



Part B: - SCOPE OF WORK - SAT MEISEA 262/24 - APPOINTMENT OF DIGITAL AGENCY MEISEA

Bid Description	
PUBLIC RELATIONS AGENCY (DIGITAL AGENCY) for South African Tourism Board	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT MEISEA 262/24
Closing Time:	12:00hrs (IST)
Closing Date:	23 October 2024
Briefing Session:	Yes
Briefing venue and date	Virtual Non-Compulsory briefing session, Date: 30 Sep 2024, Time: 12:00hrs (IST)
Link	NON-COMPULSORY BRIEFING SESSION Date and time, 30 Sep 2024, 12:00hrs (IST) Time zone: India Standard Time Teams Meeting Link https://teams.microsoft.com/l/meetup-join/19%3ameeting_MzAwZDQ4OTMtOT-QyNi00OGUwLTk1NTYtM2ZhMTZmNzRm-NzVj%40thread.v2/0?context=%7b%22Tid%22%3a%2232e7f2c3-4382-47dc-b263-c350f3f9f1d8%22%2c%22Oid%22%3a%220264277e-e7f5-4e5a-b34e-a1d031e8a59d%22%7d
Contact Person	Ajay Shah
Bid Submission Address	https://e-procurement.southafrica.net
Contact Person	Ajay Shah
Email Address	ajay@southafrica.net

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

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1 CLOSING DATE

The closing date for submitting proposals is 23 October 2024, 12:00hrs (IST). No late submissions will be accepted.

2 TENDER SUBMISSION

Final submission of bids and documents must be in a pdf format. All interested bidders must register and submit their bid proposals no later than the specified date and time mentioned above, submit on the following link <https://e-procurement.southafrica.net>

3 CONTACT AND COMMUNICATION

- 3.1 A nominated bidder(s) official can make enquiries in writing to the specified person, Ajay Shah, via email at ajay@southafrica.net. Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.

- 3.2 Bidders are to communicate any technical enquiries through the nominated official in writing no later than **02 October 2024, 12:00 IST**.

All responses will be shared with all those that participated or attended the briefing session by **09 October 2024, 12:00 IST** unless advised otherwise.

3.3 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.

3.4 DURATION OF THE CONTRACT

South African Tourism intends to enter into a 3-year contract and service level agreement with the successful bidder(s). Unless the parties agree otherwise, the contract will also be subject to a periodic performance evaluation on agreed terms and conditions.

4. BUSINESS CASE AND DETAILED SCOPE OF WORK

4.1 Business case

Indian travellers are not convinced that South Africa's value proposition as a tourist destination is compelling enough to drive visitation. This coupled with functional barriers such as an unpredictable visa issuance regime, safety and security concerns, lack of direct flights and limited product diversity have also proven to be points of an impediment for travellers.

SA Tourism is looking for activations agency that will allow the traveller to immerse themselves in Destination South Africa. The activations need to trigger emotional touchpoints (travel drivers) that will build familiarity, build reputation and offer 'always on' conversion opportunities.

A. OPERATING ENVIRONMENT

South Africa's performance has grown over the past few years but still does not index as strongly as New Zealand, Australia, US, France or Thailand in terms of brand strength. Key barriers in the customer journey affect our ability to deliver arrivals. These barriers include concerns for personal safety; perceived to be expensive, uncertain about political climate; concern about health risks coupled with no direct airlift from India. Visa issuance has been problematic in the past, and the launch of e visa application scheme in India was a disaster due to lot of technical errors.

South African Tourism in India has always worked predominantly through the trade, but we have seen a consumer shift away from traditional channels. Insights indicate that consumers are looking for new experiences and new areas of South Africa to explore. Our new approach should explore how do we reach these new consumers from awareness to conversion in a seamless manner, whilst still servicing our traditional trade market.

