



Part B: - SCOPE OF WORK - SAT Tender 277/24 - BUSINESS TO BUSINESS(B2B) AGENCY TENDER

Bid Description	
BUSINESS TO BUSINESS(B2B) for South African Tourism Head Office	
Bidder Name:	
CSD MAA number	
Tender Number:	BUSINESS TO BUSINESS 270/24
Issue date	22 October 2024
Closing date and time:	21 November 2024 at 12:00 pm (SA time)
Bid Submission	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Bidders are required to complete all the fields before submitting on the above link before uploading a PDF version of the entire proposal; the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile), then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads. No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
Compulsory Brief	<u>N/A</u>
Contact Person	Raymond Mabuela

Email Address	tenders@southafrica.net
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ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF THE CONTRACT

1. CLOSING DATE

The closing date for the submission of proposals is **21 November 2024 at 12h00.** No late submissions will be accepted.

2. PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

2.1. South African Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by South African Tourism. The portal is the official portal for South African Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes. The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal. The Portal's URL (<https://e-procurement.southafrica.net>) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders should with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose.

The supplier user manual can be viewed and downloaded on South African Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>. All bidders should therefore take note that the physical drop-offs and courier of bid responses to South African Tourism's physical address is no longer permitted.

Prospective tenderers must periodically review both <http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://e-procurement.southafrica.net> for updated information or amendments with regard to this tender, prior to due dates.

2.2. Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects, may invalidate the tender.

2.3. Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.

2.4. Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

3. CONTACT AND COMMUNICATION

- A nominated official of the bidder(s) can make inquiries, in writing, to the specified person, Raymond Mabuela, via email at Tenders@southafrica.net. Bidder(s) must reduce all telephonic inquiries to writing and send to the above email address.
- Bidders are to communicate any technical inquiries through the nominated official in writing by 01 November at 12h00.

All responses will be published by 05 November 2024 on the following link:

<https://www.southafrica.net/gl/en/corporate/page/tenders>

4. Business Case

South African Tourism, through its subsidiary South African National Convention Bureau aims to position South Africa as the preferred business events destination.

Achieving this requires that we communicate directly with targeted business events travellers and associations to create top-of-mind awareness-building relations across the sub-sectors value chain.

The multiple audience segments are complex across the value chain and interconnected, depending on the identified audience definitions.

5. Scope of Work

To effectively build destination awareness and positivity, we require a digitally focused, integrated B2B marketing agency that will be on a retainer/variable to sustain day-to-day servicing of the brand needs by delivering on the below:

- Global B2B strategy and creative development, planning, and campaign management.
- Creative development that includes bespoke and fit-for-purpose content, inclusive of all traditional and digital platforms and channel support.
- 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.
- 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.
- Profile key owned platforms, such as Africa's Travel Indaba and Meetings Africa, to entrench market dominance and message the quality and diversity of products available to global buyers.

A. BUSINESS-TO-BUSINESS CONTENT AND CREATIVE REQUIREMENTS

The appointed B2B agency will be responsible will be responsible for all content for National Convention Bureau (NCB) and Tourism Grading Council of South Africa (TGCSA). The agency will be tasked with the responsibility of shaping strategy and content for Africa's Travel Indaba and Meetings Africa and other proprietary strategic events that are owned by South African Tourism.

B. Content strategy and execution

Provision and creation of content that is qualified as follows:

- Excellent research and writing skills are essential for all content: Long-form, short-form, social, audio-visual, interactive, data visualisation, design and layout.
- Content production capabilities suitable for all platforms
- Concept development through highly experienced and skilled analytical and insights capabilities
- A content management platform and archiving system must be accessible to South African Tourism regional offices, stakeholders, media outlets, and partners.
- Appropriate digital archiving of content that is adequately catalogued, easy to find, and easily retrievable from the archive
- Quality assured, quick turnaround content with multi-media, distribution, transmission, and syndication capability for all SA Tourism platforms, core markets, embassies, stakeholders, media outlets, partners, and 3rd parties
- Editing and deployment capability: complete edit suites for audiovisual; design, animation, and motion graphics; and complete photographic editing and DTP skills
- All content must be customisable/translatable per region
- Management of all associated rights and licensing
- Performance, usage, tracking, insights and measurement of all content to indicate which content types perform well, how content should be optimised and which channels and mediums are performing.

C. BUSINESS TO BUSINESS CREATIVE STRATEGY AND EXECUTION

The appointed agency will be responsible for, but not limited to:

- Creative and campaign development across all channels including but not limited to global media buy in collaboration with the specialised appointed agencies
- Localisation of the global creative campaign, reflective of country translated assets covering all platforms.
- Global campaign planning project management and regional operational agency capabilities, integrating work streams within the SA Tourism asset management system to store creative, usage rights management, commentary for ease of auditing and tracking of all assets used globally

- The development of Creative Conceptualisation against brand corporate identity and relevant communications strategies with asset roll-out for both owned and participation trade platforms.

D. BUSINESS TO BUSINESS BRAND STRATEGY AND EXECUTION

The appointed B2B agency will also be responsible for development of brand strategy and execution. This will encompass various elements designed to build and strengthen a brand's identity, reputation, and market position for South African National Convention Bureau (SANCb) and The Grading Council of South Africa (TGSA). These elements typically include but are not limited to:

- **Brand Identity:** Defining the visual and verbal elements that represent the brand, such as logo, colour palette, typography, imagery, and tone of voice.
- **Brand Positioning:** Identifying the brand's unique value proposition and determining how it will be positioned relative to competitors in the minds of consumers.
- **Target Audience:** Understanding the demographics, psychographics, and behaviours of the target audience to tailor messaging and offerings effectively.
- **Brand Messaging:** Developing key messages communicating the brand's values, benefits, and personality to its target audience.
- **Brand Guidelines:** Establishing guidelines for how the brand should be presented across various channels and touchpoints to maintain consistency and integrity.
- **Brand Experience:** Ensuring that every interaction with the brand, whether through products, services, advertising, or customer service, reflects its values and reinforces its identity.
- **Brand Storytelling:** Crafting narratives that engage and resonate with consumers, connecting them emotionally to the brand and its mission.
- **Brand Monitoring:** Continuously assessing brand performance, perception, and sentiment through market research, social listening, and other feedback mechanisms.
- **Brand Evolution:** Adapting the brand strategy over time in response to changing market conditions, consumer preferences, and business goals.
- **Brand Review:** Reviewing the efficacy of the brand and campaigns.

6. Price Schedule:

Share a commercial proposal for a 3-year Retainer Contract 277/24.

A detailed price schedule should be included in the proposal where the following should be considered:

- Agency fees basis retainer, i.e., responsibilities, levels of seniority, creatives, client service, strategy, production management, etc.

- Mark-up policy on external costs, i.e., third-party production, etc.
- Annual fee increase proposal over the 3-year term
 - Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where gratuitous services and inter-agency agreements are applied, i.e., total transparency for all commercial deals relating to South African Tourism
 - A full disclosure of joint ventures and/or consortiums
 - Indicate any once-off costs that may occur

It is however important to note that South African Tourism will enter into a contract based on retainer fee model structure only.

NB: Bidders are encouraged to use South African Tourism cost Template for price submission and they can also submit a detailed price on their own template that will cover any other cost. Failure to submit the exact template with resource will result in disqualification.

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