



PART C: TENDER EVALUATION PROCESS SAT TENDER 227/23- MEDIA AND ADVERTISING AGENCY FOR SOUTH AFRICAN TOURISM AUSTRALIA OFFICE

South African Tourism has set minimum standards (Phases) that a bidder needs to meet to be evaluated and selected as a successful bidder. The minimum standards consist of the following:

Phases -Table 1:

Phase 1 Evaluation Requirements	Phase 2 Technical Evaluation Criteria	Phase 3 Price Evaluation
Bidders are to submit all documents as outlined under Phase 1: Evaluation Requirements	Technical functional evaluation (functionality) is divided into two (2) phases (Desktop technical functional evaluation and Pitch Presentation with a total points of 100) 1. Phase 2. A: Desktop technical functional evaluation = 50 Points maximum threshold: □ A bidder must meet a minimum threshold of 35 points on desktop technical functional evaluation to be considered in the next phase of evaluation, Phase 2. B (Pitch Presentation). □ Failure to meet the minimum points threshold will result in disqualification in this phase 2. Phase 2. B Pitch Presentation = 50 points maximum threshold: □ A bidder must meet a minimum threshold of 35 points of Phase 2 B Pitch Presentation to be considered in the next phase of evaluation, Phase 3 (Price Evaluation) Failure to meet the minimum will result in disqualification in this phase.	The bidder who advances to Phase Three (3) will be evaluated based on Price comparison, and SA Tourism will appoint the bidder who is cost-effective.

Phase 1: Evaluation Requirements

Without limiting the generality of South African Tourism's other critical requirements for this Bid, bidder(s) must submit all the documents required.

All documents must be completed and signed by the duly authorised representative of the prospective bidder(s). During this phase, bidders' responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements.

Administrative and Mandatory Requirements - Table 2:

The documents that must be submitted	YES/NO	Non-submission may result in disqualification.
Confirmation of valid Tax Status		Written confirmation that the government's authorised tax authority (e.g. ATO, SARS, etc.) may, on an ongoing basis during the tenure of the contract, disclose the bidder's tax compliance status.
Annexure A-Invitation (SBD 1)		Complete and sign the supplied pro forma document
Annexure E-Declaration of Interest - (SBD 4)		Complete and sign the supplied pro forma document

Phase 2: Technical Evaluation Criteria = Weighting out of 100 basis points

All bidders are required to respond to the technical evaluation criteria scorecard and provide information/portfolio of evidence that they unconditionally hold the available capacity, ability, experience, and qualified staff to provide the requisite business requirements to South African Tourism under this tender.

The technical functional evaluation (functionality) will comprise two (2) phases:

Phase 2A: will measure the responsiveness of proposals as per submission on or before the closing date and time and Phase 2. B will comprise the pitch presentation.

Phase 2 A Desktop technical functional evaluation - A bidder will be evaluated out of 50 points and is required to score a minimum threshold of 35 points out of 50 points to be considered in the next phase of evaluation, Phase 2. B (Pitch Presentation).

Phase 2 B Pitch Presentation - A bidder will be evaluated out of 50 points and is required to score a minimum threshold of 35 points out of 50 points to be evaluated further in the next phase of evaluation (Price Evaluation).

Desktop Technical Evaluation Criteria - Table 3:

Deliverables / Performance Indicators Evaluating against the evaluation criteria given in Part B, 5.4 - SUBMISSION DOCUMENTS	Reference to the Scope of Work (Part B)	Weight	Reference Page in Bidder's Proposal
EVALUATION CRITERIA 1; AGENCY CREDENTIALS: AGENCY BACKGROUND Please provide us with your agency credentials by providing a summary of the agency, its years of operation, positioning, and structure, including:	5.5.1 A	10	