B. TARGET AUDIENCE

The majority of travellers to South Africa fall into the 25 - 44-year-old category and most of them will be first time travellers. The configuration is very evenly split between MICE (28 %), holiday (34 %) and business travellers (18 %), with Visiting Friends and Relatives (8 %) contributing slightly less.

The majority of travellers are independent travellers (i.e., they purchase from more than two points example part digital part trade), followed by fully inclusive travellers. Trade still plays an integral part in the channel, but we are seeing a movement to a more fully independent travellers that book digitally/online and/or through alternative channels.

Lead times are short and booking patterns have changed. Majority book and travel within 30 days but this could substantially change in a post pandemic world.

Adventure activities are very popular, followed strongly by wildlife, natural attractions, and lifestyle. The beautiful scenery and friendly people are the biggest sources of satisfaction, with safety and security the biggest concern.

Recommendation/endorsements from travellers that have visited South Africa are very high. The majority of travellers to South Africa travel during the monsoon period (April to June with a May peak) and we have a smaller secondary peak over Diwali. South African Tourism India's focused target audiences are as follows:

I. MILLENNIALS

Millennial travellers are the first generation of digital-natives, and they have very different priorities as compared to other generations. This segment is using new channels and platforms not all yet explored by South African Tourism. There are over one billion millennials in APAC of which a third is in India. India's millennials are 30 % of the population, but they contribute 38 % of the nation's total gross income.

Indian millennials are tech-savvy and hyper-connected. They have grown up online and on social media and have an 'always on' mindset. They are fearless and open to travel. Pre-pandemic, they were positive about the future and 80 % of Indian millennials expected the economy to improve.

Indian millennials require high impact, packed itineraries and are open to explore the 'unknown'. They are keen users of social media and use their travels to boast online about having visited places never seen before, touched before, places that are off the beaten track and have not been explored before by their peers and/or tribe.

II. FAMILIES

Globally, Indian travellers are the most family-orientated and prefer destinations that offer fun activities for all (multi-generational travel). Indian families are more predisposed to travel internationally than ever before: In 2013 the frequency at which Indian families took leisure trips abroad was 21 months, but today that has shrunk to 13 months.

Travel requirements include the comfort of wanting to travel in groups and experience the local culture and tasting local produce. Families often travel with children and although their spending power may be less than younger couples or solo travellers, they maximise their vacation with as many activities as possible.

The segment craves privacy, space, new products coupled with safety and assurances along the way. They want the destination to walk them through their potential journey.

III. BUSINESS EVENTS (MICE AND CORPORATES)

Pre-pandemic, India was expected to witness an impressive rise in MICE travel. The country's outbound MICE travel was expected to grow by USD 9 billion by 2025. South Africa's beautiful scenery, wildlife, beaches, and wine have kept leisure tourism as the sector's key contributor, but the contribution from the MICE sector has increased in recent years. South African Tourism has recognised the untapped potential in this market and has elevated MICE as a key priority. South Africa is the leading MICE destination in Africa and is aiming to expand the product offering beyond the well-known cities like Johannesburg, Cape Town, and Durban to introduce offerings of the other regions within the country.

The MICE sector and leisure tourism are investments that drive great returns over a period of time. Companies in India are realising the benefits that accrue to their businesses from organising MICE trips and travelling throughout the year. In addition to Indian corporations expanding their global footprint, there has been a rise in business travellers extending their trips to include a leisure component.

In certain instances, families are incorporated in these trips and an extension on the length of stay. It is expected that this trend will grow even more in the future. Thus, awareness of newer destinations, flight connectivity, and cheaper airfares are the major demand drivers for outbound MICE from India. Travellers in

this segment are seeking something new, require a seamless ease of accessing South Africa, and want their employees, suppliers, and clients to explore more and experience things beyond the norm.

