

**Part B: - SCOPE OF WORK (SAT TENDER NUMBER CHINA 234/23)**

Bid Description	
CHINA INTEGRATED MARKETING AND PR SERVICES AGENCY for South African Tourism Board	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Number 234/23
Closing Time:	12 pm (Beijing Time)
Closing Date:	30 November 2023
Compulsory Briefing Session:	Yes
Contact Person	Simon Wang
Contact Person	Simon Wang
Email Address	simon@southafricantourism.cn

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

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1. CLOSING DATE

The closing date for the submission of proposals is **30 November 2023 at 12h00pm (Beijing Time)**. 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. 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 08 November 2023

All responses will be published by 13 November 2023 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

Agency: China PR & marketing agency

The integrated PR & marketing agency will be responsible but not limited to the below:

A. Integrated Marketing Communications and Public Relations Services

- Examine our target market segments (leisure, trade, business events, MICE and corporate) and present a China specific detailed plan to re-engage these segments through the use of effective marketing, communications and public relations.
- Provide a fully integrated marketing communications planning, execution and monitoring (incl. optimization and reporting) of the annual marketing plan which includes i.e. traditional, digital, offline and social media PR expertise
- Develop content marketing plans and media messages based on sound marketing communication principles and market knowledge.
- Provide strategic consultancy, idea generation, conceptualization and execution of online and offline consumer conversion campaigns.
- Present measurable PR campaigns designed to address the issues outlined in this brief and how these would ultimately drive conversion across our key segments.
- Position South Africa as a preferred leisure and MICE destination in China through positive media relations, including introducing favourable coverage. This must include a focus on message agenda-setting as well as consumer, trade and online media.
- Identify and leverage PR opportunities in both China that will engage SA Tourism's key audiences.
- Identify and propose platforms and/or ideas to maximize campaign leverage and partnerships in market.
- Identify non-traditional partnership opportunities and assist in crafting a value proposition to the prospective partner to ensure collaboration.
- Develop plans to maximize positive editorial coverage of South Africa as a preferred leisure and MICE destination.
- Execute trade media campaigns in line with Global and China Trade Strategy (including assistance with marketing collaboration agreements).
- Identify thought leadership platforms and create content that will connect the South African Tourism brand to relevant audiences and build trust

B. Operational Public Relations Services

- Create an 'always on' 24/7 media office including consumer, travel trade and KOL/influencer engagement.
- Develop and maintain consumer and trade media databases of all media in China- with emphasis on tourism (a copy of this database should be made available to SA Tourism on a monthly basis).
- Identify and recommend media, trade, journalists, KOL/influencers and bloggers which should be targeted for familiarization trips/hosting's to South Africa and recommend the best activities to organize for engaging their audiences.

- Build relationships with key online content writers and online media outlets for coverage on South Africa and thus driving increased referral traffic to the China website and improve search engine visibility.
- Evaluate and source non-paid opportunities to increase our brand reach and visibility online.
- Identify niche markets and recommend content to engage these audiences.
- Prepare and issue media releases and fact sheets as per written briefs and follow-up with media to pursue publishing.
- Write speeches/talking points for South African Tourism officials at tourism events and media interactions and/or interviews
- Develop and write articles or editorial pieces for publications as required or briefed by SA Tourism.
- Develop and produce all long-form content as required and/or briefed by SA Tourism.
- Produce, develop and edit multi-media content to support online and offline campaigns when needed.
- Disseminate information and pictures to media as instructed by SA Tourism.
- Approach media and secure interviews for SA Tourism.
- Provide a monthly clipping service (could be digital) of traditional, online and social media to SA Tourism and recommend ways to address matters arising. Daily clippings to be shared with the office with headline translation.
- Crisis communication and reputation management.
- Social media, digital and online PR.
- Stakeholder management.
- Consumer and trade activations.
- Digital support.
- Creative content and buying support.

C. Trade PR

- Tourism trade mapping and trade landscape analysis and database management (update on a monthly basis) 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 the Chinese 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 Chinese trade (inclusive but not exclusive of third party events).
- Conceptualize digital campaign for the Chinese travel 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 but not exclusive of tourism segment)
- Develop content and campaign extensions for B2B partners.
- Assist with trade marketing activations including marketing collaboration agreement, SA Specialist trade training, trade FAM trips, and other campaigns.
- Prepare and deliver newsletters for trade on quarterly basis.
- Disseminate information and pictures to trade as requested by SA Tourism.

D. Crisis Communication and Reputation Management

- Develop a China pro-active and always on PR strategy with a relevant consumer centric content supported by a crisis communication framework informed by the Global Communications Strategy.
- Alert SA Tourism as to potential negative stories or issues which may need to be dealt with in the media and recommend crisis management activities.
- Identify and alert SA Tourism where lobbying or high level intervention may be required in market and recommend a China-centric position.
- Identify unlikely and unconventional partnerships for strengthening our brand appeal.

E. Social Media, Digital and Online PR

- Analyse 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 Chinese 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 China-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
- Ensure that all social media channels are growing via a combination of organic and paid strategy.
- Manage a budget for social media promotion on behalf of SA Tourism.
- SA Tourism in China strives to maintain a presence on all relevant, current and emerging social media platforms.

F. Stakeholder Management

- Manage the database of the key stakeholders in the China 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.

