



SOUTH AFRICAN TOURISM

SAT Tender 271/24

Notes for Bid Clarification

271/24 - Global digital and social media management services

Date issued: 15 November 2024

Closing date: 13 December 2024 @12h00

Introduction

This Addendum with clarification notes serves to inform potential bidders of changes, amendments and/or clarifications made to the bid documentation. The following questions and/or changes have been received from those that are in a position of the bid documentation.

Item	Questions and Responses
1	<u>Question</u> Pre Bid meeting: Is there a specific pre bid meeting for this for all interested applicants? We did not see it mentioned in the tender documents. <u>Response</u> There is no briefing session.
2	<u>Question</u> Content Ownership and Usage Rights: What are the detailed terms regarding the use and ownership of the digital content created during the contract period? For instance, will South African Tourism have perpetual rights to all content? <u>Response</u> Yes, all content commissioned, created and produced by the appointed agency on behalf of South African Tourism is owned by South African Tourism. South African Tourism will retain the rights for all content unless stated otherwise.

3	<u>Question</u> Reporting Framework: While quarterly, monthly, and weekly reports are mentioned, are there specific reporting formats, software tools, or dashboards preferred by South African Tourism for presenting campaign performance? <u>Response</u> The appointed agency can propose their preferred reporting format(s) that will be agreed to, with South African Tourism.
5	<u>Question</u> Technology Integration Requirements: Are there any specific CRM, CMS, or other software platforms currently in use by South African Tourism that the selected bidder will be required to integrate with for data sharing, analytics, or campaign management? <u>Response</u> Yes, South African Tourism does have the following MarTech platforms to name a few, CRM by Microsoft Dynamics 365, CMS, Google Analytics. The request to integrate is for collaboration of systems to produce insights and analytics across digital work and campaigns. It is not that the bidder would be required to integrate systems. These tools would be to collaborate with what the bidder is proposing to provide SA Tourism for data sharing, analytics, or campaign management.
6.	<u>Question</u> Budget Allocation Across Deliverables: Can you provide clarity on how the R18 million annual budget is expected to be distributed across key activities such as paid media, content production, and team management fees? <u>Response</u> Budget will be distributed as per the briefed scope and campaign requirements at the time. Once costs have been discussed and agreed, a purchase order will be the agency's licence to execute on the task as briefed.
7.	<u>Question</u> <i>All documents, samples, and materials submitted as part of a tender become the property of South African Tourism, and yet in any event South African Tourism will not be liable for loss or damage to any documents, samples, and materials submitted.</i> Does this refer to all creative concepts presented and strategies as this would be the agencies IP and therefore compensation would be required if are not appointed as the agency? <u>Response</u> It refers to Proposal submitted by the bidders, No payment because South African Tourism will only use the preferred bidder submission
8.	<u>Question</u> Part A - Awarding of the Contract no 3.5.7

	<i>The tenderer must supply the requested information within 24 hours after the request has been made, otherwise, the tenderer may be disqualified.</i> If we are unable to deliver the information within the 24 are we able to request an extension? <u>Response</u> SAT will accept any case study, testimonials and reference letters, will be evaluated based on the evaluation criteria and tender terms & Conditions. My suggested response would be: Extension will only be granted once the tenderer has notified South African Tourism and provided a good case of why the extension must be granted.
9.	<u>Question</u> Part C - Phase 2A Desktop Technical Evaluation Criteria Criteria 1: Agency credentials and Experience <i>Submit a minimum of three (3) testimonials on the client's letterhead.</i> If SAT is currently one of the agencies Clients will a SAT testimonial be accepted and in line with the Terms and Conditions of this Tender? <u>Response</u> SAT will accept any case study, testimonials and reference letters, will be evaluated based on the evaluation criteria and tender terms & Conditions.
10.	<u>Question</u> Part C -Criteria 3: Creativity and Innovation <i>Submit two case studies that showcase the bidder's experience in the digital and social media management environment.</i> If SAT is currently one of the agencies Clients will a SAT case study be accepted and in line with the Terms and Conditions of this Tender? <u>Response</u> SAT will accept any case study, testimonials and reference letters, will be evaluated based on the evaluation criteria and tender terms & Conditions.

11.	<u>Question</u> Part C - Phase 2B- Pitch Presentation Evaluation Criteria We would like to confirm that this section the live presentation will only be presented and not needed to be submitted as part of the first submission. <u>Response</u> It is up to the bidder if they want to include presentation documents as part of their submission. Please note that bidders who qualify for phase 2B will be called for a pitch presentation.
12.	<u>Question</u> When Uploading documents in A B or C will the system allow us to upload additional documents? How will the proposal submitted be viewed, online or printed? Within the PDF are we allowed to insert clickable links for Videos? <u>Response</u> Yes. Any additional information can be uploaded on A, B or C . The bid proposals can be viewed or printed.
13.	<u>Please note that SBD6.1 is now included as part of the RPF document, bidders can find this annexure on all our platforms and needs to be completed by all bidders.</u>

The End.