IV. TRADE

Trade is highly fragmented in India. There has been a massive increase in specialized trade like sports tourism, community travel and women travel amongst others. The upcoming ICC cricket world cup 2027 will be hosted in South Africa, providing an opportunity to cater to these segments. Traditional trade continues to be a target group as the expertise of tour operators/travel specialists continues to hold sway for the family segment and first-time travellers in India's Tier-II and Tier-III markets. We plan to focus on tier II and tier III cities as our next core market, recognizing a shift in consumer travel patterns. The travel trade in India today have introduced hybrid clicks & bricks model which has seen strong uptake given an omni-channel experience, providing customers with the option to book their travel online and continuing their journey offline at their closest tour operator. This ensures that the destination and its endless products are available both online and offline through a travel operator that the consumer trusts. Post pandemic package costs have increased by 25%, marketing budgets have shrunk, and airline costs have sky rocketed.

4.2 Detailed Scope of Work

4.2.1 CAMPAIGN STRATEGY

South African Tourism India is looking for a digital agency to deliver a campaign development and fulfilment-strategy with strong integration across all digital platforms (SA Tourism and partner owned). The strategy must demonstrate a complete understanding of the customer journey right from the purchasing cycle to the end journey by ensuring all digital touchpoints and experiences work towards creating a positive sentiment about the brand. The strategic approach should provide clarity on direction and intention on organic vs paid media, brand partnerships, influencers, online communities, etc.

The strategy must also provide clear direction on community, reputation, narrative and barrier management against the environment provided. Apart from creating a localized strategy + content for the India market, the winning agency will also be expected to localize the global strategy to make it relevant for local audiences and increase engagement across all steps of the consumer and purchasing cycle.

It is also important we understand consumer mindset and thought processes in order to respond to their needs proactively and with agility. There is a lack of understanding of who our potential customers are and what they're saying about us, their needs and pain points, and their potential buying behaviours.

Our expectation is that the agency will do an analysis of the entire traveller's journey and ecosystem, from awareness to consideration, from promotion to purchase, etc. The agency must also be able to adapt and tweak the strategy to the ever-changing travel landscape and customer mindset. The agency must seize opportunities, take action, transform, and move forward.

- a) Perception: how many people are talking about the brand
 - b) Consideration: how many people are hinting at making a purchase (what is their background, demographics, interests, etc.)
 - c) Purchase: Which audiences made a purchase; what led them to do so
 - d) Service: who is commenting on the service provided and how do they feel about it
 - e) Retention: what is the satisfaction level of customers
 - f) Loyalty: who is expressing they are committed to your brand by specific emotions like love and joy and other indicators
- South African Tourism is looking for 'digital that sells and build' and in evaluating the digital strategy, we will pay particular attention to the agency's ability to interpret the global brand strategy and the subsequent creation of localised promotional/sales driven/retail campaign. The strategy needs to ensure that SA Tourism has a thriving digital community as way of creating customer engagement, community growth and loyalty.
 - The strategy must clearly address the usage of influencers, micro-influencers, etc. SA Tourism will pay particular attention to the ROI that can be derived from limited budget, selection of proposed influencers vs projects, matching of proposed influencers to the South African Tourism brand and how the strategy will enable to South African Tourism to break through the clutter.
 - Channel/platform selection must be corroborated with audience categories with a clear indication of how data, analytics, etc. were used in the decision-making process. Once briefed, the agency can request South African Tourism for insights which will then help the agency determine the channel selection.
 - The strategy must include benchmarking and outcomes-based ROI. The strategy must show longevity after the specified campaign period.

