



SOUTH AFRICAN TOURISM

PART C: TENDER EVALUATION PROCESS - SAT MEISEA 262/24 DIGITAL AGENCY MEISEA

Summary of the Evaluation Phases:

Table 1

Phase 1 Administrative and Mandatory bid requirements	Phase 2 Functional Technical Evaluation & Pitch Presentation	Phase 3 Price evaluation
Bidders' responses will be evaluated based on Table 2 below before considering the next phase if the bidder qualifies.	Bidder(s) are required to achieve a minimum threshold of 70% to advance to Phase 3 The Tender/Evaluation Matrix Cross Reference: Bidders should reference the criteria to the portfolio of evidence in the bid proposal. – it is of vital importance that systematic scoring can be carried out. NB: Bidders that qualify for this stage will be required to present the submitted proposal as part of the technical evaluation as part of the assessment and evaluation. Bidders are required to reference page numbers in Bid Proposals next to the criteria under Table 3	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. The bidder(s) proposal will be disqualified for non-submission of some or any of the documents.

Table 2

Document or information that must be submitted or disclosed	YES/NO	Non-submission may result in disqualification?
Confirmation of valid Tax Status		Written confirmation and proof of the bidder's tax compliance status, if applicable. Proof of your individual / company registration with the relevant authority's sanctions that allows you to perform this type of work across PAN India. They must declare if the company / individual has ever been insolvent / bankrupt and legally prosecuted or imprisoned
Annexure A-Invitation (SBD 1)		Complete and sign the supplied SBD 1
Annexure E-Declaration of Interest - SBD 4)		Complete and sign the supplied SBD 4
Proof of Joint-venture, consortium, or sub-contracting agreement if applicable.		The written undertaking of the Joint venture, consortium commitment between the main bidder and partner(s)/subcontractor(s).

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 system, technical and functional support to South African Tourism under this tender.

Bidders are required to achieve a minimum threshold of 70% to proceed to phase 3: (Price). Bidders who do not achieve the minimum threshold will not be further considered.

NB: Bidders that qualify for this stage will be required to present the submitted proposal as part of the technical evaluation as part of the assessment and evaluation.

Table 3 Technical evaluation (Digital Agency)

100%	Percentage points allocated for FUNCTIONALITY		
70%	Lowest acceptable % for FUNCTIONALITY - Tenderers with less than this score will be eliminated		
Deliverables / Performance Indicators Please refer to the detailed evaluation pointers under the scope of work shared above.		Value allocated	Reference page in submission
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.		35	
Campaign mechanics and execution: Provide 3 case studies of a successful digital campaign development and execution for a tourism/ government body/ destination marketing organisation or hospitality client across leisure, B2B and MICE/Business Events, inclusive of Reporting on the campaign Measurement, Monitoring and Tracking (this should be from the past 36 months) The case studies should also include promotions that were created and developed. Include a detailed presentation and client reference letters to support these case studies. Scoring will be based on the following: 3 relevant case studies supported with their clients contactable references on a letterhead = 3 2 relevant case studies supported with their clients contactable references on a letterhead = 2 1 Case study supported with their clients contactable references on a letterhead = 1		30	
Measurement and reporting: Showcase the measurement and reporting tools that you use as a standard practice and will be made available to South African Tourism This should cover all important marketing tools and reports (like industry insights, data collection methods, listening tools, brand performance monitoring, competitor performance tracking and reporting etc) 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 (what worked and didn't). 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 refine future campaigns. The agency should know social algorithms, audience segmentation and analytics in its full capacity. Support this with an example of an end to end campaign reporting to demonstrate how its been measured and reported.		25	

Agency credentials and servicing team: Please provide us with details (CV) regarding the expertise and experience of the proposed team, including a minimum of 5 years of experience in the field for each of the proposed resources and any applicable noteworthy credentials. Five (5) years = 1 point Six (6) to ten (10) years = 2 points More than 10 years = 3 points	5	
Certification: Provide and share proposed teams Social Media Certifications, digital accreditation and other certifications applicable (GMP and Google certification should be mandatory.)	5	
Total Weight	100	

South African Tourism will reserve its rights to request bidders for presentations/demonstrations where these will provide an opportunity for the bid evaluation committee to look more closely at the proposals and identify gaps between how the bidder indicated that their proposed solution met the business requirements and what the team is able to discern regarding how closely it actually meets the needs of the business.

If required, they will be at a high level where criteria will be identified that the bid evaluation team might be interested in looking more closely at. The bid evaluation committee will have the opportunity to ask questions and make notes 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 supportive documentation for all functional requirements as part of their bid documents as indicated in the Terms of Reference. The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFP and the subsequent system demonstration.
- The score for functionality will be calculated in terms of the table below, where each Bid Evaluation Committee (BEC) member will rate each individual criterion on the score sheet using the following value scale:

Table 4

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, resources, 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
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Phase 3: Price evaluation

The bidder who advances to Phase Three (3) will be evaluated based on Price comparison, and SA Tourism will appoint the bidder who scores the highest point.

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