



**Part B: - SCOPE OF WORK (SAT TENDER NUMBER BRAZIL 283/24 - 360 INTEGRATED MARKETING AND COMMUNICATION AGENCY FOR BRAZIL)**

| Bid Description                                              |                                                                                                                                                                                                                                                                                                                                                                                     |
|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Brazil Integrated Marketing, and Communication Agency</b> |                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Bidder Name:</b>                                          |                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Tender Number:</b>                                        | SAT Tender number 283/24                                                                                                                                                                                                                                                                                                                                                            |
| <b>Closing Time:</b>                                         | 12h00 (São Paulo Time)                                                                                                                                                                                                                                                                                                                                                              |
| <b>Closing Date:</b>                                         | <b>20 January 2025</b><br><b>(No late submission will be accepted)</b>                                                                                                                                                                                                                                                                                                              |
| <b>Compulsory Briefing Session:</b>                          | N/A                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Contact Person</b>                                        | Boitumelo Dibetle                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Bid Submission Link</b>                                   | <a href="https://e-procurement.southafrica.net">https://e-procurement.southafrica.net</a><br><br>Should bidders encounter any issues, queries must be directed in writing to <a href="mailto:tenders@southafrica.net">tenders@southafrica.net</a><br><br><b>No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered</b> |
| <b>Contact Person</b>                                        | Boitumelo Dibetle                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Email Address</b>                                         | <a href="mailto:tenders@southafrica.net">tenders@southafrica.net</a>                                                                                                                                                                                                                                                                                                                |

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 submitting proposals is **20 January 2025 at 12:00 PM (São Paulo Time)** No late submissions will be accepted.

## 2. TENDER SUBMISSION LINK

### 2.1. TENDER SUBMISSION LINK

South African Tourism have 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 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](mailto: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 **11 December 2024**.

All responses will be published by **13 December 2024** on the following links:

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

### 3.3. VALIDITY PERIOD

The tender proposal must remain valid for at least five (5) months after the tender due date. All contributions/prices indicated in the proposal and other recurrent costs must remain firm for the contract period.

### 3.4. DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) month contract and service level agreement with the successful bidders who form part of the panel of service providers. The individual contracts will also be subject to a periodic performance evaluation on agreed terms and conditions with each successful bidder unless the parties agree otherwise.

## 4. DETAILED SCOPE OF WORK

### 4.1 Business case

The South America hub (Brazil) requires an integrated communications agency that can deliver on the following:

- Strategy: Co-create and input into an insights-based nuanced communications strategy that covers audience, channel, performance against objectives, optimization, etc.
- Creative: The creative execution should consider that there is a global asset base that can either be utilized as is, localized for the Brazilian market with translations and that some assets will need to be created from scratch. Creative ability must include the implementation and localization of global toolkits.
- SAT representation in Brazil as an agency (operations) given that there is no SAT office
- Technical ability
- Dissemination/Delivery: The agency will be required to utilize the South African Tourism global platform tools.
- Public Relations and Communications INCLUDING Digital and Social: Trade and consumer PR requirements
- Trade relations and sales management
- Stakeholder relations and management
- Brand experiential and activations for end consumer and trade
- Media strategy, planning, buying and reporting/tracking
- Measurement and Reporting: Agency needs to show proficiency with analytics required for managing digital and off-line media and publishers. Ad servicing management will be done on the South African Tourism global account.

The agency will have to clearly illustrate how they have utilized data and analytics to drive choices and performance.

Furthermore, the agency brief and measurements will be developed in conjunction with the relevant Brand & Marketing teams to ensure that (a) we have a seamless fit with the SA Tourism HO agencies and infrastructure, and (b) that all developments in-country are centrally 'owned', recorded and measured in the head office repositories.

### A. OPERATING ENVIRONMENT & AGENCY CRITERIA

The greatest challenge we face is "Growth & Recovery" in a post Covid 19 World. The evidence we have is that demand for Global long-haul travel will still take until FY 2025 to fully recover from our key source markets. The business challenge in Brazil is to ramp up and grow South Africa's brand awareness and appeal and drive demand for the destination which leads to conversion. We also need to ensure the sustainability of the reinstated direct airlift to allow more capacity to be added as demand increases. Even though South Africa is fairly unknown still, traditional trade consumer segments have shifted with consumers demanding booking flexibility with trade or direct bookings with product or airlines. This is given a highly digitized consumer environment with high internet usage for seeking information.

