



Integrated Marketing, Trade & Communications

Bidder Briefing

Pitch Presentation

Oct. 23, 2024

Important: this brief is only for the agencies that will pass a minimum of 70% for phase 2, technical evaluation, for them to prepare phase 3, pitch presentation.



South Europe - Business Overview

- Our business objectives are to increase visitor arrivals and spend from the South Europe region (France, Italy, Spain and Portugal) to South Africa.
- To achieve our set objectives, we have to increase destination awareness and conversion. To achieve this, we communicate directly with consumers to create top of mind awareness, and we also build relations with trade channel by upskilling to sell the destination effectively.
- To effectively build destination awareness and adequately support trade, **we require an integrated marketing, trade and communications agency for the next three years to assist** with strategy and creative development, planning, campaign management, measurement, and analytics localisation overall execution. This is an important requirement to ensure the localisation of strategy and ensure that we build sustainable partnerships and drive conversion. **(as per services outlined in Tender number SAT 265/24)**



South Europe - Business Overview

- The key focus areas (Big Things) of our 2024/25 fiscal year for the hub are as follows:

1. Brand Awareness & Familiarity

Inspire 5.28 million Considerers to book SA NOW by promoting our rich culture and gastronomy, unique wildlife, nature and adventure experiences and position SA as a value for money world class destination.

2. Conversion

Convince and support the distribution channel to package and sell SA NOW by providing relevant training, toolkits and content, that include information on affordability and destination safety.

3. Awareness & Conversion

Facilitate inclusion and access for South African SMEs* by unlocking in-country value chain barriers caused by market maturity with offering relevant experiences and tourism services aligned with market and trade insights.



South Europe - Focus areas

- South Europe is looking for an integrated marketing and trade representation agency to deliver a marketing strategy with strong execution elements across all platforms and environments to amplify South African Tourism's message, enhance the brand and drive sales and conversion.
- The strategy will have to include how we Inspire South Europe consumers with authentic, stand-out stories and tailor-made content that convinces them to seek information on SA and get them to choose South Africa over competitor destinations by providing information that reduces perceived barriers which include: pricing, safety and security.
- In addition, the agency must collaborate with trade partners, such as tour-operators, travel agencies, airlines; to maximise synergies, enhance traveller experience and close sales. Key verticals within the travel trade value chain include - consumers (and customers), travel suppliers, travel intermediaries, inbound operators and product/service providers (channel & trade).