• Agency overview, size, company structure and relationship with other subsidiaries of your parent company where relevant • Describe any prior destination marketing experience, • Outline how other experiences outside of destination marketing would allow you to deliver innovative solutions to this sector. • Describe any competitive advantages that differentiate you from your competitors. NB: Bidder is required to fully comply with the below points to be assessed on evaluation or for the years of experience to be considered; failure to meet any of the below will result in non-scoring for the bidder: Evaluation details for years of agency background to be considered for evaluation are not limited to the below: • Established a full-service media agency • Years of operation • Experience in the Destination marketing space or similar/applicable industry • Compelling, unique selling proposition (USP) • Years of operation if all above demonstrated assessed as below: Non-Scoring evaluation (0 point) ○ No information provided, ○ irrelevant information provided, ○ bidder failed to cover the above required information which are a pre-requisite to be considered for evaluation or years of experience - Less than five (5) years = 1 point - Six (6) to ten (10) years = 2 points - More than ten years = 3 points			
EVALUATION CRITERIA 2: AGENCY CREDENTIALS: EXPERIENCE OF SERVICING TEAM Please provide us with details regarding the expertise and experience of the proposed agency team, including minimum of 5 years experience in the field for each of the proposed resources and any applicable noteworthy credentials.	5.5.1 B	10	

Senior Management should be part of the servicing team. The servicing team that would potentially service the account should be an active participant in preparing the bid submission. NB: Bidder is required to fully comply with the below points to be assessed on evaluation or for the years of experience of servicing team to be considered; failure to meet any of the below will result in non-scoring for the bidder: Evaluation details for agency credentials to be considered for evaluation are not limited to the below: • A proficient servicing team that has the capacity, skills, and tools to run successful advertising campaigns. • Minimum of 5 Years' experience of each of the proposed resources of the core team as an average (does not include support staff such as designers or resources with less than 5 years of experience) • The first top 3 resources will be considered for average scoring points • Non-Scoring evaluation (0 point) ○ No information provided, ○ irrelevant information provided, ○ bidder failed to cover the above required information, which are a pre-requisite to be considered for evaluation or years of experience ○ A proposed resource (s) is less than 5 years will not be considered for average scoring of the servicing team. ○ Less than 3 resources regardless of the minimum years of experience. • Five (5) years = 1 point • Six (6) to ten (10) years = 2 points • More than 10 years = 3 points			
EVALUATION CRITERIA 3: AGENCY CREDENTIALS: TESTIMONIALS Client testimonials from the past five (5) years must be submitted. These client testimonials must be on a letterhead, dated and signed or emailed from the client and clearly specify what work was done by the agency and delivered for the client.	5.5.1 C	10	

NB: Bidder is required to fully comply with the below points to be assessed on evaluation for the agency credential or testimonial to be considered, failure to meet any of the below will result to non-scoring for the bidder: Evaluation details for credentials or testimonials to be considered for evaluation are not limited to the below: • Positive, contactable references offering testimonials that reference delivery against objectives and Key Performance Indicators (KPIs), each of which must relate to the case studies presented per criteria 5.4.1 D • Non-Scoring evaluation (0 point) ○ No reference letters submitted, ○ irrelevant information provided, ○ bidder failed to cover the above-required information, which are a pre-requisite to be considered for evaluation or years of experience ○ Bidder submitted appointment letters - One (1) reference letter = 1 point - Two (2) reference letters = 2 points - Three (3) reference letters = 3 points Please note: Testimonials must be linked to the case studies of prior campaigns submitted in response to 5.4.1 D			
EVALUATION CRITERIA 4: AGENCY CREDENTIALS: CASE STUDIES OF PRIOR ADVERTISING CAMPAIGNS Please submit a body of evidence of a minimum of two (2) advertising campaigns that clearly illustrate the agency's ability to interpret a client brief and strategically execute advertising campaigns to achieve their objectives. One must be a Destination client. Examples should include:	5.5.1 D	20	

• Multi-channel campaigns online and offline in Australia or Australia and New Zealand • Include elements of both Business to Consumer (B2C) and Business to Business (B2B) activity • Include reporting on return on investment, including click-through and conversion rates etc • Must relate to testimonials submitted in response to criteria 5.4.1 C NB: Bidder is required to fully comply with the below points to be assessed on evaluation or for the case studies to be considered; failure to meet any of the below will result to non-scoring for the bidder: Evaluation details for case studies of prior advertising campaigns to be considered for evaluation are not limited to the below: All case studies should highlight your methodology around 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 five (5) years and should include: • Client name and background. • Challenge faced by the client. • Solution delivered by your agency with supplementary graphics and/or URLs where appropriate. • Value added by your agency. • Thought process that led to this solution, including how you found unique differentiators from competitors and innovate ways to engage consumers and travel trade. • Outline of tools used to project manage campaigns and ensure they are delivered efficiently. • Results and/or ROI derived from the campaign. Please note: Case Studies of prior campaigns must be linked with the submitted contactable testimonial reference letters submitted in response to 5.4.1 C. The bidder will be evaluated in line with table 4 (Evaluation Matrix).			
TOTAL		50	