Due to the requirement to localise marketing communications for the Brazilian audience, the services required are to service Brazil as a core market within the SA Tourism MPIF.

The agency must respond to the following criteria, including but not limited to:

- Be located in Brazil, preferably in Sao Paulo.
- Be skilled in marketing and communications strategy; both consumer and trade: marketing, multi-disciplinary concept/creative development; public relations and communications.
- Proficient in excellent creative and digital and social output

#### B. TARGET AUDIENCE

We target travellers, not tourists, and travel is a state of mind for them. They see themselves as global citizens for whom travel is an essential part of their everyday lives. They want to engage our destination and seek out interesting and high-quality experiences. They want to pamper, indulge and reward themselves and be able to share their experiences. They are Adventurous and open to new experiences; these people seek to escape the mundane of everyday routine and they want to have FUN. At a deeper level, they strive for opportunities to enrich their lives; ultimately, they are explorers at heart.

The primary target audiences are both Consumers (B to C) and Trade (B to B). Consumer profile/target: First timers, from Millennials (25-35 years old) to pensioners (over 60). Every kind of group is taken into consideration: family, friends, solo travellers, couples. LGBTQI+ travellers and AB (Afro-Brazilian) consumers are an important category of focus as well. (Wander lusters; WLs) represent a remote working/ leisure opportunity and “learn English in SA” opportunity given the 90-day VISA free entry requirement.

Opportunities - Older travellers (Next Stop South Africa; NSSAs) are endowed with time and money with the ability to influence increased spend and geo-spread. These can be targeted for repeat travel.

#### C. MICE AND CORPORATE

In Brazil, our focus is on building our brand to appeal to the incentive market using our leisure opportunities and platforms as we engage trade. We are always looking out for opportunities for the South Africa National Convention Bureau to pitch for meetings, conferences, events or exhibitions in South Africa that will boost our arrivals and spend, and in combatting seasonality and geographic spread in South Africa.

### 4.2 STRATEGY

SA Tourism South America HUB (Brazil) is looking for an integrated marketing and communications agency to deliver a marketing strategy with strong execution elements across all platforms and environments to amplify SA Tourism’s global brand message enhances the brand appeal and drives sales and conversion. The strategy will have to include how we inspire Brazilian consumers with authentic, fun, stand-out propositions and tailor-made content that convinces them to seek information on South Africa A and gets them to choose South Africa over competitor destinations by providing information that reduces perceived barriers which include: distance, pricing, safety and security. The strategy needs to be supported by an annual implementation and roll out plan to be actioned. For our repeaters (consumers who have visited SA in the past) our strategy is to provide compelling offerings of immersive hidden gems, and traveller-conscious experiences that expose them to something new & different and to meet our people across less visited South African provinces to drive inclusive growth.

The agency must be able to lead travel trade communications and collaborate with trade partners, such as airlines and tour operators, to maximise synergies, enhance traveller experience and close sales. Key verticals within the travel trade value chain include - consumers (and customers), travel suppliers, travel intermediaries, inbound operators and product/service providers.

Consumers include tourists who visit the destination. Customers are those entities that make bookings on behalf of the tourists (consumers), such as corporate travel desks. Consumers are categorised as leisure and MICE tourists (those who travel for business events purposes), as well as MICE or business events buyers who represent associations, academics and corporates who are seeking to host their events in South Africa.