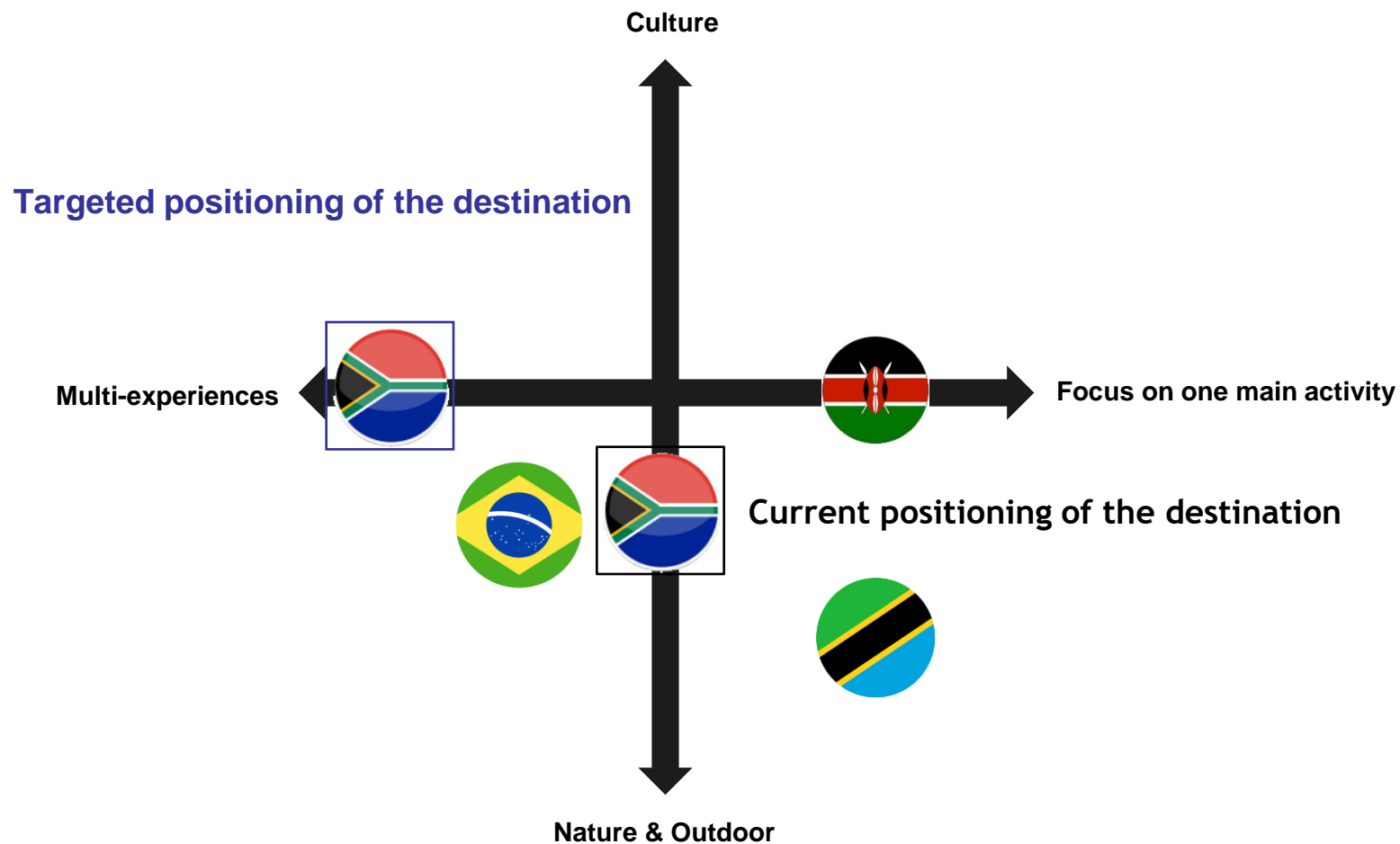
South Europe Overview: Competitors

What differentiate our French versus Italian, Spanish and Portuguese consumer

Theme	Summary
Competitors	<p data-bbox="293 354 2178 406"><u>2023 Competitors Trends in our South European core markets: France, Italy, Spain & Portugal</u></p> <ul data-bbox="293 471 2216 863" style="list-style-type: none"><li data-bbox="293 471 2216 564">▪ The three main competing destinations in the Southern European markets are Tanzania, Kenya and Brazil. Namibia and Bostwana are also competing African destinations that can be considered for a high-end audience.<li data-bbox="293 628 1235 678">❖ Secondary competitors for the French market: USA<li data-bbox="293 735 1312 785">❖ Secondary competitors for the Italian market: Malaysia<li data-bbox="293 821 1592 871">❖ Secondary competitors for the Spanish market: Sri Lanka, and Indonesia



Brand Tracker Benchmarking & Positioning against Competitive Destinations



How to win against competitors: for considerers to visit and.. Live South Africa NOW!



THE BRIEF



SOUTH AFRICAN TOURISM

South Europe - Big Things & Key Projects

- 1. Brand Awareness & Familiarity

Inspire 5.28 million Considerers to book SA NOW by promoting our rich culture and gastronomy, unique wildlife, nature and adventure experiences and position SA as a value for money world class destination.

Project 1 B2B2C:

Come Live South Africa Now: Meet Our People, Discover Our Destinations, Live Our Unique Experiences

- 2. Conversion

Convince and support the distribution channel to package and sell SA NOW by providing relevant training, toolkits and content, that include information on affordability and destination safety.

Project 2 B2B:

Innovate Channel Trade Packaging: Adventure, Adventure, Adventure!

- 3. Awareness & Conversion

Facilitate inclusion and access for South African SMEs by unlocking in-country value chain barriers caused by market maturity with offering relevant experiences and tourism services aligned with market and trade insights.

Project 3 B2B2C:

Facilitate Market Access to ETEs/SMEs



South Europe 2024-25 Live South Africa! 2.0 campaign



South Europe 2025/26 Executive Summary

This South Europe strategic implementation plan outlines our approach to increase destination awareness, tourism arrivals and expenditure from Southern European markets by enhancing our offerings in responsible and adventurous tourism. We aim to not only meet but exceed the evolving expectations of our target audience, ensuring South Africa is recognized as a leader in responsible tourism and deeply engaging travel experiences.

The South Europe FY2025/26 Annual Implementation Plans, and its execution activities, will be a continuation of the localized exceptionalism global strategy through Europe campaigns and activities that have 360°marketing elements to inspire travelers to visit South Africa now.

