



SOUTH AFRICAN TOURISM

Part B: - SCOPE OF WORK - SAT MEISEA 273/24 - APPOINTMENT OF MEDIA PLANNING AND BUYING AGENCY

Bid Description	
MEDIA BUY AGENCY for South African Tourism Board	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT MEISEA 273/24
Closing Time:	12:00hrs (IST)
Closing Date:	31 JANUARY 2025
Briefing Session:	Yes
Briefing venue, date and time:	Virtual Non-Compulsory briefing session, Date: 07 JANUARY 2025, Time: 10:00hrs (IST) Time zone: India Standard Time Teams Meeting Link https://teams.microsoft.com/l/meetup-join/19%3ameeting_NGE3NTgzYzMtMzJlNy00NWQ1LTk2NDctN2lwNzAyNmMyNjBh%40thread.v2/0?context=%7b%22Tid%22%3a%2232e7f2c3-4382-47dc-b263-c350f3f9f1d8%22%2c%22Oid%22%3a%220264277e-e7f5-4e5a-b34e-a1d031e8a59d%22%7d
Contact Person	Ajay Shah
Bid Submission Address	https://e-procurement.southafrica.net
Contact Person	Ajay Shah
Email Address	ajay@southafrica.net

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

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1. CLOSING DATE

The closing date for submitting proposals is 31 JANUARY 2025, 12:00hrs (IST). No late submissions will be accepted.

2 TENDER SUBMISSION

Final submission of bids and documents must be in a pdf format. All interested bidders must register and submit their bid proposals no later than the specified date and time mentioned above, submit on the following link <https://e-procurement.southafrica.net>

3 CONTACT AND COMMUNICATION

- 3.1 A nominated bidder(s) official can make enquiries in writing to the specified person, Ajay Shah, via email at ajay@southafrica.net Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.
- 3.2 Bidders are to communicate any technical enquiries through the nominated official in writing no later than **13 JANUARY 2025 at 12:00hrs (IST)**.

All responses will be shared on the South African Tourism website and on the e-procurement announcements page within 5 days.

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 period of the contract.

3.4 DURATION OF THE CONTRACT

South African Tourism intends to enter into a 3-year contract and service level agreement with the successful bidder(s). Unless the parties agree otherwise, the contract will also be subject to a periodic performance evaluation on agreed terms and conditions.

4. BUSINESS CASE AND DETAILED SCOPE OF WORK

4.1 Business case

Indian travellers are not convinced that South Africa's value proposition as a tourist destination is compelling enough to drive visitation. This coupled with functional barriers such as an unpredictable visa issuance regime, safety and security concerns, lack of direct flights and limited product diversity have also proven to be points of an impediment for travellers.

SA Tourism is looking for an agency that will allow the traveller to immerse themselves in Destination South Africa. It needs to trigger emotional touchpoints (travel drivers) that will build familiarity, build reputation and offer 'always on' conversion opportunities.

A. OPERATING ENVIRONMENT

South Africa's performance has grown over the past few years but still does not index as strongly as New Zealand, Australia, US, France or Thailand in terms of brand strength. Key barriers in the customer journey affect our ability to deliver arrivals. These barriers include concerns for personal safety; perceived to be expensive, uncertain about political climate; concern about health risks coupled with no direct airlift from India. Visa issuance has been problematic in the past, and the launch of e visa application scheme in India was a disaster due to lot of technical errors.

South African Tourism in India has always worked predominantly through the trade, but we have seen a consumer shift away from traditional channels. Insights indicate that consumers are looking for new experiences and new areas of South Africa to explore. Our new approach should explore how do we reach these new consumers from awareness to conversion in a seamless manner, whilst still servicing our traditional trade market.

B. TARGET AUDIENCE

The majority of travellers to South Africa fall into the 25 - 44-year-old category and most of them will be first time travellers. The configuration is very evenly split between MICE (28 %), holiday (34 %) and business travellers (18 %), with Visiting Friends and Relatives (8 %) contributing slightly less.

The majority of travellers are independent travellers (i.e., they purchase from more than two points example part digital part trade), followed by fully inclusive travellers. Trade still plays an integral part in the channel, but we are seeing a movement to a more fully independent travellers that book digitally/online and/or through alternative channels.

Lead times are short and booking patterns have changed. Majority book and travel within 30 days but this could substantially change in a post pandemic world.

Adventure activities are very popular, followed strongly by wildlife, natural attractions, and lifestyle. The beautiful scenery and friendly people are the biggest sources of satisfaction, with safety and security the biggest concern.