- Develop an excellent content marketing strategy that covers end to end techniques and tactics by using the most relevant content to serve, attract, convert, retain and engage the target audience
- The strategy must include optimization of the website to get higher rankings in organic search results (i.e. ensure an SEO optimized website that is easily understood by search engine crawlers that will increase the chances of ranking higher in SERPS (search engine results pages).
- Optimize SEM to motivate potential travellers to book/convert.
- Conduct comprehensive research as part of the SEM keyword management strategy
- Campaign strategy, development and execution (Digital + Social) (leisure, B2B, MICE, corporate, event specific and deal driven)
- The agency must be proficient in multiple Indian languages like Hindi, Marathi and other regional languages to monitor content in those languages as well. SAT shall reimburse the service provider for monitoring charges other than English and Hindi.
- The strategy must validate the audience selection, how the brand will be built per target segment and why certain elements (e.g., new niche markets, featured experiences, influencer suggestions) were included.
- South African Tourism often works with partners (traditional and non-traditional) and part of the strategy needs to indicate the selection of partners and how the campaign strategy will create a win-win for both partners
- The strategy must address the volatile environment we operate in and contingency plans to mitigate that aspect
- Ensure we adhere to the POPI GDPR guidelines as per South African Tourism DATA Protection policies

4.2.2 CREATIVE EXECUTION AND CAMPAIGN MECHANICS

SA Tourism is specifically looking for an agency that brings in conversion, audience growth & retention into the execution of the campaign. Execution could entail an adaptation of global creative or locally developed created against market needs. South African Tourism is looking for an end-to-end solution and the digital agency appointed should also be able to strategize, plan and buy media, and purchase all elements when required (this includes collateral, media buy across all channels, imagery and videos from third party, etc.). Quick turnaround time for production of imagery + videography will be crucial. The imagery and videography needs to be captivating and engaging to

keep the consumer interested at all times. The agency should develop a social media platform road map that articulates why SAT is on social media, channel by channel, and what they would like to accomplish. A digital image cleanse of the website, social media handles along with a profile cleanse should also be included.

- The digital campaign must be executable through varied platforms and must reach a diverse set of audience on those platforms
- Considering the market conditions (high congestion) in India, the evaluation will be performed against how identifiable and 'ownable', the execution is for South Africa.
- It is important that all actions on the digital platforms whether campaigns or creative, must resonate with our target markets and display a strong call to action. Our digital platforms need to be highly engaging with enthralling imagery.
- Execution must be shown both as localisation from global brand as well as the development of new creative.
- All the executions must be suitable for the required purpose for both consumer and trade.
- Campaign mechanics and management must be clearly explained. It must include a project plan on how the various executions and underlying logistics will be co-ordinated and managed.
- If the agency does any media buy for South African Tourism, it needs to show proficiency in the standard tracking used by South African Tourism (Google stack, Facebook Analytics, X Analytics, etc.) and how that can be integrated into South African Tourism existing platforms
- Development of a digital toolkit for both trade and media which would also include development of e-presentations, development of eye-catching creative communication solutions, etc.
- Audience management and optimization is key (ex: building audience buckets, conversion journey tracking, re-targeting, others)
- Crisis monitoring and response management - 24/7 response availability and support system for any crisis communications management
- Sentiment reporting and 24/7 detection of conversation opportunities
- Showcase how analytics are employed to inform and predict conversational opportunities
- Online behaviour segmentation to create customer/buyer personas.

4.2.3 Social Media Management

- Create social media themes that match the overall marketing objectives
- Fine-tune existing MEISEA social media presence

- Conduct a thorough analysis on existing MEISEA social media channels and make recommendations on how to address negative sentiment around South Africa, promote positive sentiment and organically grow the social media channels with consumers.
- Re work current MEISEA social media platforms to grow audience
- The agency should share a robust content boosting plan as and when required in order to increase followers and engagements
- Hands-on community, reputation and narrative management. This includes all social media channels, blogs, vlogs and other online communities
- Approaching influencers, micro-influencers for potential collaborations and FAMs. SA Tourism will pay particular attention to the ROI that can be derived from limited budget, selection of proposed influencers vs projects, matching of proposed influencers to the South African Tourism brand
- Repurposing and publishing user generated content
- Blogging and microblogging
- Tracking to be implemented on our social media channels on all campaigns to give us audience segments and analytics