Key Objectives:

- **Leadership in Responsible Tourism:** Reinforce South Africa as a top destination for travelers who value sustainability and adventure.
- **Diverse Travel Experiences:** Expand offerings to include both well-known attractions and hidden gems across various provinces.
- **Enhanced Engagement:** Foster deeper connections between travelers and the rich cultural, natural, and historical landscapes of South Africa.

Campaign Focus:

- **Market Trends Adaptation:** Align the "Live South Africa!" campaign with the growing demand for sustainable tourism.
- **Adventure Enhancement:** Capitalize on the strong desire for nature and adventure among South European tourists.
- **Authentic Encounters:** Promote real connections with South African cultures through media and influencer activations.



South Europe 2025/26 Executive Summary

PR and Travel Trade Approach:

- **Local Ambassadors:** Utilize stories from local South Africans, from safari rangers to artists, to showcase the authentic spirit of South Africa.
- **Media Engagement:** Target European media with tailored pitches that highlight lesser-known regions and unique cultural stories, enhancing the perception of South Africa as a diverse and engaging destination.

Travel Trade Focus:

- **Co-branded development:** Strengthen relationships with key tour operators to develop and promote travel packages that include sustainable and community-engaged experiences.
- **Educational Programs:** Provide training for travel agents on South Africa's comprehensive tourism offerings, including eco-tourism and cultural tourism, to better sell the destination.
- **Incentive Programs:** Implement sales challenges and reward systems for travel trade partners to encourage the promotion of off-peak travel and lesser-known regions, spreading tourist traffic more evenly throughout the year.

This strategic approach aims to not only attract more visitors from South Europe but to engage them in deeper, more meaningful ways, ensuring a sustainable and enriching tourism growth for South Africa.





LOCALIZATION of GLOBAL Campaign in South Europe

Objective: We want our target group to prioritize and book South Africa NOW because of the countries abundance of exceptional experiences that are truly life-changing when YOU MEET and engage with our People.



LIVE SOUTH AFRICA STRATEGY

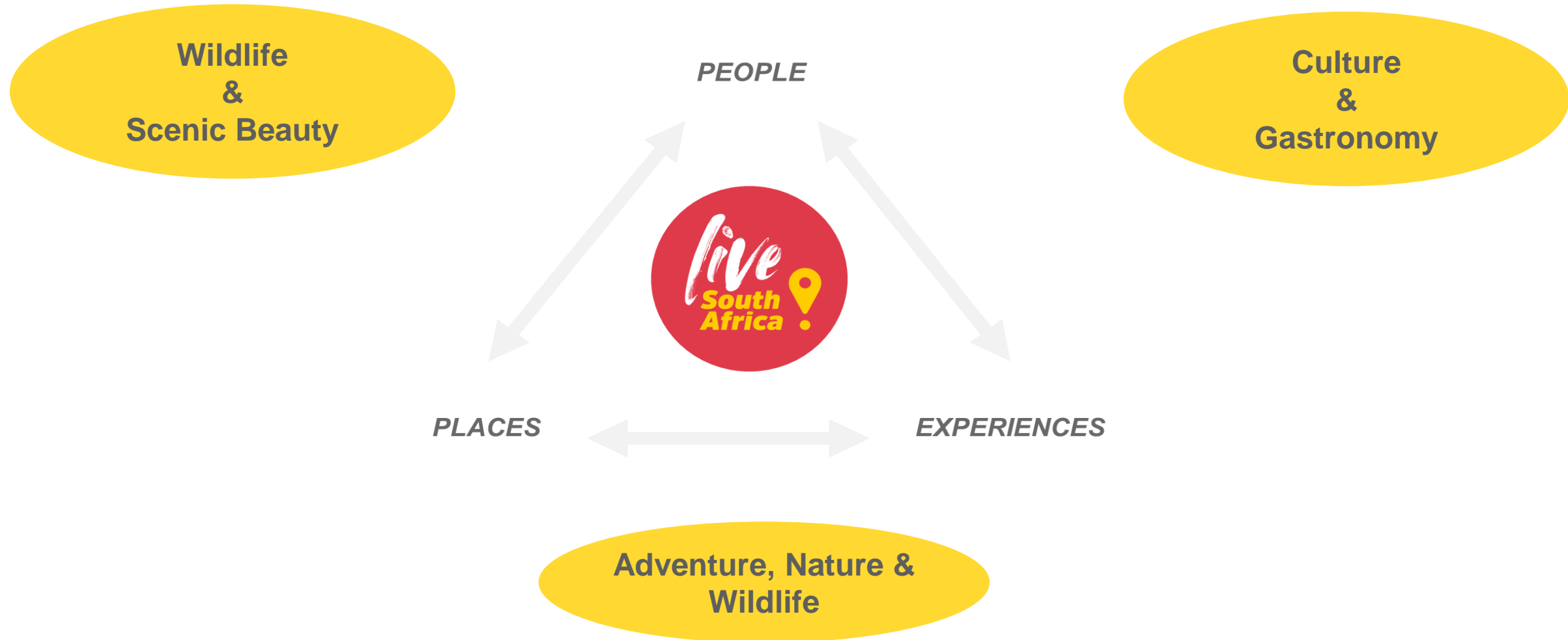
“MEET OUR PEOPLE, DISCOVER OUR PLACES, LIVE OUR EXPERIENCES”

