

Q&A for Social and Digital agency

- As you have mentioned that the successful agency will be appointed on a project basis, approximately how many projects or spikes of activity would you anticipate to take place throughout each year? **The agency will be briefed each year to recommend annual activity**
- Do you have an approximate budget allocation for annual activity, so that we can scope and cost up effectively? A rough guide will ensure we are providing recommendations that are in line with the scale and quality which are feasible. **We don't have this available**
- Are you able to advise the estimated frequency of required reputational and crisis support, so we can scope and cost up effectively? **This will be ad-hoc based on what happens in market.**
- Can you please advise how many press trips you would like the agency to support annually, so we can scope and cost up effectively? **Minimum two**
- What is the frequency of your consumer-facing eDM, and the complexity of developing and distributing it? **We don't currently have one**
- How frequently would you look to engage with trade throughout the year (either via small partner engagements and / or standalone SA Tourism events), or are you open to us providing a recommendation on this? **Please recommend**
- Does SA Tourism require agency support at the major trade shows, or is this managed by in-house personnel?
 - If support is required, please advise to what extent **Yes if media is in attendance**
- You mention that reporting and weekly / regular updates to SA Tourism would be required, although the agency would not be engaged on a retainer basis. Can you please confirm whether these tasks would only be required during project periods, and therefore what timeframe we should assume, scope for and cost up? **The 'project period' will be annual so this will be required regularly – ie each week**
- Regarding our agency's credentials, we have not been tasked with distribution or travel trade engagement by our clients in tourism in recent years. That said, members of our team have worked extensively with travel trade partners in previous roles. Is having recent past experience in this specific areas an essential component for your consideration, or are you still open to receiving our submission despite this? **Please submit. Trade is largely managed in house so it should not preclude you from bidding.**
- Regarding the pricing schedule you mention that the agency may be required to do work for "any other business units of SA Tourism" – can you please advise which business units this refers to? **This refers to other country offices if required but is unlikely applicable here.**

- What is the total annual budget (can be based on historical) for the scope of this tender, according to Part B 'Scope of Services', i.e. projects/needs basis only, not retainers **We are unable to provide this information**
 - Media, including management
 - Strategy, measurement, reporting
 - Content production
- Why is South African Tourism seeking a new partner at this time? **This is a new requirement**
- Which other agencies would the successful applicant be working with in the agency village, to drive strong outcomes? **Not confirmed**
- From a content standpoint, how much of it is:
 - Utilised as is from global
 - Localised for the AU market
 - Created from scratch
 - Is this generally at the discretion of the agency, or SAT? **This will depend on what's available and at SAT's discretion and with consultation with agency**
- In Part B 'Scope of Services', SEO is not mentioned (which it is on page 5), rather "technical ability". Can you please explain, in detail, the extent to which SEO is included in the scope? **This will be for the agency to recommend based on the objectives outlined in the document**
- How many agencies have been invited to this process? **we are not sure yet, as the closing date for this tender is on 19th July**
- How many agencies are you expecting to take to the final round? **we are not sure at this stage**
- What are the timings for Phase 1, 2 and 3 mentioned in Part C? **phase 1, we are aiming no later than mid Aug, then phase 2, then final one will presentation to our Board, hopefully before Xmas time we should able to contract someone**
- When and where will the presentation happen? **hoping Sep/Oct ish, it will be zoom one to accommodate Head office people**
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- Are you looking to appoint one agency, or a panel of agencies, to be engaged on a project basis over the 3 years? **We may have multiple agencies but only one Social Media and Digital agency**
- What is your yearly marketing budget for digital and social? **We are unable to share this and the yearly amount dedicated to digital and social will depend on our overall budget**
- Are you expecting responses to be added to the Microsoft Word templates? Can we also share a Google Slide presentation with our creds? **You may respond in any format you wish**
- Do you have a clear list of deliverables you can share to inform our costing, so you're able to easily compare quotes across respondents? (eg. expected number, type and scale of campaign **The Scope of Work is outlined in the RFP**
- Part A 6.1 Is experience with DMO/tourism players in the past 3 years mandatory? **It is not mandatory, please refer to the scoring protocol in this regard**

- Part A 6.3.3 Are you expecting a full strategic and creative pitch? Or just an indication of how we would approach the challenge? **You may choose to respond as you best see fit according to the scoring protocol**
- Part A 6.3.5 What would you like to see in the work plan? It's hard to create one without a strategy in place, or a list of deliverables **Outline your workplan with regard to your proposed strategy and related deliverables**
- Are the Google and Facebook certifications mandatory? **Please refer to the RFP where "The agency needs to provide proof that they are Google certified for both paid and programmatic buys, as well as have Facebook Blueprint training."**
 - What are your website requirements over the next 3 years? **We do not have this information at this stage. Our website is created by our head office but we may require bespoke builds.**
 - What is your digital and social paid media budget per year? Will this be managed by the new agency, or by your existing media agency? **We do not have this information available, however digital and social paid media budget will be managed by the new agency on a non-exclusive basis.**
 - Have you done any recent research into your audiences, or does that need to be part of the scope? **Our audiences are detailed in the RFP**
 - Are you planning any large-scale campaigns eg. ATL over the next 3 years? **We do not have plans established for the next three years**
- Is there a willingness/ability to redesign the AU landing pages?
- Is there currently a global/other agency executing SEO incorporating the AU pages?
- Is it possible to provide more information re: the scope of AU SEO? I.e. it being a global site with some AU pages - what are the limitations and requirements of the AU agency in executing SEO?

There is most certainly a willingness to redesign the AU landing pages, however with the current website we do not have the ability – the agency which created it via head office are no longer retained. We are waiting for head office to produce a new website for us globally with the facility for us to localise and optimise SEO in our markets (this will be the remit of the agency we are currently looking to appoint). However please note, if the global website is not forthcoming, there may be a requirement to produce bespoke website/s locally.