

**Part B: - SCOPE OF WORK (SAT TENDER NUMBER CHINA 284/24)**

<b>Bid Description</b>	
GSA: SOUTH EAST ASIA MARKET AGENCY	
<b>Bidder Name:</b>	
<b>CSD MAA number</b>	MAAA
<b>Tender Number and Time:</b>	SAT Tender Number 284/24
<b>Issue date:</b>	28 February 2025
<b>Closing Date &amp; Time:</b>	31 March 2025 at 12:00 pm (Beijing time)
<b>Compulsory Briefing Session:</b>	N/A
<b>Contact Person</b>	Simon Wang
<b>Email Address</b>	<a href="mailto:simon@southafricantourism.cn">simon@southafricantourism.cn</a>

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 the submission of proposals is **31 March 2025 at 12h00pm.** 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**

A nominated official of the bidder(s) can make enquiries in writing to the specified person, Simon Wang, via email at [simon@southafricantourism.cn](mailto:simon@southafricantourism.cn). Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.

Bidders are to communicate any technical enquiries through the nominated official in writing no later than 10 March 2025

All responses will be published by 15 March 2025 on the following links:

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

### 3.1 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 period of the contract.

### 3.2 DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) months 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.

## 4. DETAILED SCOPE OF WORK

### 4.1. PR and Comms

- Develop and maintain a consumer and media database in the Territory - with particular emphasis on tourism and lifestyle.
- Identify and recommend media or journalists and influencers which should be targeted for familiarization trips to South Africa and for visiting Indaba.
- Accompany hosted individuals on familiarization trips, when necessary.
- Develop media strategies and plans to maximize editorial coverage of South Africa as a leisure and business tourism destination, in line with approved and briefed global strategy.
- Prepare media releases in English and facts sheets, also in English as per written briefs and translate into market language when required.
- Issue media releases with approved Client's boilerplate and follow up with media to pursue publishing.
- Assist Client in maximizing positive coverage in the Territory, including the following:
- Develop and write articles or editorial pieces in market language (translated into English), as needed. The English version is specifically for the Client's approval. These pieces will also be used for Client's own trade and consumer publications.
- Disseminate information and pictures to media as instructed by Client.
- Approach media and secure interviews for Client's spokespersons.
- Crisis Management for the client and pitch earned media opportunities for the clients based on the briefings and business strategy:
- Pass on information from the media in respect of possible surveys, special supplements and editorial opportunities for the Client.
- Provide Client with a monthly clippings service of both print and online media in the Territory.
- Daily contact with Southeast Asia press with images and information in order to receive positive exposure in South East Asia media

- Close relationship with opinion makers, publishers and editors in order to receive the best coverage and earned media coverage.

#### **4.2. Social Media: Provide Social Media services in the Territory**

- Analyze existing social media footprint and identify how best to meet SA Tourism's consumer strategy.
- Conceptualize and run innovative social media campaigns to support local offline and online activity. Create and curate content for digital channels (e.g. blogs, videos, images, etc.) using appropriate global assets for local audiences.
- Manage digital audience, engage in dialogue and drive positive sentiment throughout all social channels.
- Provide ongoing social media management and consultancy.
- Provide always on 24/7, day-to-day, community management of all social media platforms with planning, scheduling and management of all posts and monitor engagement.
- Curate Southeast Asia-centric content for social media using available global assets.
- Liaise with SA Tourism's local events and media investment agencies for social media support for all local events and marketing activities.
- Provide monthly social media reporting for the duration of this agreement on activities, key metrics and competitive benchmarks; include reporting on the social sentiment of South Africa and proposing ways of addressing negative sentiments and promoting positive sentiment
- Establish and grow social media channels via a combination of organic and paid strategy.
- Manage a budget for social media promotion on behalf of SA Tourism.
- SA Tourism in Southeast Asia strives to maintain a presence on all relevant, current and emerging social media platforms.

#### **4.3. Tourism Trade Marketing**

- Tourism trade mapping and trade landscape analysis and database management (update monthly) including a focus on MICE (particularly incentives and association business - delegate boosting)
- Develop a trade PR strategy (B2B) that establishes credibility, increases visibility of South Africa and engages Southeast Asia travel trade. (The trade strategy must include a communications plan to deliver the items mentioned under operational PR.)
- Identify long-haul trade currently not selling Africa/South Africa and design strategies on how to pursue them to start selling South Africa.
- Develop concepts that provide a platform for SA Tourism to interact with Southeast Asia trade (inclusive of but not limited to the third-party events).
- Conceptualize digital campaign for the Southeast Asia trade, inclusive of tracking, adapting and production of final campaign reports.