Travel suppliers - Travel suppliers refer to the retailers who sell the packages of the wholesalers in the market. It also includes independent agents who sell airline or hotel booking services. These include brick-and-mortar travel agents and online travel agents (OTAs)

Travel Intermediaries - Travel intermediaries refer to the wholesalers who both sell and design the packages for the consumers. They typically sell their packages through a vast distribution channel that consists of retailers. They primarily include the tour operators

#### 4.3 CREATIVE & MEDIA:

- Localisation of global toolkits.
- Origination of content (long form and short form)
- Application of all brand elements
- Production capability including an innovative way of production in a digital age
- Design and implement a media buy/paid advertising strategy with a selection of channels that respond to campaign goals.
- Negotiate rates for media placement with channel publishers and/or distributors and execute placement
- Investigate best deals, compare with multiple publishers, and present the most competitive rates and value-added services to SAT.
- Proactively highlighting “cash-back” opportunities when using specific publishers or media networks.
- Industry and media landscape research and insights
- Identify trends and insights across the industry and media landscape and provide them to SAT to inform and aid overall planning as required
- Impact reporting on media placement, evaluation and monitoring
- Competitor analysis - Identify learning opportunities from competing destinations in Brazil and prepare these insights for SAT

#### 7.4. DISSEMINATION & DELIVERY

Dissemination and delivery of all content across platforms.

- Currently those tools consist of paid search, social media advertising, and programmatic. SA Tourism will add additional tools as required. Where SA Tourism does not have the relevant platform tools, the agency must have the capacity to purchase their own.
- This may include (but is not limited to), Industry benchmarked social listening and reporting tools.

#### 7.5 BRAND PUBLIC RELATIONS & BRAND EXPERIENTIAL (ACTIVATIONS)

- Fully integrated PR development, planning, execution and monitoring (incl. optimisation and reporting) of the annual marketing plan which includes i.e. digital, offline and social media PR expertise. Check and advise on the legislative framework for the relevant campaign or when related to SAT directly (e.g. GDPR: advise SAT on legal documents relevant for the market in the specific language).
- Create, implement and track campaign messaging for the hub and tweak where applicable for the nuanced Brazilian market (based on market insights). Ensure consistent messaging for integrated consumer and trade campaigns across the relevant channel mix.
- Proactive idea generation to enrich the overall HUB marketing plan with breakthrough projects/campaigns to address the SAT defined targets. Identify and activate non-travel and travel-related brands to boost confidence in destination South Africa and extend reach and share of voice in Brazil.
- Implement a smart and clear ROI model throughout all activities with predefined objectives and targets against which they can be measured.
- Amplify agreed integrated marketing and PR plan and campaign(s), identify and propose platforms and/or ideas to maximise consumer campaign leveraging and partnerships in market.
- Create and implement an integrated PR strategy for traditional, social and digital in line with the annual marketing plan.
- Handle management of projects incl. communication and consultancy, workflow-

management, weekly updates, and project management reporting as per SAT requirements.

- Increase PR coverage on the destination South Africa annually according to set targets. Media monitoring, tracking, and reporting.
- Evaluate and amplify fiscal media buy by negotiating advertorial and editorial where applicable.
- Create and manage a top SA consumer and trade media database as per GDPR framework.
- Consumer and Trade Media: Identify, execute, and monitor media activations such as media networking events, round tables, etc. as per agreed integrated marketing & PR plan or on an ad hoc project with a specific purpose and deliverable(s).
- Media Hosting: Negotiate deals with media for familiarisation trips, incl. Africa's Travel Indaba (ATI) and Meetings Africa (MA) media hosting, and handling the press trips following SAT compliance and approved hosting procedures
- High impact and reach trade and consumer brand activations.
- Assist with activation needs at global platforms in the market or stakeholder engagement platforms e.g. sourcing photographers, videographers, facilitators, etc. to activate in Brazil as per SAT needs and as briefed.

#### **7.6 TRADE FACING PR**

- Amplify the marketing and PR campaign in Brazil through i.e. relevant trade extensions and platforms for consumer-facing campaigns to integrate conversion elements and negotiate such relevant options with trade in Brazil. Implement and monitor such trade amplification.
- Handle trade-facing campaigns in the region where required by SAT.
- Identify, evaluate, execute, and monitor trade campaigns specific to Brazil with an experienced resource to represent SAT as an expert in the market.
- Identify, implement and monitor trade focused events relevant for the integrated marketing and PR plan or as ad hoc project: annual events relevant to SAT to leverage a captive audience with credible "third party" endorsement (B2B / B2B2C). Handle logistics i.e. booking of the venues, and invitation management aligned to SAT procurement.
- Execute High impact and high reach trade brand activations

