



SOUTH AFRICAN TOURISM

Part B: - SCOPE OF WORK (SAT TENDER NUMBER WEST AFRICA 002/22 BRAND EXPERIENTIAL MARKETING AGENCY)

Bid Description	
BRAND EXPERIENTIAL MARKETING AGENCY	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender West Africa 002/22
Closing Time:	12h00
Closing Date:	14 October 2022 at 12h00 (West African Time) (No late submission will be accepted)
Bid Submission link	https://forms.gle/BQEyHkWQE31xe7naA Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full 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. No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
Contact Person	Pulane Muligwa

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 **14 October 2022 at 12h00 (West African Time)**

No late submissions will be accepted.

2. TENDER SUBMISSION LINK

- 2.1 Bidders must submit their proposal using the below link.

<https://forms.gle/BQEYHkWQE31xe7naA>

Should bidders encounter any issues with the submission link, queries must be directed in writing to tenders@southafrica.net

Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full 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.

No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.

- 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, Benice Smart via email Benice@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 **29 September 2022**.

All responses will be published by **03 October 2022** 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 into 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), with the aim of stimulating 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 business focuses on 3 distinct areas i.e. leisure, MICE, travel trade (tourism retail) with media relations as a key consideration to drive brand positivity and Visitor Experience as the reason to believe in our tourism products and experiences. This Request for Proposal is for the West Africa Hub (Nigeria and Ghana) that is serviced through a team that is based in the Nigeria office.

An invitation is extended to the best Nigerian marketing communication agencies, that understand the spirit of our brand to submit proposals to be considered for appointment by the South African Tourism Board's West Africa Hub, on a non-exclusive basis to assist in marketing the South Africa tourism offering, within the marketing disciplines of Experiential Marketing, for a period of 3 years.

5.2 Scope of services

The appointment of communication agencies will offer South African Tourism a competitive advantage in being able to position South Africa and engage with West African consumers by showcasing high-quality relevant content and a variety of experiences for the destination, to encourage travel to South Africa. This Agency will need to promote the South African Tourism message, while at the same time driving campaigns and promotions across the various platforms, responding professionally and appropriately to issues arising, and engaging with care and diligence in this very public, volatile domain.

The appointed agency will localize the Global South Africa brand positioning and creative strategies, as conceptualized by the Global Marketing Services agencies, for relevance and outline engagement plans that will assist South African Tourism to achieve its business goals and performance targets in the West Africa hub. The successful agency must therefore identify how best to position South Africa as the preferred holiday and business events destination for West African travelers, and establish a yearly marketing plan that aligns with the overall business and marketing plan in order to understand how to best market, promote and engage the West African travelers.

5.2.1 The appointed agencies will have met the following criteria as a minimum requirement for qualification:

- a) Only agencies physically based/located in Nigeria, are registered with the Corporate Affairs Commission (CAC), and are in possession of a valid Federal Inland Revenue Services (FIRS) tax certificate, are eligible to submit bids for this Request for Proposal.
- b) The agency must also have a presence and/or resources in Ghana so as to comprehensively service that market.
- c) The agency balance sheet will indicate the Financial ability to carry projects from conception, execution, and closure. Presentation of audited Financial statements is a prerequisite.
- d) Furthermore, registration and membership in the following regulatory bodies is a minimum requirement of qualification:

Marketing Principle	Criteria
1. Brand Experiential	Valid EXMAN membership

5.3 Brand Experiential Marketing - Regional - Nigeria, and Ghana

- a) Developing experiential marketing strategy, big idea conceptualization, creative, content, execution, and project management that is based on the South African localized strategy that invites, engages and creates a memorable impact on the target audience to encourage them to promote and sell and travel to South Africa. The target audience includes consumers, influencers, corporates, travel trade, and media;
- b) The ability to create high-impact content.
- c) Find relevant opportunities with platforms, travel, and non-travel companies that South African Tourism can partner with in delivering the brand experience;
- d) Development of measures, deliverables, and reporting.
- e) The ability to work/synergise with multiple agencies to execute a collaborative project.

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

End