



PART B: SCOPE OF WORK - SAT Tender 268/24 - BRAND EXPERIENTIAL AGENCY FOR DOMESTIC HUB

BID DESCRIPTION	
BRAND EXPERIENTIAL AGENCY FOR DOMESTIC	
Bidder Name:	
Tender Number:	SAT 268/24
Issue date:	15 November 2024
Closing Date and Time:	12 December 2024 at 12:00 pm (No late and email submission will be accepted)
Bid Submission link	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
Contact Person	Raymond Mabuela - tenders@southafrica.net .

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, 2022, 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 **12 December 2024 at 12H00 PM, Johannesburg, South Africa time.** No late submissions will be accepted.

2. TENDER SUBMISSION LINK

2.1 South African Tourism has developed and implemented an online e-procurement Portal, enabling 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 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 are 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 about this tender before due dates.

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.

- 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

- 3.1 A nominated official of the bidder(s) can make inquiries in writing to the specified person, Boitumelo Dibetle via email at tenders@southafrica.net. Bidder(s) must reduce all telephonic inquiries to writing and send to the above email address.
- 3.2 Bidders are to communicate any technical inquiries through the nominated official in writing, no later than **25 November 2024 at 12:00 pm**

All responses will be published by **28 November 2024** on the following links:

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

5. BACKGROUND AND SCOPE OF WORK

5.1 BACKGROUND ON SOUTH AFRICAN TOURISM DOMESTIC DIVISION

South African Tourism Board, hereinafter referred to as South African Tourism, was established in terms of section (2) of the Tourism Act, (Act No. 72 of 1993 as amended), to stimulate sustainable international and domestic demand for South African tourism experiences as well as to institute measures aimed at the maintenance and enhancement of the standards of facilities and services hired out or made available to tourists.

The Domestic Tourism Unit consists of three (3) different areas:

- I. Marketing and Communications – which is in charge of all media, creative, PR

and digital marketing.

- II. Activations and Partnerships – which is in charge of all brand experiential work and collaborations with non-tourism partners.
- III. Trade Relations – which is in charge managing relationships with tourism partners / businesses.

An invitation is extended to the experiential communication agencies, that understand the spirit of the SA Tourism brand to submit proposals to be considered for appointment by the South African Tourism Board's Domestic region, on a non-exclusive basis, to assist in marketing the South Africa tourism offering, within the marketing discipline of brand experiential, for a contracted period of 3 years.

5.2 PROBLEM STATEMENT/BUSINESS CHALLENGE

The marketing of South Africa as a preferred tourism destination requires the assistance of communication agencies to bring expertise to enable South African Tourism Domestic region to market and promote the destination in a manner that resonates with the targeted consumers and the distribution channel in South Africa.

As a destination marketing agency, we do not have these agencies' expertise. With the combination of our business strategy, business objectives, and the communication agencies' specialized expertise, the Domestic business unit will be able to achieve the APP/DOP/AOP targets.

The current contract of the experiential communication agency expires in March 2025.

5.3 SCOPE OF SERVICES

Experiential Marketing means strategies that engage consumers and the distribution channel using branded experiences. Sometimes referred to as “live marketing” the idea is to create a memorable immersive impact on targeted segments. It involves marketing through experiences that engage the customers and create an emotional attachment to the brand through physical and interactive experiences used to reinforce the brand and make customers feel as if they are part of the brand.

Appointing a brand experiential agency will offer South African Tourism the ability to market South Africa in a fully integrated manner because brand experience and activations are critical in executing 360° campaigns that provide economic scale and competitive advantages in the brand experiential space to inspire travel in South Africa.

The appointed agency will be required to develop an annual localised brand communication strategy, brand experiential content planning, and implementation for the SA Tourism campaigns in South Africa, aimed at promoting local travel to South Africans. Whatever the brand experiential agency suggests should focus on activation mediums and platforms that ensure inspired messaging that appeals to consumers, has extensive consumer reach, has elements of PR, and ensures efficient budget usage. Furthermore, the agency will be expected to find and negotiate appropriate collaboration opportunities for SA Tourism utilizing innovative mechanisms to enhance campaigns and brand.