#### **7.8 REPUTATION MANAGEMENT PR**

- Develop, implement, and monitor a positive messaging strategy for Brazil in line with the Global messaging
- Develop, implement, and monitor a crisis management strategy and plan in line with
- Support SAT office/stakeholders when needed (during business trips to Brazil)
- General reputation: approach media and secure interviews for SAT spokespeople during the year, as well as secure possibilities, to submit campaign concepts for awards
- Stakeholder relations: Identify and alert SAT where lobbying or high-level intervention may be required in-market, propose activation suggestions
- Social Media Channels: identify, develop, activate, and optimize Social Media Channels relevant to SAT including. making use of relevant content, monitoring, and community management.
- Provide reporting and support with monthly PR value for the market by channel, updated project minutes, monthly SAT management reports, media activity and contact reports, quarterly and annual reports, development and tracking of relevant competitors, and airlift analysis for the region.

#### **7.9 SOCIAL AND DIGITAL PUBLIC RELATIONS**

- Conceptualise and run innovative social media campaigns to support offline and enhance digital activity
- Develop a social media strategy to provide a central interaction platform for all stakeholders

- Manage and work with the digital audience, engage in dialogue, and drive positive engagement
- Liaise with influencers/ bloggers to take on familiarisation trips
- Deploy social listening tools for brand and consumer insights
- Examples of general campaign management services:
  - Campaign creative concept,
  - Activation Production,
  - Activation Execution,
  - Activation Logistics,
  - Budget Management,
  - Activation Report,
  - Public Relations and Communications: trade and consumer

## 7.10 Trade Representation

- Development, Planning, and implementation of trade/channel marketing & sales strategy. → Annual calendar of trade activities. This should include trade engagement in non-traditional trade platforms
- Collect and build an in-market Trade/channel database, as per GDPR framework - Trade database management (update, etc.) to be communicated to SAT America's hub monthly. (CRM tool)
- Market analysis report (quarterly): Total outbound travel, competitor environment, trade landscape, direct booking channels, consumer purchasing behavior, developing travel trends.
- Undertake trade sales calls, trade exhibitions, and trade activations.
- Identify, implement, and monitor trade-focused events, reporting post-event. Handle logistics i.e. booking of the venues, and invitation management aligned to SAT procurement.
- Organization and management of trade fam trips. Use hosting as a tool for content generation (i.e.: trade PR).
- Assistance for the selection and qualification of hosted buyers to invite them to various Trade Shows in South Africa (e.g. ATI/Meetings Africa)
- Buyer Hosting: Recruitment and selection of buyers that meet the criteria for participation at ATI and MA, to be hosted at the trade platforms, where ATI is focused on leisure tourism and MA is specific to the business events industry.
- Online/offline trade training strategy and calendar: Trade seminars/workshops, Trade training sessions, Webinar training, SAT online training course participation, Networking sessions & Fam Trips.
- Identification, development, and management of trade and unconventional partnerships with strong ROI for SA Tourism.
- Channel & stakeholder (airlines, SA product representatives, trade associations, OTA, travel aggregators) engagements, reporting, and contact taken.
- Development, planning, and implementation of B2B and B2B2C Campaigns (DDC - Deal Driven Campaigns) to encourage trade to promote the destination and increase sales.
- Development and distribution of content for monthly/quarterly newsletters in coordination with SAT HQ initiatives (i.e. Monthly product newsletter)
- Liaise with all South African Tourism-appointed global agencies where required.
- Development and distribution of support traditional trade toolkit.
- Development and distribution of digital trade toolkit.
- Trade-specific media buy strategy development, planning, and implementation.
- Creative and production of trade content and promotional items.
- Storage and distribution management of South African Tourism collateral.
- Submission of monthly, quarterly, and annual reports.

Inbound operators - Inbound operators are trade entities operating in the destination markets, in this case, South Africa, who assist the intermediaries with their local expertise in developing tour packages. Key inbound operators include the destination management companies (DMCs) Product/Service Providers - Product/Service providers include providers of flight services, accommodation, regional transport, local guides, travel insurance, visas, and other activities/excursions.

