

SA TOURISM EVENT ACTIVATION AGENCY TENDER No. 261/24

QUESTION & ANSWERS

Queries / Questions received on or before 12 noon 2nd October 2024

On the following responses, SAT refers to South African Tourism.

GENERAL TENDER POINTS:

1] Part C of Events and Activation tender: Page 2 mentions Annex E Declaration of interest SBD 4) whereas in **Part A** Forms on page 14 ANNEXURE C: DECLARATION OF INTEREST FOR TENDERS (SBD 4) – Q the Annexure nos. are different. Which is the correct annexure?

SAT Reply: - Please refer to part A of the document and complete all Annexure (A,B,C,D and E)

2] Part A - ANNEXURE B: DETAILED BREAKDOWN OF TOTAL COST AND STANDARD SERVICES (SBD 3.3) Q – Should the price schedule be part of the proposal, or does this have to be sent separately as phase 3? Should there be a Technical Proposal and Financial Proposal sent separately?

SAT Reply: - Please share cost proposal separately by giving it a proper title that help viewer to identify that its cost proposal which will be looked at only at last stage – phase 3.

SCOPE OF WORK POINTS:

1] Part B of Events and activation tender. On page 9 in AGENCY CREDENTIALS/ PREVIOUS SUCCESSFUL PROJECTS: mentions that at least 3 case studies from the last 36 months and in the same para it mentions they should not be older than two years and should be included. – Q: What is the correct timeline required by SAT?

SAT Reply: - Submission should be of 3 case studies from last 36 months

2] Part B of Events and activation tender, the detailed scope of work: Events and Activation tender: Page 5-point 7 detailed scope of work till 12 or as per part C page 3 – Q -what should be the sequence of the proposal?

SAT Reply: - Please ensure you carefully consider the detailed scope of work (Part B of the tender document), as it is essential for submitting an accurate rate card. For the evaluation process, all required documents must be submitted to qualify for Phase 1 and advance to Phase 2, which involves technical evaluation. This evaluation, in the form of pitch presentation, must address all the criteria listed in Table 3 – Part C of the tender document. Lastly, the financial proposal must be submitted as a separate document.

3] Concerning issues like security and safety in SA, Visa, and direct flight, how is the Govt of SA addressing these issues?

SAT Reply: - Government of South Africa is a separate entity and therefore we are unable to address questions related to their operations. We can provide information on the initiatives we have undertaken to address these issues thoughtfully.

4] What are the highlights we have to focus on for this campaign?

SAT Reply: - Our evaluation process for tenders focuses on the alignment with our objectives and the proposed strategies. We encourage you to share your own insights and examples in your proposal as outlined in the RFP document, as we value innovative ideas and diverse viewpoints.

5] Regions and tourist locations that are not mentioned on the internet...Hidden gems of tourism?

SAT Reply: - The agency will have to research on this. SAT will not be able to share any data

6] Around what timeline would the activation or events need to be executed? Is there a specific time in the year for this to be done so it can boost tourism.

SAT Reply: - Our big events happen in Quarter 4 (Jan – Mar). Having said that, it varies and is dependent on the business plan and marketing budgets on a yearly basis

7] Are there any brand assets that can be shared with us? SA Tourism open file logo, all brand guidelines, etc.

SAT Reply: - SAT brand assets can be shared only post appointment of the agency.

8] If you had to summarize your aspiration for this briefing into one statement what would that be?

SAT Reply: - We encourage you to share your own insights and examples in your proposal, as we value innovative ideas and diverse viewpoints.

9] The RFP is for an “events & activation” agency, but are you looking for an over-arching omnichannel campaign strategy that includes traditional and other channels, designed to cut across consumer and trade? This will be for the agency to recommend based on the objectives outlined in the document

a. Should we be thinking of this as a campaign strategy that is designed with an overarching “soul” that can be calibrated for both consumer and trade, and also refined to appeal to different sub-sets of our target audiences (millennials, families, MICE, etc.), to include awareness generation, digital engagement and also event activations? Thats one way to look at it. We have outlined the brief on the tender document and expect submissions accordingly.

b. Or is there an existing campaign strategy and framework that our event campaign concept needs to augment, amplify and activate to draw people closer to the SAT story / experience?

SAT Reply: - SAT cannot share any details. Agencies should conduct their own research and draw on their own experience for submissions

10] The RFP outlines other SAT agencies with whom we would need to collaborate. Can you provide some detail on these agencies and how we would fit into your 360 “agency-sphere”?

SAT Reply: - SAT will have a creative, digital, PR, media buy and events agency each catering to as per SATs requirements. In an event that needs all of these agencies to come together to brainstorm and strategize, its essential that all the agencies remain open and willing to participate.

11] Can you share any of the current brand strategy / messaging frameworks / audience segmented messaging with us?

SAT Reply: - SAT cannot share any further details apart from the one listed on the tender documents (part A,B and C).