G. Consumer and trade activations

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 on the basis of 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
 - Roadshow events and activations as briefed
 - Global activations as required by SA Tourism in China

H. Digital Support

- Provide regular market insights on the China digital landscape including but not limited to latest industry trends, innovation and market updates such as the impact of 5G technology in the tourism marketing space.
- Recommend online campaign-specific features to support offline and online activities and provide a central interaction space for all stakeholders.
- Recommend mobile apps and third party technologies to leverage, such as augmented reality and immersive video
- Develop campaign specific digital, video and graphic creative assets to support online and offline activities.
- Strong concept development, creative capabilities and integration/leveraging of third party platforms.

I. 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.
- Localization and translation of all global assets.
- Support fiscal media buy with advertorial and editorial.

J. 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 activity.

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

- Strong knowledge and experiences of the Chinese tourism industry
- Strong based-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 China with offices covering Beijing, Shanghai, Guangzhou and/or Hong Kong to take care of different in-country regions in China

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 and trade campaigns creation and management.

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.

A. Brand background:

- When the original brand work was done, potential tourists by and large relied on information brochures and on what the tourism authorities provided for them.
- Now, with social media, consumers share information across borders, cultures and boundaries.
- Potential travellers form opinions in ways different from previous eras in the history of humankind.
- Content and the inter-connected consumer have become a key component of our brand world.
- Through the customer journey; our lead times for conversion to arrival are impacted by various barriers: safety and security, visa's, airlift, socio-political matters, fake news, distance etc. The

- highly connected modern traveller's decision-making cycle can now be interrupted through various.
- channels of communication which South African Tourism do not own nor manage.
- The epidemic has dealt a heavy blow to the tourism industry for the past three years, which is now in a slow recovery stage. The numbers show that both domestic and international tourism of South Africa are growing, with a total of 5.02 million international arrivals (data as of November 2022). However, South African Tourism is still in danger of falling short of its 2030 target - to increase our international arrivals by 21 million international visitors.
- China market is a large but competitive market with different segments in 1st tier, 2nd tier and other cities/areas. US, Europe, Australia and other long-haul destinations have been promoting their countries for years.
- As one of the top outbound market, China has hundreds of trade, national/local media and industry stakeholders that SA Tourism should build up or maintain relations for marketing promotion.

A. CHINA: OPPORTUNITY

- China is the world's No.1 outbound market before covid. An estimated 155 million outbound trips were made out of China in 2019.
- The core of the travel is driven by the growth of the Chinese middle class which estimated to exceed 600 million in the next 10 years.
- China has been South Africa's largest trading partner for 13 years in a row, and bilateral trade accounts for one-fifth of China-Africa total trade.
- January 01 2023 marks the 25th anniversary of the establishment of diplomatic relations between China and South Africa, and South Africa will chair the BRICS meeting in 2023.
- China has cancelled Nucleic acid testing and centralized quarantine for inbound travellers since 8th January. Inbound and outbound travel is resuming in orderly manner.

B. CHINA: MAJOR BARRIERS TO TRAVEL TO SOUTH AFRICA

- Safety perceptions (crime, health, pandemic effect, etc) is still dominant, even after pandemic.
- South Africa is a long-haul destination. Distance and lacking direct flight, high air ticket fee has been cited as an impediment to travel.
- Uncertain political climate.
- Long VISA application process, and the e-Visa system has come into effect but still takes several weeks for approval.

C. THE BUSINESS PROBLEM TO BE ADDRESSED.

- Although the Chinese travellers are aware of South Africa as a destination, the uptake to travel has been very low as South Africa is not seen as a destination of choice.
- The epidemic has stopped Chinese tourists from traveling abroad for three years.
- The recent favourable policy news in China has sent a signal that China's borders are about to open up in the near future.
- We need to re-formulate good marketing strategies to welcome Chinese tourists again.
- Due to the impact of the pandemic, the tourism industry has changed a lot, SA Tourism needs to rebuild its relationship with the trade, media and stakeholders.

7. The brief:

The presentation should address the following business issue:

TASK 1

Given that Chinese outbound tourism is about to open up, how can South Africa stand out among the other tourist destinations. Please prepare a tourism recovery plan/strategy on how South Africa could be considered as a top of mind as a tourist destination for Chinese tourists after the opening of Chinese border.

Clearly indicate the channels, messaging and platforms required to dominate the consumers travel preferences. Outline key messaging and timings.

TASK 2

Based on your understanding of South African Tourism's needs and the challenges or barriers it faces currently, please provide a long-term integrated solution demonstrating how you would service the account to address the business problems to meet the destination objectives and how expected results will be delivered and measured. Clearly illustrate how you would deliver the service and any creative campaigns you could offer, clearly indicating when it would be appropriate to commence this campaign and how South Africa leverage occasions in the Chinese Calendar.

Key messaging must be rolled out to all audiences and communication channels should also be clear.

The presentation should be clear on:

- Clear set of objectives
- Messaging principles
- Packaging of the messages
- Clear set of key performance indicators with expected results
- Creative strategy ad recommendations
- Channels to be used
- Resources required
- Recommended budget
- Timings

It is expected that your agency will employ traditional and digital tools to deploy content that you will be recommending. The tools should include but not be limited to the following:

- Social media
- Public Relations
- Activations
- Out of Home
- Advertising
- Print media
- Digital media
- Recommendation of an agency/client relationship performance management methodology.

8. PRICING SCHEDULE

Provide all management fee, detailed resource rate card and third-party cost if there is any.

- Presentations should include a detailed breakdown of proposed fee structure i.e., a monthly retainer fee, and/or the management fees per PR activation/event (include rate card and the proposed headcount/resources that will work on the account).
- With reference to the above tender, the contract period for the successful bidder will be for a period of three years. The cost shall be presented in the same format for three years (with applicable escalation where relevant).
- Also motivate why the relevant fee structure has been proposed and why you see it being more practical.

END