



SOUTH AFRICAN TOURISM

Tender NO SAT 277/24

BUSINESS TO BUSINESS

Notes for Bid Clarification

“Please include a signed copy of the Addendum with the Bid submission”

Introduction

This Addendum with clarification notes serves to inform potential Tenderers of changes, amendments, and/or clarifications made to the Bid documentation. The following queries and/or changes have been received from those that have collected documentation.

QUESTION	ANSWER
➤ We have the timeline for submission of Part A - this being 21 November 2024 at 12h00. What is the estimated timing for PARTS B and C? This question relates to the submission of our final Tender Revert - please advise the timing -i.e. will this be in this year or in early 2025?	➤ Bidders must submit all relevant information of Part A, B, and C. before or on 21 November 2024. Pitch Presentation will only happen to bidders that qualify and will be asked to do the presentation maybe December or January 2025.
➤ Is this a face-to-face presentation?	➤ Yes, we will send invitations to the bidders that have met the threshold and qualify for phase 2B for a pitch presentation
➤ Please confirm if the PART A submission can be typed or must be hand-written?	➤ We allow both formats
➤ In PART A - Annexure 7C - Detailed breakdown of total cost. Are you able to please provide the annual B2B marketing budget please? Also, the budget estimated allocation of percentages across channels eg strategy, creative, campaign management, digital, traditional media, production budget allocation etc. If not able to be provided, how would you like the response to this section to be formulated? Do we review the Scope of Work in Part B (5) and provide a high-level estimate by percentage or please guide us?	➤ We do not have an annual budget. we have the total budget for the contract over the three years. It is estimated at R65 million, The bidder is free to submit their own breakdown of how they will spend the budget in 3 years
➤ Under ANNEXURE 7C - Time Frames. Please give guidance on this. Could you assist with	➤ We have two SAT owned events/shows, namely Meetings Africa and Africa's Tourism

a list of SAT's key annual business events, associations engaged with etc so that we can map a bit of a calendar/project plan in terms of timelines? Or, without a clear understanding of the marketing components/elements across various marketing disciplines ie ATL, Digital, BTL, do you want an indication of timelines we would typically allocate for various types of campaigns, across strategy development, creative and production ie average turnaround times?	Indaba. We also participate in 6 strategic global platforms that we participate in ➤ The bidder must recommend marketing timelines. They should show that they understand how long marketing cycles should be.
➤ Do you have well populated and maintained databases relating to each of your target markets ie eventing contacts, publications, associations etc? Or would we need to build or update these? On data storage: How and where is data stored, is all data POPIA compliant? Does SAT have data acquisition, retention, scrubbing and general usage policies in place?	➤ Yes we do.
➤ How is access to systems and data managed - does the agency request data extracts for specific campaigns or do you have a distribution infrastructure within SAT that distributes emails, WhatsApp campaigns etc?	➤ The successful bidder will have access to all the data that we have. The bidder must recommend distribution tools.
➤ On campaigns/events - for example Indaba, do you have an existing database that can be used for direct marketing? If yes, and this has used in the past for direct campaigning, please share the average response rates, conversions, ROI etc by way of an example.	➤ Yes we do databases.
➤ Do you have past media schedules that you could share with us, so that we can allocate budgets based on some sort of insights?	➤ No, we can't do this.
➤ Please could you share what the current digital eco-system looks like - in the categories Earned, Owned and Paid. This is important for us both for Bid Pricing and for Timeframe allocation. What are the long-term goals or strategies for the digital environment that would be important for us to know about in responding to the tender?	➤ Bidder must come up with ideas and solutions.
➤ Under 5. Scope of work, the following is required in the Tender (page 3)... ➤ "Creative that expands on the strategically developed communication and campaigns to ensure engaging and helpful content as well as allowing for a maintained channel management that responds to all potential business events travellers and optimises the content and information available to ensure a streamlined cross channel digital platform design with customised, channels specific creative." ➤ Q: Will we have sight of these before we respond to PART B in order that we accurately answer the brief? If not, how would you suggest that we respond to this point please?	➤ The winning bidder will also be responsible for establishing both the overall strategy and the tools that they believe should guide the SANCB going forward. ➤ Bidder must come up with solutions

➤ “Leverage tools to maintain IP measurements and overall execution, analytics and localisation. This is an essential requirement to ensure the localisation of strategy and content.” Q: Please advise what these tools are and share relevant analytics i.e. for the localisation of strategy. If this is not possible, please provide guidance as to how we should respond to this Tender requirement.	
➤ this is not possible, please guide as to how we should respond to this Tender requirement.	➤ It is the responsibility of the bidder to submit the proposal through e-procurement
➤ The correct Tender Number is 277/24 (We have updated the latest Part B)	
➤ . Under 4 pricing schedule (page 5/6). The Tender doc indicates that SAT will enter into a retainer fee-based model only. Often an agency would bill a marketing deliverable, such as the over-arching strategy, on a once-off cost basis. Given SATs retainer approach, does the agency amortise such cost across a defined period eg 12 months, so that it is reflected in the monthly retainer fee?	➤ The strategy will be reflected as a once-off cost, not amortized across the year. The rest of the year will and should reflect different activities that fall under the scope.

END