Agency experience and its senior management in all the elements of brand experiential and activation strategy, content planning, and implementation specifically within the hospitality and lifestyle services industry and/or related sectors is vital.

Furthermore, the agency needs to demonstrate experience in utilising South African language and nuances to attract the local market.

Consequently, the appointed agencies will be responsible for, but not limited to the following services:

- Develop an annual localised brand communication brand experiential marketing strategy;
- Conceptualise a big idea as per the proposed strategy;
- Develop creative, experiential content planning, and relevant production;
- Execute and project management brand activations;
- Brand experiential and activations should consider online and offline platforms;
- Find relevant opportunities with South African personalities, platforms, travel, and non-travel companies that South African Tourism can collaborate with in delivering the brand experience;
- Develop measures and reporting of all activations.
- Ensuring that brand experiential elements are integrated and drive measurable ROI;
- The ability to work/synergise with multiple contracted agencies to execute collaborative projects.

6. Additional brand, consumer insights, and brand journey information

BUSINESS OBJECTIVES

1. Increase arrivals and spend for sustainable growth.
2. Acquire new followers on owned social media platforms.
3. Increase social media engagements.
4. Create demand through travel acquisition by working with the Distribution Channels to sell South Africa as a destination.
5. Grow brand equity for South Africa as a leisure and business events destination.
6. Activate Brand Advocates.

WHAT CHALLENGE ARE WE SOLVING FOR?

The Business Challenge:

Strategic Overview:

- Accelerate domestic demand and associated revenue.
- Develop and grow domestic tourism for future sustainability.
- Keep the Sho't Left brand top of the consumer and distribution channel mind.
- Democratise domestic tourism – travel is about inclusive growth not only for those that are in the tourism sector, but any South African that has business/experiences to share/ knowledge that would contribute positively to the consumer travel experiences.

Barriers to Travel:

- Personal financial circumstances may contribute to reduced discretionary spend.
- Safety and security, including personal and property safety.
- Racial profiling and discrimination by tourism properties and service providers is on the increase.

- Domestic travel is still considered unaffordable.
- Lack of easily accessible information on a variety of desired experiences.
- SA product and service providers do not consider domestic as a viable market – this result in limited experiences and deal we can promote.

Opportunities:

- Consumers are engaging digitally more than ever so they are an excellent captive audience with social media platforms as excellent information distribution channels.
- Collaborate with established brands for influence to drive Sho't Left brand awareness, information dissemination and travel bookings.

WHO ARE WE ENGAGING WITH?

The domestic travel market has been reclassified into three primary segments, based on the degree of holiday-taking culture across the population:

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Build Segment:

- Adults earning more than R 5,000 per month (threshold income for holiday travel). This group has the appropriate socio-economic background but might not be travelling.
- They have a limited budget for travel that they set aside for their VFR trips.

Convert Segment: (this is our anchor consumer for all our marketing initiatives)

- Adults already travelling for any purposes. This group is travelling for several purposes but might not necessarily be travelling for holiday.
- They consider South Africa as an expensive destination during the peak season.
- They are concerned about their home and personal security.

Defend Segment:

- Adults already travelling for holiday purposes. This group is mature in terms of holiday travel.
- They assert that they can travel overseas at the cost of travelling domestically.
- They are looking for new and exciting places to visit in South Africa.

Their Needs:

- South Africans primarily go on holidays to relax.
- Their destination choices are influenced by friends' recommendations and travel websites.

- They go on holidays to explore the country, gain new and different experiences, and enjoy themselves and relax.
- Holidays are aimed at reconnecting with family and self-reflection; South Africans seek information about the destination and affordable options.
- They are looking for information on travel that is clear and easy.
- Affordability is key in deciding on a destination, and they would like the option of paying for travel on instalments.

WHAT ARE THEY LOOKING FOR?

In terms of needs, South Africans primarily go on holidays to relax; their destination choices are influenced by friends' recommendations and travel websites.