- Identify long-term opportunities for collaboration with travel trade partners that mutually benefits and add value to SA Tourism and partners (inclusive of but not limited to the tourism segment).
- Develop trade marketing content to be amplified via trade channels in Southeast Asia market.
- Assist with trade marketing activations including marketing collaboration agreement, SA Specialist trade training, trade FAM trips (inclusive of but not limited to the Indaba and Meetings Africa), and other campaigns.
- Prepare and deliver e-newsletters for trade on quarterly basis.
- Disseminate information and pictures to trade as requested by SA Tourism.

#### 4.4. Stakeholder Management

- Manage the database of the key stakeholders in the Southeast Asia Market - including tourism industry stakeholders, SA embassy/consulate staff and prominent pro-South African celebrities (KOL), business people or sports people. (A copy of the database should be made available to SA Tourism on a monthly basis and this database will remain the property of SA Tourism at all times.)
- Manage a database of South African based stakeholders including national and provincial government officials, provincial tourism authorities, city tourism authorities and other tourism bodies, products and services.
- Ensure that stakeholders - where relevant and possible - are included in SA Tourism events and information dissemination.

#### 4.5 Activation:

Develop projects and present costs to Client for Approval of the project and the costs based on the approved Annual Implementation Plan. The costs of Activation projects are not included in this contract and must be paid by the Client.

Project management, execution and reporting of consumer and trade activations as briefed, including:

- Project communication and consultancy
- Co-ordination and workflow management
- Integration of consumer and trade work to drive closure and sales
- Managing and appointing sub-contractors based on competitively priced bids and complying with SA Tourism's supply chain policies. (This will include the enforcement of SA Tourism's policies and processes throughout and across all parties.)
- Agency liaison with existing global lead agency/SA Tourism HO
- South African Tourism's projects include, but is not limited, to the following:
  - Consumer shows and general consumer activations as briefed
  - Public relations events and activations as briefed

- Trade shows and events and activations as briefed
- Stakeholder events and activations as briefed
- Global activations as required by SA Tourism in Southeast Asia

#### **4.6. Media Buy**

- Submit media strategy and plan according to Client's strategies and target groups.
- Arrange assistance on briefings for campaigns and advert material so that the final media plan fits the Southeast Asia market and the Client's Brief.
- Submit specifications for production as requested by the media company.
- Provide media plan and manage the execution of the media plan based on the media buy contract.
- Provide media buy optimization plan to SA Tourism and provide third party monitoring media buy report to SA Tourism based on the brief.
- Facilitate and guide Global Media buys executed in Southeast Asia by SAT Global Agencies.
- Report results with supporting data and third-party report.

#### **4.7. Creative content support**

- Creative campaign development and fulfilment with a strong content integration across all platforms (SAT, B2B partners and third parties) to amplify the SA Tourism message and drive sales and conversion based on the brief.
- Localization and translation of all global assets.
- Support fiscal media buy with advertorial and editorial.

#### **4.8. Insights, data, reporting and analytics:**

- Insights sharing on latest research, industry, innovation trends, etc.
- Media, social media, reputation management monitoring inclusive of recommended tools and systems.
- Alerts and notifications appropriate for public relations and social media crisis monitoring.
- Integration of tagging and tracking tools for digital platforms, including recommended tools and systems.
- SEO reporting and monitoring with recommended tools and systems.
- Regular weekly, monthly, quarterly and all campaign reports for all marketing activities.

#### **4.9. Collateral:**

- Coordinate the distribution of material.
- Provide cost estimates for Projects when distribution needs to be approved by the Client.
- Provide supervision of the payment processes following Client's policies.

**4.10. Translations:**

- Manage translation and simultaneous interpretation providers.
- Provide organization of the translations and simultaneous interpretation services requested or approved by the Client.
- Pass on quotes for the Projects.
- Provide supervision of all steps necessary for approval and payment of the Projects.
- Review translations to make sure quality of final copy.
- Provide supervision of final proof of internet or print to make sure the Southeast Asia wording and copy in market language is suitable and localized.