4.2.4 Develop and manage consumer, trade, MICE and corporate social media initiatives

- Provide case studies of best-in-class use of social media for trade engagement and make recommendations
- Support the SAT trade campaigns in developing concepts and managing execution of consumer, trade, MICE and corporate campaigns on our social media channels
- Communications to trade, MICE, corporate and media partners through regular tags on social platforms
- Communication through marketing portals

4.2.5 Digital support

- Conceptualize and run innovative, cost-effective, ROI-driven, social media/digital campaigns to support local offline and online marketing and Digital Services
- Initiative cost effective paid/nonpaid promotions/partnerships on social media channels
- Advise and recommend features for optimum performance of MEISEA office digital platforms
- Creative adaptations and crafting for digital channels (ex: ad copies, creative re-sizing, digital presentations, image and video editing, image corrections, HTML and others)
- Localization of global content and messaging
- Content and creative translations into regional languages
- Assist in paid advertising, SEO and lead generation along with strategic planning and insights
- Creation of digital banners (GDN + Programmatic), emailers, mobile, etc
- Digital film shooting
- ORM (online reputation management), managing response - answering user queries, acknowledging / replying to comments etc
- Digital marketing methods like profile and Interest based targeting, behavior and re-targeting, content and native
- Development of a digital toolkit for trade and media (e-maps, e-brochures, multimedia destination presentation, e-certificates, e-invites for various travel events and roadshows)

- Database engagement, management and collation (consumer/trade)
- Visitor experience: identify all digital touchpoints of the visitor experience journey and how to manage each touchpoint
- Audience management and optimization (ex: building audience buckets, conversion journey tracking, re-targeting, others)
- Affiliate marketing and viral marketing

4.2.6 Digital Buy

- Ability to buy media across all digital platforms
- Ability to work with the google marketing platform stack inclusive of the process of how to set-up and track digital media performance.
- Service Provider should be Google Certified. Respective members of the Service Provider shall share the Google Certificate.
- Setting up performance dashboards, using Data Studio as the visualization tool to show all the ROI
- Service Provider must share digital media buying tech fees - these need to be fully disclosed and transparent. *(Please note: if your tech fees to buy media through Google are higher than what SAT has through Google Marketing Platform then you would be required to buy through our stack)*

4.2.7 Website/ Microsite Management

- Optimization of the website to get higher rankings in organic search results (i.e. ensure an SEO optimized website that is easily understood by search engine crawlers that will increase the chances of ranking higher in SERPS (search engine results pages).
- Optimize SEM to motivate potential travellers to book/convert.
- Improve user engagement on website and social media handles
- Website/ microsite content creation, landing page design for campaign execution, managing and monitoring IP targeting for various campaigns
- Drive traffic to website and social media pages
- conduct comprehensive research as part of the SEM keyword management strategy
- Website/ microsite maintenance and development.

4.2.8 Content Curation

- Create and curate content for digital channels (mentioned in the SoW delivery schedule) using appropriate global assets for the local audiences.
- Create list of content sources for each tool that will be used; sourcing of images and development content will remain the social media Service Provider 's responsibility
- Maintenance and developing content for YouTube including title, description, and keywords.

4.2.9 New Platforms

- Stay updated on upcoming social media brands/ platforms and their popularity in the MEISEA market; advise South African Tourism on any additional brands/ platforms that need to be tapped.
- Assist in setting up and being present on these new platforms along with managing the same.

4.2.10 Competition Mapping

- Provide competitive benchmarks for a relevant set of other destinations
- Map social media presence of competitor destinations

4.2.11 Hygiene Activities

- Provide always on, day-to-day community management of all social media platforms with planning, scheduling, and management of all posts.
- Monitor and increase page engagements do social platforms
- Identify geographic markets for India that can be targeted via social media and cost-effective, ROI-driven concepts to engage these markets
- Develop concepts for cost-effective, ROI-driven social media competitions and implement these concepts on behalf of SAT
- Production of digital inventory to implement through the integrated social and digital channels as proposed in the annual plan
- Develop content for SAT website
- Seed positive questions on engagement forums like Quora and TripAdvisor.
- The agency should include the implementation of a robust listening tool.