- South Africans believe that holidays give them an opportunity to take a break from the routine and relax. For 'defend' travellers, holidays also help to reconnect with the families.
- They believe that travelling domestically for holiday allows them to experience new and different things in the country. They also assert that travelling domestically is important to stay in touch with their friends and relatives.
- They prefer outdoor, nature-based destinations with the beach being a firm favourite, but the mountains and bush are also appealing.
- While some South Africans consider VFR a holiday, most of them believe that VFR trips restrict their freedom and enjoyment, and burden them with work.
- They get inspired to go on holidays based on recommendations by their friends. Though most prefer to plan their holidays, a select few go on the spur of the moment trips, often referred to as road trips.
- Most travellers favour the affordable option after researching on travel review websites. They prefer to manage bookings themselves using online travel booking websites.

CONSUMER INSIGHTS

- South Africans are inspired by 'Word of Mouth' to travel for holidays
- They most often leverage travel websites and social media platforms for information and travel booking.
- Furthermore, Relaxation is the most common holiday need across the three consumer

segments.

OVERALL-PRODUCT BENEFIT

Hyper-personalized travel menus that speak to individualized travel needs.

Product Truth: South Africa has affordable, accessible and diverse experiences that are available for ALL South Africans to enjoy.

We're selling them:

THEIR country, which has diverse lifestyle experiences that cater for ALL in their own way. A hyper-personalized travel experience!

It will make them feel:

Connected, rejuvenated, the opportunity to create enriching memories.

Strategic Platform: All access pass to your South Africa.

Campaign Idea: It's Your Country, Enjoy It. Because Nothings More Fun than a Sho't Left!

WHAT SINGLE-MINDED THOUGHT WILL INSPIRE OUR WORK?

SMP: My South Africa is my ultimate country of exploration.

HOW CAN WE SUPPORT THIS?

Brand Features:

A warm, welcoming people and diverse cultures. Rich extensive and varied bush, beach and experiences suitable for all South Africans.

Functional Benefits:

A variety of affordable, desired experiences in a clear and accessible manner, that are underlined by personal safety message.

Emotional Rewards:

Relaxation and Fun

Hospitable, warm, welcoming and diverse people

WHAT ARE SOME THOUGHT STARTERS FOR WHAT WE COULD CREATE?

Big Things to be done 2024/2025:

- Inspire our segments to "get out of the house" and take more day and holiday trips NOW by showcasing a variety of affordable, desired experiences in a clear and accessible manner, that are underlined by personal safety message.
- Create opportunities for the distribution channel to access the domestic market to enable them to drive, promote and sell SA travel effectively as preferred by consumers.

BRAND GUARDRAILS?**Brand Tone of voice:**

- **Fun:** moments of pleasure and enjoyment
- **Inviting:** offering the promise of an attractive or enjoyable experience
- **Vibrant:** full of energy and enthusiasm
- **Real:** exceptionally genuine
- **Inspiring:** an impassioned motivation
- **Accessible:** For all South Africans
- **Ownership:** The country is yours

Social Media Handle: these will give the bidders information and check what has been done to date

- Facebook: @shotleft
- Instagram: @shotleft
- YouTube: @shotleft
- TikTok: @shotleft
- Twitter: @shotleft

7. Price Schedule

Share a commercial proposal for a 3-year project-based contract with South African Tourism Tender 267/24. South African Tourism will earmark realistic budgetary resources where the preparation of a well-thought-through cost estimate is essential.

A detailed financial proposal needs to be provided in writing, with a cost breakdown (inclusive of VAT and all taxes) based on your proposed solution. It is advisable to provide detailed information in the financial proposal, i.e. once-off costs, Management fee, Resources rate card, and any other opportunities to enhance Brand Experiential

Table below indicates the annual budget estimates :

#	Tender Description	Budget approximation for 12 months
1	Brand Experiential for Domestic Hub	R10 000 000,00

A detailed pricing schedule should be included in the bid proposal, detailing all aspects to deliver the requirements to South African Tourism as required under this tender (full cost of ownership to South African Tourism).

- **The price schedule should include a full contract value for 3 year**
- Using the table below, please summarize the total contract fees, this should include but not be limited to, mark-ups on net procurement value, commissions, CPI, VAT, etc. which link to your detailed financial proposal

SUMMARY OF TOTAL PROJECT COST FOR 3 YEARS:

Total Bid Price	ZAR(Inclusive of VAT)	Projected annual escalation Percentage
Year 1		
Year 2		
Year 3		

END