**4.11. Non-negotiable requirements that the agency must deliver on:**

- Strong knowledge and experiences of the Southeast Asia tourism industry.
- Strong knowledge of South Africa and tourism industry.
- Event management experiences.
- Strong relationships with both consumer and B2B media contacts and publications
- No competitor countries as current clients including but not limited to Australia, New Zealand, Kenya and Egypt.
- Ability to use English as the working language.
- Good operation in Southeast Asia with footprint covering Singapore, Thailand and Malaysia etc. to take care of different in-country regions in Southeast Asia market.

**5. AGENCY CREDENTIALS**

Proposals should also include credentials in the form of at least 2 examples of exemplary work carried out in the area of:

Consumer communication and marketing campaigns

Events, roadshows and/or training workshops

All credentials should highlight your concept development, creative capabilities and any instances where you have leveraged other 3rd parties or departments within your wider organisation. They should not be older than two years and should include; (Include date range for recent relevance)

- Client name & background;
- Challenge faced by client;
- Solution delivered by your agency with supplementary graphics and/or URLs where appropriate; and
- Value added by your agency.

## 6. PITCH PRESENTATION

The shortlisted agencies who qualify after the technical evaluation (Phase 2) will be expected to present a short pitch revert against the background, environment and scope of work stated above. The shortlisted agencies will be given a written brief (Phase 3) on the challenges, target market, competitor analysis and pitch deliverables.

### **Brand background:**

- A. South Africa boasts diverse tourism offerings, including wildlife safaris, stunning landscape, and rich cultural experiences, and outdoor activities, etc. However, awareness and visitation from South East Asia remain relatively low. This initiative seeks to capitalize on the growing outbound travel market from South East Asia by effectively promoting and selling South African tourism experiences and products.
- B. South East Asia including countries like Japan, Singapore, Malaysia, Indonesia, and Thailand, represents a potential market for outbound tourism to South Africa. Awareness of the South African tourism in this market is relatively low and requires further promotion and brand awareness. The current competitive landscape and main competitors of South Africa as outbound destination in South East Asia are not well understood.
- C. South African Tourism is operating in a high-performance marketing environment. To reach the arrival goals for South African Tourism and to fulfil its commitment to the tourism recovery plan, South African Tourism should focus its marketing on all potential market to expand brand exposure and increase sales.
- D. To this extent, South African Tourism needs to an innovative and effective a GSA or a marketing promotion agent to execute the marketing strategy and implementation over the next 3 years.

The Agency will be responsible but not limited to the below:

- A. Market Analysis and Strategy Development
  - Conduct market research to understand South East Asian traveller preferences, behaviours, and market trends.
  - Develop tailored marketing and sales strategies to promote South African tourism effectively.
- B. Sales Representation and Partnership Management
  - Develop, identify, and maintain relationship with trade partners, and relative stakeholders.
  - Represent South African tourism products and interests to travel agencies, tour operators and other industry players.
  - Cultivate and manage partnerships to enhance distribution channels and product offerings.
- C. Promotional Activities



- Execute regular promotional events, like roadshows, workshops, and tourism partner engagements.
- Execute targeted promotional campaigns through digital marketing, social media, and participations in industry events.
- Organize familiarization trips and promotional events to showcase South Africa's tourism offerings.

D. Reporting and Performance Evaluation

- Provide regular performance reports, including sales metrics market insights, and recommendations for continuous improvement.

## 7. PRICING SCHEDULE

### **Share a commercial proposal for a 3-year project based contract 284/24.**

With reference to the above tender, the contract period for the successful bidders will be for a period of three years. We therefore are inviting the shortlisted bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline.

Please note this tender is for an agency that will be used on a project/needs basis by South African Tourism mainly in South East Asia. The agency, while quoting their estimates, must take the above scope of work into consideration along with providing solutions to the business problems listed above. The price quoted by the agency during submission will be used whilst evaluation. However, it is important to note that this is not a fixed retainer amount and the agency will be briefed per project during the year.

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

Agency fees basis projects 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.
- Annual fee increase proposal over the 3-year term if applicable.
- Indicate any once-off costs that may occur
- 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

**END**