4.2.12 MEASUREMENT AND REPORTING + PRESENTATIONS

We will evaluate the agency separately on their ability to monitor and capture market conditions along with capturing work done and its value. We request actionable advice on how to rebuild and thrive in the current marketing environment which would include implications, takeaways, data-led insights, etc. that would help us achieve our targets and grow.

- Reporting and measurement in line with South African Tourism framework (end to end digital reporting: creative production, media buy, engagement & performance, results, recommendations)
- Monthly reports: Detailed reports for all social media handles for South African Tourism. The report must showcase the level of engagement and reach for each post/campaign which includes shares, saves, likes, reach, impressions etc. The Service Provider should be able to advise on which of the factors contributed to the success of the campaign/post.
- Reporting on the social sentiment of South Africa and proposing ways of addressing negative sentiments and promoting positive sentiment
- Interval reporting (this will be decided on per campaign) must be supplied against objectives, inclusive of sentiment tracking, performance, awareness, etc.
- The agency shall provide the reports relating to Social Analytics measurement using the reporting tools to SAT.
- A live dashboard must be made available. 'Live' insights must be delivered and cross-referenced to how these updated insights will be used to optimize the campaign
- Post campaign report for every campaign executed with detailed analysis of the campaign along with suggestions to improve. The report must include comprehensive data decks and accompanying insights which will also showcase community, reputation, and narrative management across various digital verticals (social media channels, blogs, vlogs and other online communities)
- Fortnightly update meeting with core team on a case to case basis
- Strategy and planning meeting as and when required
- Half yearly planning and review on a case to case basis
- Quarterly performance review (work + agency) on a case to case basis
- Market relevant/event relevant presentations when needed. Multimedia presentations when required.
- Campaign measurement and tracking tools - brand performance monitoring, competitor creative performance tracking, competition mapping and reporting (on a case to case basis)
- Reporting and Measurement : Demonstrate knowledge and analysis of social listening and digital marketing tools/platforms. Provide Online Listening Monitoring and Reporting
- Provide industry insights/ digital trends / recommendations for social channels
- A comprehensive framework of tools (including the maintenance of visualization tools to South African Tourism) must be included in the contract
- The agency will have to work with the media buying agency (where appropriate) to evaluate the success/ failure of the campaign using industry approved tools
- The agency will generate proof of delivery report after every campaign in PPT format.

- Any report that involves third party will be charged at an additional fee which will be mutually agreed between the Parties in writing.
- South African Tourism expects images testing to be done for all campaigns - testing parameters and hypothesis to be jointly decided on by SA Tourism and the agency - and the report feedback must include optimisations.
- The report must showcase the level of engagement and reach for each post/campaign which includes shares, saves, likes etc. The agency should be able to advise on which of the factors contributed to the success of the campaign/post.

4.2.13 MISCELLANEOUS

- Creating image banks during FAMs, Projects etc.
- The agency must have hands on knowledge and understanding of the tourism industry; sales and buying cycles, retail and sales marketing, consumer insights and source opportunities for brand associations/partnerships to elevate our brand and to ensure synergies with trusted brands in the region.
- The agency must avail themselves to partake in certain SA Tourism business activities (e.g., business planning, brand reviews, hosting, etc.) - some of which may take place in South Africa.
- In house capabilities of photography and videography for developing creatives, content writing, copy writing- SAT agrees that the Service Provider will have to hire a third-party vendor for photography and videography at an additional cost. All third-party costs will have to be supplemented by 3 quotes
- To maintain and properly catalogue all the existing digital inventory
- To add new material produced by South African Tourism to this inventory from time to time
- The Service Provider is expected to travel for FAM's organised by SAT which will help create new content (images and videos) that will be used across all marketing mediums in the form of images and videos. The cost of international travel and accommodation shall be borne by SAT. Any cost relating to equipment hire shall be subject to approval from SAT, through competitive quotes.
- The agency will be required to liaise with in country creative, PR, media buy and activation agencies as well as South African Tourism Global agencies on a need basis.
- Training/Induction for local staff and stakeholders on social and digital media
- It is important for the agency to be agile, nimble and always on. They should be able to recommend strategies and creative that responds to the environment proactively.
- Preparing power point presentations for events and as per SAT requirements
- Ability to conduct/purchase in depth in country research (consumers, trade and economic)
- Hosting to support destination advocacy. Source relevant media/influencers/destination endorers/trade/corporates, define in market relevant ROI for media, and complete hosting's tool kit as per policy
- Will be required to travel within India, South Africa and internationally to represent South Africa on a need's basis at NO cost to SAT

