



SOUTH AFRICAN TOURISM

Tender no: 237/24

Media Agency – UK & Ireland

Notes for Bid Clarification

“Please include a signed copy of the Addendum with the Bid submission.”

Introduction

This Addendum with clarification notes informs potential Tenderers of changes, amendments, and/or clarifications made to the Bid documentation. The following queries and/or changes have been received from those who have collected documentation.

GENERAL

Item	Description

1.	Question With regard to the abovementioned RFP, please can you confirm whether the £350 000 budget includes third party costs such as media and productions or if it is fee-only. Response The mentioned cost of £300,000.00 and £50,000.00 is inclusive of media and agency fees.
2	Question In 7.1 ANNEXURE A: COMPANY INFORMATION (SBD 1) - Page 15 the RFP states: "What is the enterprise annual turnover (excl VAT/GST) during the lesser period for which the business has been operating or for the previous three financial years GBP amount" Please can I confirm the "lesser period" refers to the last 12 months? and if our last 12 months accounts are on Company House then we do not need to supply our last 3 years account? Response Bidders needs to submit last 12 months accounts along with the turnover amounts for last three financial years as submitted to Companies House.
3	Question In the RFP it states: "Bidders should propose a work plan with associated timelines to accomplish the tasks mentioned under the scope of services, outline strategies to monitor the campaign's performance and implement corrective measures where necessary." Please could you clarify whether the "Work Plan" relates to the execution of the £300K consumer and £50K trade proposal as outlined in the tender or whether it relates to a work plan for the full Year 1 relating to all potential activities. Response Work Plan asked is the proposal from bidder on how they have understood South African Tourism' brief and what the bidder propose to expand SA Tourism' reach among Trade and Consumers. Your Work Plan and Proposal should accompany with two examples of work which a bidder proposes with a budget of £300,000.00 and £50,000.00 (this budget includes media buy & agency fee).

4	Question Who are we contracting with, a UK or RSA entity? Response Contract with a UK Entity
5	Question Could Business to Business include sales calls, training, and product development? Response This will be briefed as and when required.
6	Question Is 350k over 3 years, or per annum? Response The examples of £300,000 and £50,000 are for evaluation purposes for this tender.
7	Question Functionality. Please explain the scoring system. There seems to be 100 'points' available, but then the rating is awarded between 0 and 3? Response The weight is 100 and the ratings are from 0 to 3.
8	Question Within "Bidders' expertise and experience in Media and Advertising, particularly in the Tourism industry" if we have more than 4 reference letters, do we automatically get 3 points, which go towards 20 available? Response This will depend on the references provided and whether they are related to SA Tourism's Scope Of Work and verifiable.

9	Question Within “Expertise and experience of the proposed team in response to SA Tourism requirements:” if each position has more than 5 year’s experience, do we receive 3 points, which go towards the 5 available? Response Please refer to the evaluation criteria. Bid evaluation will go through the bidder’s response and evaluate them according to the set criteria. The ratings are from 0 to 3.
10	Question There is not a specific budget allocated to MICE. Where do you see this coming from and what weight should MICE activity be within the overall contract? Response MICE activity will be on a project basis as needed and will primarily involve delegate boosting initially. Budget may be split across UK & Ireland hub and South Africa's National Conventions Bureau.
11	Question Overview of services including: - For defining the user journey with specific URLs - would this be directing through tour operator partners in the UK and Irish markets? Response This will depend on the project and the objectives. Consideration should be given to URLs for airlines, tour operators, news outlets and owned platforms.
12	Question You’ve indicated in your RFP an expected spend with your agency at around £350,000 – weighted £300,000 towards Consumer activity and the remaining £50,000 going on Trade (RFP page 7 of 8). Is that an annual budget (i.e. spend in the region of £350k per year)? Or is the anticipation that your £350,000 will cover the full 3-year Term of the agreement? Response The mentioned cost of £300,000.00 and £50,000.00 includes media and agency fees. These amounts are for bid evaluation purposes only. Our budgets are not pre-fixed; hence, I cannot provide you with an approximate amount.
13	Question When it comes to any required third party production (by which we mean generation of assets and delivery of final advertising, e.g. photography, videography or animation, or indeed artworking/HTML Build or similar – as required by the media plan, the creative brief and agreed-upon creative solution to that brief), our understanding is this would come from a separate budget pot (a “once-off cost associated with the budget”). Can you confirm that is the case, i.e. that we don’t need to make an allowance for such once-off costs within the £350k budget outlined in the question above? Response The mentioned cost of £300,000.00 and £50,000.00 includes media and agency fees. Each campaign cost consists of any one off or variable cost along with the agency fee associated to that project, there is no separate pot for such expenses.

for more than one tender then please note that no one submission will be accepted, it must be applied separately as mentioned on the website.

END