism

  - A full disclosure of joint ventures and/or consortiums if applicable
  - Indicate any once-off costs that may occur

13.1 Resource Cost template

Please complete the attached Resources Cost Template exactly as provided (Annexure A). Tampering with the template structure, resources, or layout is prohibited and may lead to disqualification. **The price quoted by the agency during submission will be used for the evaluation. Bidders are encouraged to submit any other cost based on the RFP requirements.**

It is however important to note that South African Tourism will enter a contract with the preferred bidder on a project-based fee model basis.

End