This scope of work is for India but the South African Tourism India office can commission work for other MEISEA markets on a needs basis (*listed here: Singapore, Malaysia, Thailand, Philippines, Indonesia, Sri Lanka, Turkey, UAE (on need basis)*). The commissioned agency will need to render/bill these services through their India office only in INR. Please note:

- ✓ this is NOT a global tender
- ✓ No affiliates in other countries will be required as the India agency must operate and liaise from India

5 INTELLIGENCE AND INFORMATION USAGE

South African Tourism understands that we are operating in a constantly changing environment and that attitudes towards travel will not remain static. Our expectation would be that our agency will have the ability to monitor these constant consumer changes through our campaign work and contribute to our insights deck.

- a) SA Tourism would wish to see which data was used, how it was used, how it was authenticated (throughout the process) and what analysis was done.
- b) The agency will have to be able to deliver an insight report with learnings after every campaign element and a complete insights deck on campaign completion.

- c) The agency must indicate how 'live' insights will be delivered and cross-reference how these updated insights will be used to optimise the campaign, as well as how these insights will be used to craft and define future campaigns.

6 ADDITIONAL DOCUMENTATION

Proposals from bidders should clearly demonstrate their understanding of the brief and should further demonstrate their ability to successfully deliver on all the requirements as outlined under section 4. above.

SAT expects to receive several proposals, in order for our bid committee to effectively evaluate the proposals, prospective bidders are required to include information relevant to the following six topics.

- A. Introduction
 - Agency overview, size, company structure; and
 - Relationship with other subsidiaries of your parent company
- B. Agency capabilities
 - Describe any prior destination marketing experience.
 - Outline how other experiences outside of destination marketing would allow you to deliver innovative solutions to this sector; and
 - Describe any competitive advantages that differentiate you from your competitors
- C. Solution overview
 - Brief description of your understanding of SAT's needs and the challenges it faces in the India region. In doing so, please do not paraphrase or repeat the content of this RFP; and
 - Describe how you would deliver on each Scope of Services section and any additional value-added services that you could offer based on your understanding of SAT's challenges
- D. Experience, skills, and qualifications of the proposed team who will work on the project/account
 - Provide a CV of all the human resources that will be assigned to the project and their experience on similar projects.
 - Indicate how the quality and availability of staff will be assured over the term of the agreement; and
 - Outline the reporting structure and how each team member would liaise with the client lead and the agency account leads.
- E. Work plan and project management
 - Propose a work plan with associated timelines that will accomplish the tasks mentioned under scope of services; and
 - Outline plans to monitor the campaign's performance and implement corrective measures where necessary.
- F. Cost
 - Provide high level cost estimates, including all fees and resource rate cards for:
 - Solution to meet requirements stated above along with value-added services.
 - Cost should be presented in the same format for year 1, 2 and year 3)
 - SAT also requires representation of cost for the additional 2 years should SAT chooses to further extend the 3-year appointment

7 AGENCY CREDENTIALS/ PREVIOUS SUCCESSFUL PROJECTS

Proposals should also include credentials in the form of at least 3 case studies from the last 36 months showcasing your work for tourism / government body/ destination marketing organisation or hospitality client targeting either Trade or MICE / Corporate or Consumers. Include a detailed presentation and client reference letters to support these case studies.