Pitch Presentation Evaluation Criteria - Table 4: Must be presented by the team who prepared the bid and will service the account

Deliverables / Performance Indicators Evaluating against the evaluation criteria given in Part B, 5.4 - SUBMISSION DOCUMENTS	Reference to the Scope of Work (Part B)	Weight	Reference Page in Bidder's Proposal
EVALUATION CRITERIA 1: PROPOSED SOLUTION: STRATEGY AND CREATIVE CONCEPT Demonstrate an understanding of SAT's needs in Australia and New Zealand and present a creative concept to implement in these markets strategically. Indicate how the concept addresses South Africa's challenges and opportunities, how it reaches key audiences, and how it might be augmented for trade and MICE and ultimately drive sales and conversion. NB: Bidder is required to fully comply with the below points to be assessed on evaluation or for the proposed solution on strategy and creativity to be considered; failure to meet any of the below will result to non-scoring for the bidder: Evaluation details for a proposed solution on strategy and creative concept to be considered for evaluation are not limited to the below: • Demonstrate an understanding of the current environment related to the proposed concept. • The concept needs to be innovative and relevant to identified segments. • Illustrate a strategy that will reach audiences across the conversion funnel stages to culminate in conversion. • Longevity - how can the concept continue to evolve over potentially a multi-year period The bidder will be evaluated in line with Table 4 (Evaluation Matrix).	5.5.2 A	30	
EVALUATION CRITERIA 2: PROPOSED SOLUTION: EXECUTION Demonstrate how the creative concept will be executed and optimised across channels to deliver objectives Evaluation details for years of proposed solutions on execution to be considered for evaluation are not limited to the below:	5.5.2 B	10	

- Propose a work plan with associated timelines that will accomplish the tasks mentioned under the scope of services as required - Outline plans to monitor the campaign's performance and implement corrective measures where necessary The bidder will be evaluated in line with Table 4 (Evaluation Matrix).			
EVALUATION CRITERIA 3: PROPOSED SOLUTION - MEASUREMENT AND REPORTING Demonstrate how the campaign will be evaluated. Evaluation details for years of proposed solutions on measurement and reporting to be considered for evaluation are not limited to the below: Provide a sample report inclusive of but not limited to: - Interval reporting to ensure optimisation and fit in with SAT's monthly and quarterly reporting cycles - Post-campaign results - Budget reporting - Demonstrate ability to use SAT-owned reporting tools such as Google Analytics and Google Marketing Platform. As South African Tourism, we are making use of Google Marketing Platform, and for that reason, the agency must be able to use our own digital tracking and measurement assets, such as Google Analytics 4 (GA4), Google Tag Manager (GTM), etc. The bidder will be evaluated in line with Table 4 (Evaluation Matrix).	5.5.2 C	10	
TOTAL		50	

If required, the presentations and/or demonstrations will be at a high level where key functions will be identified that the BEC might be interested in looking more closely at. During these presentations and/or demonstrations, the BEC will ask questions and make note of what they consider to be gaps in the proposals compared with how well the business requirements are satisfied.

- Bid proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must submit supporting documentation for all functional requirements as part of their bid documents as indicated in the Terms of Reference. The BEC responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the Request for Proposals (RFP) and the subsequent presentations and/or demonstrations, if applicable.

The score for functionality will be calculated in terms of the table below, where each member of the BEC will rate each individual criterion on the score sheet using the following value scale:

Table 4: 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, resource, 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

Phase 3: Price Evaluation = 80 points

Only bidder(s) who meets the minimum threshold of 70% on functionality phase 2b will be evaluated in the last phase of evaluation, pricing, Phase 3.

The bidder who scores the highest points or is cost-effective in the last phase of evaluation, pricing evaluation, will usually be considered the preferred bidder with which South African Tourism will enter into further negotiations.

Upon the successful negotiation and signing of a contract and services level agreement with the preferred bidder all other bidders will be considered as unsuccessful.

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