Recommendation/endorsements from travellers that have visited South Africa are very high. The majority of travellers to South Africa travel during the monsoon period (April to June with a May peak) and we have a smaller secondary peak over Diwali. South African Tourism India's focused target audiences are as follows:

I. MILLENNIALS

Millennial travellers are the first generation of digital-natives, and they have very different priorities as compared to other generations. This segment is using new channels and platforms not all yet explored by South African Tourism. There are over one billion millennials in APAC of which a third is in India. India's millennials are 30 % of the population, but they contribute 38 % of the nation's total gross income.

Indian millennials are tech-savvy and hyper-connected. They have grown up online and on social media and have an 'always on' mindset. They are fearless and open to travel. Pre-pandemic, they were positive about the future and 80 % of Indian millennials expected the economy to improve.

Indian millennials require high impact, packed itineraries and are open to explore the 'unknown'. They are keen users of social media and use their travels to boast online about having visited places never seen before, touched before, places that are off the beaten track and have not been explored before by their peers and/or tribe.

II. FAMILIES

Globally, Indian travellers are the most family-orientated and prefer destinations that offer fun activities for all (multi-generational travel). Indian families are more predisposed to travel internationally than ever before: In 2013 the frequency at which Indian families took leisure trips abroad was 21 months, but today that has shrunk to 13 months.

Travel requirements include the comfort of wanting to travel in groups and experience the local culture and tasting local produce. Families often travel with children and although their spending power may be less than younger couples or solo travellers, they maximise their vacation with as many activities as possible.

The segment craves privacy, space, new products coupled with safety and assurances along the way. They want the destination to walk them through their potential journey.

III. BUSINESS EVENTS (MICE AND CORPORATES)

Pre-pandemic, India was expected to witness an impressive rise in MICE travel. The country's outbound MICE travel was expected to grow by USD 9 billion by 2025. South Africa's beautiful scenery, wildlife, beaches, and wine have kept leisure tourism as the sector's key contributor, but the contribution from the MICE sector has increased in recent years. South African Tourism has recognised the untapped potential in this market and has elevated MICE as a key priority. South Africa is the leading MICE destination in Africa and is aiming to expand the product offering beyond the well-known cities like Johannesburg, Cape Town, and Durban to introduce offerings of the other regions within the country.

The MICE sector and leisure tourism are investments that drive great returns over a period of time. Companies in India are realising the benefits that accrue to their businesses from organising MICE trips and travelling throughout the year. In addition to Indian corporations expanding their global footprint, there has been a rise in business travellers extending their trips to include a leisure component.

In certain instances, families are incorporated in these trips and an extension on the length of stay. It is expected that this trend will grow even more in the future. Thus, awareness of newer destinations, flight connectivity, and cheaper airfares are the major demand drivers for outbound MICE from India. Travellers in this segment are seeking something new, require a seamless ease of accessing South Africa, and want their employees, suppliers, and clients to explore more and experience things beyond the norm.

IV. TRADE

Trade is highly fragmented in India. There has been a massive increase in specialized trade like sports tourism, community travel and women travel amongst others. The upcoming ICC cricket world cup 2027 will be hosted in South Africa, providing an opportunity to cater to these segments. Traditional trade continues to be a target group as the expertise of tour operators/travel specialists continues to hold sway for the family segment and first-time travellers in India's Tier-II and Tier-III markets. We plan to focus on tier II and tier III cities as our next core market, recognizing a shift in consumer travel patterns. The travel trade in India today have introduced hybrid clicks & bricks model which has seen strong uptake given an omni-channel experience, providing customers with the option to book their travel online and continuing their journey offline at their closest tour operator. This ensures that the destination and its endless products are available both online and offline through a travel operator that the consumer trusts. Post pandemic package costs have increased by 25%, marketing budgets have shrunk, and airline costs have skyrocketed.

4.2 Detailed Scope of Work

4.2.1 MEDIA STRATEGY

SA Tourism is looking for an agency to deliver a media strategy with strong integration across all platforms (print, digital, electronic, radio, mobile, OOH and any other media platform) to amplify the

- a) South African Tourism message and to drive sales and conversion. South African Tourism's ultimate goal is to ensure conversion and in evaluating the media buy strategy, we will pay particular attention to the agency's ability to interpret the global brand strategy and showcase an aggressive support to a sales driven approach
- b) The strategy must demonstrate an understanding of the peculiarities of tourism retail and sales marketing, as well as the sales cycle.
- c) The strategy must validate the audience selection, how the brand will be built per target segment and why certain media were included.
- d) Channel selection must be corroborated with audience categories with a clear indication of how data, analytics, etc. were used in the decision-making process. Once briefed, the agency can request South African Tourism for analytics which will then help the agency determine the channel selection.
- e) The strategy must include benchmarking and outcomes based ROI. The strategy must show longevity after the specified campaign period.
- f) South African Tourism often works with partners (traditional and non-traditional) and part of the strategy needs to indicate the selection of partners and how the campaign strategy will create a win-win for both partners.
- g) Develop a media buy strategy with strong integration across all platforms (print, digital, electronic, radio, mobile, OOH and any other media platform) The agency must ensure conversion in all media strategy
- h) The agency should have the capability to engage with media owners to explore potential collaborative opportunities.