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.

- 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.

SERVICING TEAM

Senior Management and Executive Management should be part of the servicing team. A minimum - 5 years of experience per individual as well as the company in the industry is crucial. The servicing team that would potentially service the account should be active participants during the pitch along with the business development/sales team. The servicing team should be strategic, creative and bring the brand to life.

8 PITCH PRESENTATION

All agencies will be expected to present a short pitch revert against the background, environment and scope of work stated above. The pitch presentation also needs to address the below:

Campaign Strategy:

South African Tourism had launched its first ever “More & More” campaign, showcasing that South Africa has so much more to offer. As a digital agency we want you to build upon this campaign by developing a comprehensive digital and social marketing strategy. Leverage using innovative strategies to elevate the campaign and amplify brand visibility. Ensure seamless campaign integration across various online platforms, including SEM and SEO.

Clearly indicate how this campaign will reposition South Africa’s offering

The campaign/ideas should ensure a top of mind recall for the destination. Clearly indicate the channels, messaging and platforms required to dominate the consumer travel preference. The campaign must be multi-platform, integrated and show how and end to end solutions will be delivered.

It is also crucial to show your understanding of the consumers’ concerns and how South African Tourism should address them.

Evaluation:

The campaign idea would be evaluated against the evaluation criteria supplied for the various aspects.

9. PRICING SCHEDULE

- Only Bidders who meet the minimum threshold of **70%** functionality in Phase 2 will advance to Phase 3.
- Bidder is required to share a commercial proposal for a 3-year **project based** model with South African Tourism Tender 262/24.
- With reference to the above tender, the contract period for the successful bidders will be for 3-years.
- We, therefore, are inviting the bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline. The pricing should be inclusive of any applicable escalation percentage and taxes etc.; if the pricing does not explicitly cite the applicable taxes or escalation, SA Tourism will take it as inclusive.
- Please note this tender is for an agency that will be used on a project/needs basis by South African Tourism mainly in India, but may be required to do work for any other business units of South African Tourism MEISEA markets

- The agency, while quoting their estimates, must take the above scope of work into consideration along with providing solutions to the business problems listed above. However, it is important to note that this is not a fixed retainer amount and the agency will be briefed per project during the year.

A detailed price schedule on a company letterhead should be included in the proposal where the following should be considered:

- Agency/ management fees basis projects i.e. responsibilities, levels of seniority, creatives, client service, strategy, production management, etc.
- In house resource rates
- Mark-up policy on external costs, i.e., third-party production, etc.
- Annual fee increase proposal over the 3-year term
- Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where gratuitous services and inter-agency agreements are applied, i.e., total transparency for all commercial deals relating to South African Tourism
- Indicate any once-off costs that may occur
- Bidders should submit the pricing schedule in the format as below, South African Tourism would select the option that will be cost benefit for the organization. Bidders' pricing will be disqualified if the proposed structures do not comply with the below structure.

Provide a detail rate card for the services to be charged for the following deliverables/ in-house capabilities (Please feel free to add any services along with the associated charges you deem appropriate) You can create sub sections for each line item if need be

	Deliverables	Rate card
1	Overall digital strategy	
2	Social Media Profile Management	
3	Social Media Content Development	
4	Reporting	
5	Social media	
6	Campaign strategy and idea per project	
7	Digital Films	
8	Campaign reporting	
9	Digital Banners (GDN + Programmatic)	
10	Digital operation support - HTML, image correction	
11	Emailers	
12	Website / microsite management & Landing page design development	
13	Website / microsite maintenance	
14	Microsite / website development	
15	Additional management of platforms	
16	Live Insights Dashboard	
17	Content creation for blogging / microblogging self publication on website/ any other digital channels	
18	Content and creative translations into regional languages	

It is however important to note that South African tourism will contract based on project fee model structure only.

End