#### 7.10 Measurement and Reporting:

- Project communication & consultancy,
- Workflow management,
- Weekly written updates to SAT,
- Monthly and quarterly reports with ROI, measures, impact, and POE reports as per SAT requirements,
- Yearly reports at the end of each fiscal year (March) with proof of execution (portfolio of evidence)
- Closing/handover report to be handled in the last 30 days before the contract termination. The report must ensure all information gathered during the 3-year activities is being handed over to the client (contact details, data, a summary of activities, and total ROI generated in PR, trade marketing, etc.)

#### 7.11 Operations Capability

South African Tourism does not have an office in Brazil so the preferred bidder will represent SAT to effect operations and marketing on the ground. The preferred bidder must demonstrate and have the capabilities to operate in Brazil preferably be based in Sao Paulo.

This includes conceptualization, development and execution of marketing projects across numerous cities in Brazil. The preferred bidder must be able to attend virtual meetings with SA Tourism Head Office when required. All travel arrangements and costs must be associated with an approved project in delivering the Annual Operation Plan and must be aligned to the SAT travel policy and Supply Chain Management (SCM) guidelines or otherwise receive the necessary approval

We expect efficient planning, execution and monitoring according to our annual business plan. The agency will implement a smart and clear ROI model throughout all activities, providing us with project-based reports, weekly updates and monthly general reports. Finally, input is expected for the monthly, quarterly and annual SAT reports according to the SPEPM requirements.

#### 7.12 INTELLIGENCE AND INFORMATION USAGE

South African Tourism understands that we are operating in a constantly changing environment and that perceptions towards travel will not remain static. The appointed agency will need to have the ability to monitor these constant consumer changes and contribute to our insights with relevant insights from both trade and consumer behaviors to allow for the insights-driven campaigns and tactics

#### 7.13 ADDITIONAL DOCUMENTATION

Proposals from bidders should clearly demonstrate their understanding of the brief and should further demonstrate their ability to successfully deliver on all the requirements as outlined under section 7. above.

As with every bidding process, SA Tourism expects to receive several proposals for our bid committee to effectively evaluate them, prospective bidders must include information relevant to the following six topics.

- A. Introduction
  - Agency overview, size, company structure; and
  - Relationship with other subsidiaries of your parent company
- B. Marketing capabilities
  - Describe any prior destination marketing experience;
  - Outline how other experiences outside of destination marketing would allow you to deliver innovative solutions to this sector; and
  - Describe any competitive advantages that differentiate you from your competitors
- C. Solution overview
  - Brief description of your understanding of SAT's needs and the challenges it faces in Brazil. In doing so, please do not paraphrase or repeat the content of this RFP; and
  - Describe how you would deliver on each Scope of Services section and any additional value-added services that you could offer based on your understanding of SAT's challenges
- D. Experience, skills and qualifications of the proposed team who will work on the project/account
  - Provide a chart illustrating the specific human resources that will be assigned to the project and their experience on similar projects;
  - Indicate how the quality and availability of staff will be assured over the term of the agreement; and
  - Outline the reporting structure and how each team member would liaise with the client lead and the PR and media buying account leads.

- E. Work plan and project management
  - Propose a work plan with associated timelines that will accomplish the tasks mentioned under scope of services; and
  - Outline plans to monitor the campaign's performance and implement corrective measures where necessary.
- F. Cost
  - Provide two high level cost estimates, including all fees and resource rate cards for:
    - Solution to meet minimum requirements; and
    - Solution with proposed value-added services.
  - Cost should be presented in the same format for year 1, 2 and year 3 (with applicable escalation where relevant) and should separately indicate any once-off cost associated with the project.
  - SAT also requires representation of cost for the additional 2 years should SAT chooses to further extend the 3-year appointment

#### **7.14 AGENCY CREDENTIALS**

Proposals should also include credentials in the form of at least three examples of work carried out in the area of consumer and trade campaigns creation and management.

All credentials should highlight the agency's concept development, creative capabilities and any instances where the agency has leveraged other 3rd parties or departments within your wider organisation. They should not be older than two years and should include:

- Client name & background;
- Challenge faced by the client;
- Solution delivered by your agency with supplementary graphics and/or URLs where appropriate; and
- Value added by your agency.

#### **7.15 PRICING SCHEDULE**

It is important to note that South African Tourism will contract based on a fixed retainer plus variable project fee model structure only.

**END**