We encourage to conduct your own research for submissions

12] Can you provide examples of some of your current events, listed on Page 6 of the RFP?

- a. SAT Road Show, Trade Show, corporate events, Consumer shows activations
- b. Media round table/ briefing sessions activations
- c. booths/ stands

SAT Reply: - We encourage to conduct your own research for submissions

13] Beyond those examples, can you describe or share examples of how you are currently using events, activations and/or experiential marketing to appeal directly to consumers (not trade)?

SAT Reply: - SAT cannot share any further details. We encourage you to use your discretion and expertise when determining which subjects to include in your response.

14] What is the reception of the Indian Tourists from last year's events and activations? Did it help achieve the objective? Yes.

- a. Is there any survey data and/or feedback from past events that you can share with us?

SAT Reply: - We encourage to conduct your own research for submissions

15] Given your descriptions and examples of your current events and activations, what are some of the key elements or approaches that you would say are missing? What haven't you tried yet, or what have you tried that needs to be challenged, or refreshed?

SAT Reply: - Please base your response on your expertise of what strategy/ approach would work best for the destination as per our defined scope of work.

16] Can you dive a little deeper into how you currently target and engage:

- a. Millennials
- b. Families
- c. MICE

SAT Reply: - We have summarised all the above in a nutshell in the tender document. D is trade which is missing in the option above

17] When considering the above three audience sectors, which do you think provides the biggest untapped opportunity in terms of potential for awareness, engagement, and conversion?

- a. Millennials / independent travellers feels like very ripe territory to us, and could be the "tip of the spear" for our approach.

SAT Reply: - Please base your response on your expertise of what would work best for the destination as per our defined scope of work.

18] We see an opportunity to use digital technology to create a seamless hand-off between awareness generation, digital/social engagement, event experience, and post-event engagement ... a "daisy chain" of complimentary digital experiences that traverse digital engagement and event deep-dive engagement.

- a. Does this sound aligned with your vision for this campaign?
- b. Have you attempted anything similar before?

SAT Reply: - Agencies should conduct their own research and draw on their own experience for submissions.

19] Have you considered creating digital / virtual experiences that enable audiences to virtually "step inside" South Africa and get a taste of what they could experience if they chose to visit in person? Yes through our past events

- a. What if they could interact with people in South Africa using Apple Vision Pro or the coming-soon Meta Orion AR glasses?

SAT Reply: - Agencies should conduct their own research and draw on their own experience for submissions.

20] To focus on consumer events / activations ... do you see these as self-contained pop-ups in key markets . . . or is there a strategy to “bolt-on” to larger cultural gatherings and events (festivals etc.)? Or are you open to our approaches?

SAT Reply: - We are open to bold and innovative ideas, and we encourage creativity in your proposals.

21] How will you define / measure success?

a. Can you share any goals or desired metrics in terms of how many people we would want to engage at any given consumer event / activation?

b. Is the key metric conversion, or are we also driving broader awareness, social following/liking/sharing, and other forms of lead generation for SAT?

c. What else will you measure in terms of campaign effectiveness?

SAT Reply: - Agencies are encouraged to conduct their own research and draw on their own experience for submissions.

22] Do you have any specific target cities/markets for events and activations? Is there any study that you have conducted in the past which can give us some insights on geographies to target?

SAT Reply: - We recommend to research it at your end

23] Based on your understanding of the audience, should the theme be a direct call to action or an inspirational word or phrase or a broader catch all phrase?

SAT Reply: - We are open to ideas and encourage the agencies to share proposals based on your expertise that will be in alignment to the tender requirements.

24] Will you be providing us stock or SAT-created photo/video assets or are we expected to shoot them as part of the scope?

SAT Reply: - SAT has its own brand assets. However, if necessary , the agency should be open to on-ground production to create tailored content pieces for the target audiences, including videos, images etc by adhering to SAT policies.

25] What is that one thing that you would like to do again this year and one thing you'd like to do differently?

SAT Reply: - SAT cannot share any details.

26] What do you want Indian Tourists to associate SAT with? How do you want them to feel?

SAT Reply: - For the past four years SAT has strived to change the narrative and position itself as an adventure destination apart from wildlife safari we are known for. Having said that, we are open for innovative ideas and strategies.

27] What is the no 1 thing you need the audience to know, understand or feel after the event?

SAT Reply: - South Africa has something to offer for everyone, catering to the needs and interests of all age groups.

28] Are there any global/regional challenges? If so, what?

SAT Reply: - Please refer to part B of the tender document to get clarity

29] Are you open to have a brand ambassador? If yes, do you have a WIP list?

SAT Reply: - Currently, South African Tourism (SAT) does not have any official ambassadors.

30] What are your thoughts about this year's theme – what it should communicate, how it should feel?

SAT Reply: - Our evaluation process for tenders focuses on the alignment with our objectives and the proposed strategies rather than personal opinions. We encourage you to share your own insights and examples in your proposal as outlined in the RFP document, as we value innovative ideas and diverse viewpoints.