

SA TOURISM DIGITAL AGENCY TENDER No. 262/24

QUESTION & ANSWERS

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

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

SCOPE OF WORK POINTS:

1] Overview:

Can SAT provide more details on the size and scope of previous marketing campaigns conducted in the India region?

What are the biggest challenges of the India market that SAT has come against? Perception issues have been mentioned in the brief, but what about tactical challenges?

SAT Reply: - SAT will not be able to share this data as it is confidential.

2] Current Marketing Efforts:

What current marketing strategies and channels is SAT using, and how have they performed to date?

How does SAT currently measure the success and ROI of its marketing initiatives?

SAT Reply: - Since the strategy and measurement is led by our current agency, no further details can be provided here. Please research it at your end.

3] Engagement and Reporting:

Can SAT elaborate on the preferred frequency and format for progress reports and performance reviews?

Are there any specific Key Performance Indicators (KPIs) or metrics that SAT would like the agency to focus on?

SAT Reply: -Please refer to part B – scope of work document for this.

4] Budget and Resources:

Is there a defined media budget for this project? If so, can SAT provide guidelines on how it should be allocated?

What internal resources or support will SAT provide during the implementation of the campaign?

SAT Reply: - This tender is not a project. We will be evaluating the agencies based on the functionality criteria listed in part C – Table 3 of the document

5] Decision-Making Process:

Can SAT provide more details on the decision-making criteria and process for approving campaigns and ideas?

Who are the key stakeholders involved in the approval process of the campaign activities?

- As we are pitching for both the digital and creative mandates can we submit one integrated deck that shows creative thinking across both? We can have one core creative thought with executions that are media/medium specific - The agency should decide how

they would like to do the pitch presentation, ensuring that their approach aligns with the detailed scope of work mentioned in the tender document. Please keep in mind that the functionality evaluation criteria is different for different agencies

- Should we work on developing and amplifying the existing thought for both briefs, i.e. the 'More&More' campaign? SAT has clearly aligned the functionality evaluation table 3 – part C of the document. Please read it carefully. This will be for the agency to recommend based on the objectives outlined in the document

We ask this question because in the Creative brief section 4.2.1 part (a) clearly calls out: "we will pay particular attention to the agency's ability to interpret the global brand strategy and the subsequent creation of localized promotional/sales driven/retail campaigns."

It is also mentioned in the digital brief in section 4.2.2 "Execution must be shown both as localisation from global brand as well as the development of new creative."

- Is there a global strategy that can be shared with us? This has been called out in both briefs. SAT will not share any further details.
- Are there any brand assets that can be shared with us? Logos, typography kits, brand books, image banks etc? It would definitely allow us to show our design capabilities and how we can adapt or creatively interpret global design guidelines. Also because the digital brief in section 4.2.2 says "Execution must be shown both as localisation from global brand as well as the development of new creative." SAT brand assets can be shared only post appointment of the agency as its confidential.
- The digital brief in section 4.2.2 states "All the executions must be suitable for the required purpose for both consumer and trade." However, the trade section in 4.1 briefly covers some important points without actually calling out what trade needs to be addressed in our executions.

The brief also states "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 travelers in India's Tier-II and Tier-III markets."

Could these (traditional trade TG) please be detailed out for us?

How important is trade within the context of this pitch? How much should execution focus on it?

This is important considering we are being asked to target first time travelers in tier 2 and 3 markets.

- Could you please explain the following: "A digital image cleanse of the website, social media handles along with a profile cleanse should also be included." Are we reskinning and presenting a fresh look for the website and social media handles? Is this an expectation for the presentation? No. We have only listed the probable work an agency will be required to do on a need basis
- Can we get URL for both the primary website and any associated microsites and social media handles? SAT cannot provide any further details

- From an SEO perspective, the India / ME / SEA content on the website is part of a greater global website. How much execution control (ability to create content, publish content, request technical changes to the website) would be available. [The global website, including the India specific page is controlled and managed by our head office. However, we have developed localized website specifically for the Indian audience through our current agency. We recommend providing a separate cost under the rate card for this.](#)
- Which key categories on the website would you like us to prioritize, apart from the country specific content. [This will be for the agency to recommend based on the objectives outlined in the document](#)
- Could you share a list of 4-5 online competitors, including their website URLs? This is from the market perspective. [Please research this at your end.](#)
- Please share historical website traffic data, if available. [SAT will not be able to share this data as it is confidential.](#)

N.B:

Kindly note an amendment to Part B, 4.1 which should read as per the below.

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