GET	Considerers in South Europe who have a need for transformative experiences.
TO	Discover and LIVE real emotional connections with South Africa, brought to life through our Exceptional People, Places & Experiences. To ultimately see SA as THE destination to re-awaken their spirit.
BY	Relying on our main pillars: <ol style="list-style-type: none">1. Wildlife & Scenic Beauty2. Culture & Gastronomy3. Adventure For each pillar, we articulate STORIES brought to life by Exceptional People, Places & Experiences that will emotionally impact our targets.

Strategy & Branding Approach: Stories Articulation



For each pillar, we articulate **STORIES** brought to life by:
Exceptional People, Places & Experiences
That will emotionally impact our targets.



South Europe 2024-25: Live South Africa! logos



THE TASK - 2024/25



SOUTH AFRICAN TOURISM

The Brief

- Localise the ‘Live South Africa!’ campaign.
- Develop an integrated brand communications strategy for France, Italy, Spain and Portugal, for the next fiscal year 2025-2026.
- Propose content and creative that support the integrated brand communications strategy in order to implement the strategy through the entire marketing mix i.e. marketing communications, activation/experiential & creative, **excluding media buy.**
- Develop an innovative, creative PR and Trade campaign that will overcome the core barriers to South Africa in a proactive and positive way.
- The objective is to increase the level of awareness, consideration and conversion of our targets and ultimately grow tourist arrivals from South Europe to South Africa.



The Target

- Who are we trying to reach?

We are targeting a South European market of **5.28 million Considerers**.

Prime prospects: 25 to 55 -year-old active South Europeans (French, Italians, Spanish and Portuguese) travel savvy.

Key drivers for South Europeans to visit SA:
beautiful scenery, wildlife/safari, cultural experiences, adventure, gastronomy (food & wine) = our brand pillars.



What consumer behaviour do we want to change?

Current (Think/Feel/Believe)	Desired (Think/Feel/Believe)
<p>I am aware of SA as a beautiful country that has wildlife and adventure, it is far away and expensive and I am not sure whether the people are friendly and welcoming. Travelling for me is about gaining life experiences and SA is not a 'dream destination' but I would possibly consider it. I know that SA offers wildlife and adventure but I am not sure on the cultural experiences and how easy it is to interact with the SA locals. I'm more positive about other destinations and they are more appealing and I am concerned about my personal safety.</p>	<p>SA offers me an easy holiday that will give me brilliant stories to tell my friends, which will make me the envy of my social circle. I believe that SA offers me a rich and diverse cultural experience and will allow me to meet and discover its diverse and welcoming people, and a huge plus, it's also the best place to go on safari. I am looking forward to discovering unique, fun and exciting things to do in South Africa - the memories will be priceless. SA is at the top of my hit list for my next holiday and offers good value for money and it is a trip well worth investing in. I cannot wait to immerse all my senses and feel truly alive again.</p>
Current Behaviour	Desired Behaviour
<p>I know that I am going on a long haul holiday this year, I have considered a number of destinations but SA is not at the top of my list. I read a great review on Kenya and Australia and I think I might go to either. If there was a special on flights to SA I might change my mind, but I'll probably choose another destination this year. Although I do want to visit SA at some point, other destinations are more appealing now and information on SA is not compelling, it's expensive and does not convince me to visit.</p>	<p>My next holiday has to be SA - I know what the country offers, I know what I want to do there and I am going to book it. I've been inspired by the information available on all channels and after reading reviews of traveller's experiences there, I am convinced. The variety of experiences on offer is very appealing. I am already gathering information, looking at itineraries and comparing prices, SA will definitely be the next country I visit. No other destination can offer me this value.</p>

In order to improve consideration for South Africa, our marketing campaigns should focus on the key travel needs, which are, **Experience the difference**, **Break-away/relax**, and **Broaden their horizons**.



