

SA TOURISM CREATIVE AGENCY TENDER No. 263/24

QUESTION & ANSWERS

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

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

GENERAL TENDER POINTS:

1] Part C of creative agency 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 creative agency 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 creative agency tender, the detailed scope of work: creative agency tender starting page 5 onwards, (4.2), (5), (6) should this be the pattern of the proposal, or we should follow as per Part C on page 3 where the value allocated – 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] 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 cannot provide any details

4] Current Marketing Efforts:

What current marketing strategies and channels is SAT using, and how have they performed to date? SAT cannot provide any details

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

SAT Reply: - SAT cannot provide any details

5] Engagement and Reporting:

Can SAT elaborate on the preferred frequency and format for progress reports and performance reviews? Please read part B of the tender document wherein a detailed scope of work is outlined.

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.

6] 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 Table 3, Part C of the tender document

7] Decision-Making Process:

Can SAT provide more details on the decision-making criteria and process for approving campaigns and ideas? This is relevant only after the appointment of a winning bidder, hence cannot provide any details.

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 under 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 cannot provide any 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.
- 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 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. Everything that you feel is important for running and maintaining a website. Share a separate cost under rate card for this.
- Could you share a list of 4-5 online competitors, including their website URLs? This is from the market perspective – Please research it at your end.
- Please share historical website traffic data, if available. SAT will not be able to share this data as it is confidential.

Queries / Questions received after 12noon 2nd October 2024

GENERAL TENDER POINTS:

1] Will you need the breakdown of the price and the applicable tax / GST?

SAT Reply: - We are requesting in price inclusive of applicable taxes as per Indian Income tax & other taxes and laws. Generally, in India cost or commercials are shared in a Breakdown format.

2] As per our understanding the services will be rendered in India and hence Indian laws will be applicable. Please confirm

SAT Reply: - yes

3] What relevant supporting documents are required for submission?

SAT Reply: - the question does not clearly specify with what regard supporting documents are required to submitted.

4] No GST or VAT on criteria of export – Since the service will be carried in India, ideally it will attract service tax or any other relevant tax

SAT Reply: - yes supplier can charge applicable taxes.

However, note that We do not have a GST Certificate / Registration or Tax Residency Certificate, or any other certificate and the reason is South African Tourism Board is a statutory body established and function under the auspicious of Tourism Act 3 Of 2014 (section 9) since 16 June 2014. The South African Tourism Boards predecessors in title include the South African Tourism Board (section 2 of the Tourism Act 72 of 1993); the South African Tourism Board (South African Tourism Board Act 100 of 1983); the South African Tourism Corporation (South African Tourism Corporation Act 54 of 1947); and the Tourism Development Corporation of Southern Africa (section 2 Tourism Development Corporation Act 15 of 1938 (30 September 1938)).

The South African Tourism Board conducts promotional activities in India through its office based in Mumbai under supervision of its Head Office situated at 90, Protea Road, Chislehyrtston, Sandton, Republic of South Africa. India liaison or branch office started in India with the sole purpose of promotion of tourism to South Africa with permission of Government of India Ministry of External Affairs dated 15th June 2004.

We do promotional activities across India, like; Road Shows in metro cities providing platform to South African and Indian trade to meet for B2B, Learn South Africa training program for Indian Travel agents, TV Campaign, Billboard Campaign, etc. to promote outbound tourism to South Africa. We would also like to mention that we receive funds from head office annually as per plan to do promotional activities and we do not generate any income from such activities for our office.

5] Please confirm Governing laws of which country will be applicable – India or South Africa?

SAT Reply: - India

6] Tax compliance status requirement is it applicable for Indian companies as well? And do we need to register on CSD?

SAT Reply: - Yes, tax complaint & net worth certificate from Chartered Accountant is required for Indian companies. CSD is only applicable to South African suppliers.

7] Annexure A – Company Information – Who are we referring to as Commissioner of Oath?

SAT Reply: - A Commissioner for Oaths is a person who is authorised to witness the signing of important legal documents, including affidavits and statutory declarations

SCOPE OF WORK POINTS:

1] The second para talks about activation agency scope instead of creative agency. Please clarify

SAT Reply: - It's a typo error. It is for creative agency

2] Does the Campaign strategy include Media approach and strategy?

SAT Reply: - Its not a mandate , but if the agency feels to incorporate in the pitch presentation they can.

3] Will the Media planning and buying happen through the selected agency?

SAT Reply: - We have a separate media buy agency who does media buy on behalf of SAT.

4] Please elaborate the image testing point

SAT Reply: - As an agency you will be expected to test which creative will work for the market and suggest a way forward

5] Please define the tools

SAT Reply: - As an agency you will have to list the tools used by your agency to measure the campaign

6] Need clarity on travel cost. Ideally all travel related to the client work is billed separately

SAT Reply: - SAT has a travel policy in place for their agencies which can be discussed further at the time of appointment.

N.B:

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

SA Tourism is looking for a **creative** agency that will allow the traveller to immerse themselves in Destination South Africa, by increasing brand awareness positivity and trigger emotional touchpoints (travel drivers) that will build familiarity, leading to convention.