KPIs - Key Performance Indicators

- 1 localized campaign execution to launch, to drive Inspiration and Conversion and build forward bookings.
- Brand Affinity Initiatives: Consumer and Distribution Channel Initiatives (Consumer Activations, Hosting Implementation, Trade Shows, Mark Access Platforms)
- Consumers reached (PR, Hosting, Consumer activations, OOH and digital advertising)
- Digital engagements (Emailing, social media, E-newsletter, SEO, display)



Style and tone

We built strong LIVE AGAIN equity in the 2022/23 fiscal and to ensure we continued to win with this equity we drove LIVE SOUTH AFRICA in 2023/24.

We invited Europe travelers to LIVE SOUTH AFRICA by experiencing a life-changing transformation, filled with rich, authentic, unfiltered experiences - from breath-taking beauty to sun-soaked coasts; from wildlife to active adventure; from vibrant urban energy to the incredible warmth and cultural diversity of our people.

Our LIVE SOUTH AFRICA campaign demonstrated to the world that South Africa is the ultimate destination to re-awaken, re-energize and re-ignite you, body, mind and spirit - so much so that it leaves you completely transformed.

In order for one to truly LIVE SOUTH AFRICA (i.e. experience life-changing transformation through travel), one needs to experience the “SA exceptional” - and South Africa offers this in abundance! We are the ultimate destination for the meaningful and transformative travel experiences that our Explorer audience (and sub-segments) crave.



Style and tone

In essence, we need to drive and WIN with our Brand Strength Model:

Affordability > VFM, Safety & Security, Easy to get around and welcoming people

Stature > Welcoming people & FUN

Awareness > WOM, movies, TV shows are the most impactful sources of information

In 2024-25 and 2025-26 we wish to continue with Live SA! as our Call to Action but creatively add additional layers and new ideas to inspire the distribution channel to sell South Africa and generate demand for our key target audience.

Continuing with LIVE SOUTH AFRICA offers us a range of benefits, including brand consistency, cost efficiency, capitalizing on LIVE equity and optimization opportunities.



Deliverables - CHECK LIST

1. LOCALISING ‘Live South Africa!’ and Communicating ‘Live South Africa!’
2. Content Principles & Approach
3. Full Assets needed for amplification
4. Innovative, creative PR that will amplify the BIG IDEA and assist with overcoming the core barriers of travel to South Africa
5. Amplification of ‘Live South Africa!’ in Trade communications
6. Recommend Partnerships and proposed investments by Partner
7. Activating (+experiential) the BIG IDEA ‘Live South Africa!’ at trade exhibitions and consumer events
8. **Full Activities Calendar & Timeline (Including production)**



TENDER PRESENTATIONS TO INCLUDE:

1. Strategy (Including Creative & Digital)
2. Brand PR
3. Trade facing PR
4. Reputation Management PR
5. Social & Digital Public Relations
6. Trade representation
7. Project Management

8. **Budget**
 - How would you invest our Budget in Y1 OF 1.5 Million Euros?
 - The integrated proposal must include
 - ✓ Full costs for each activity
 - ✓ Agency project fees for each activity
 - ✓ **The Tender will be Project-based:** Agency Commissions & Project Management Fees - **NO retainer**
 - ✓ As per Deliverables on slide 17-23. (Full recommendation for all investments of all projects)
 - ✓ SA Tourism needs to understand the full cost of agency fees for investing 1.5 Million Euros in South Europe for a fiscal year (1 April 2025 to 31 March 2026)
 - ✓ N/B. Arrival contribution for each country in South Europe in 2023: France (54%), Italy (23%), Spain (14%) & Portugal (9%)



PITCH PRESENTATIONS

1. Date of PITCH Presentations: end of January 2025
2. Format: Hybrid (Either ZOOM or Teams)
3. Time allocated per Bidder presentation: 2 hours (120 minutes)

Evaluation Criteria

Evaluation criteria	Weight
Localisation of 'Live South Africa!' and FULL Regional Marketing Business Strategy for France, Italy, Spain & Portugal	25
Integrated Creative executional plan for France, Italy, Spain & Portugal	25
Trade and PR campaign for France, Italy, Spain & Portugal (Leveraging LIVE South Africa)	25
Trade Representation Strategy with all elements for France, Italy, Spain & Portugal	25



Functional Evaluation Matrix

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