4.2.2 MEDIA BUY EXECUTION AND MECHANICS

The Media buying execution should include holistic multi-platform advertising space purchases, negotiations, and arrangements aimed at finding the most advantageous placement at the competitive price for the campaign period. Maximizing engagements and ROI by showcasing "where, when and

- a) how often" they will run the advertising will be key. Considering the market conditions (high congestion) in India, the evaluation will be performed against how strategically media channels are identified
- b) The agency must buy media programmatically with high viewability threshold
- c) The media buy must be executed across various platforms and to various audiences on these different platforms.
- d) The execution plan must maximise engagements and ROI by showcasing "where, when and how often" will the advertising be run
- e) All of the executions must be suitable for the required purpose for both consumer and trade platforms, both traditional and online and cover the entire range of mediums (i.e. online, social media, print, television, radio, OOH, marketing activations or any other suggested platforms not mentioned).
- f) Media buy campaign mechanics and management must be clearly explained.
- g) The bidder needs to show proficiency in the standard tracking used by South African Tourism (Google stack, Facebook Analytics, Twitter Analytics, etc.) and how that can be integrated into the South African Tourism GA dashboard.
- h) Ensure multi-channel synching tactics
- i) The agency must source any form of bonus airtime on relevant channels

4.2.3 MEASUREMENT AND REPORTING

We will evaluate the agency separately on their ability to monitor and capture market conditions along with capturing work done and its value. We request actionable advice on how to rebuild and thrive in the current marketing environment which would include implications, takeaways, data-led insights, etc. that would help us achieve our targets and grow.

- a) The agency must monitor all campaigns executed for South African Tourism along with showcasing marketing conditions at the time of execution. South African tourism may also request assessment of individual elements of the campaign
- b) Interval reporting (this will be decided on per campaign) must be supplied against objectives, inclusive of sentiment tracking, performance, awareness, etc.
- c) The agency needs to show an integration model on how they will collaborate with other in country agencies, SA Tourism's global agencies, etc. The model must show how learnings can be integrated across all the above.
- d) South African Tourism will expect images testing to be done for all campaigns - testing parameters and hypothesis to be jointly decided on by SA Tourism and the agency - and the report feedback must include optimisations.
- e) The chosen agency will have to evaluate the success / failure of the campaign using industry approved tools.
- f) Post report campaign results must include full decks of data and the accompanying insights.
- g) Set up performance dashboards, using Data Studio as the visualization tool, to show all the ROI. The agency must also showcase the visualization tools that they use other than the one mentioned here.
- h) Update on media landscape, target audience, new technology, shifts and changes twice a year
- i) A comprehensive framework of tools (including the maintenance of visualisation tools to South African Tourism) must be included.
- j) The agency should leverage media buying tools that offers key insights and trends relevant to the industry and should be shared with us on quarterly basis

This scope of work is for India but the South African Tourism India office can commission work for other MEISEA markets on a needs basis (*listed here: Singapore, Malaysia, Thailand, Philippines, Indonesia, Sri Lanka, Turkey, UAE (on need basis)*). The commissioned agency will need to render/bill these services through their India office only in INR. Please note:

- ✓ This is NOT a global tender
- ✓ No affiliates in other countries will be required as the India agency must operate and liaise from India.

5 INTELLIGENCE AND INFORMATION USAGE

South African Tourism understands that we are operating in a constantly changing environment and that attitudes towards travel will not remain static. Our expectation would be that our agency will have the ability to monitor these constant consumer changes through our campaign work and contribute to our insights deck.

- a) SA Tourism would wish to see which data was used, how it was used, how it was authenticated (throughout the process) and what analysis was done in Collaboration.
- b) The agency will have to be able to deliver an insight report with learnings after every campaign element and a complete insights deck on campaign completion.
- c) The agency must indicate how 'live' insights will be delivered and cross-reference how these updated insights will be used to optimise the campaign, as well as how these insights will be used to craft and define future campaigns.

6 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 4. above.

SAT expects to receive several proposals, in order for our bid committee to effectively evaluate the proposals, prospective bidders are required to 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. Agency 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 the India region. 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 CV of all the 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 agency 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 high level cost estimates, including all fees and resource rate cards for:
 - Solution to meet requirements stated above along with value-added services.
 - Cost should be presented in the same format for year 1, 2 and year 3)
 - SAT also requires representation of cost for the additional 2 years should SAT chooses to further extend the 3-year appointment

7 AGENCY CREDENTIALS/ PREVIOUS SUCCESSFUL PROJECTS

Proposals should also include credentials in the form of at least 3 case studies from the last 36 months showcasing your work for tourism / government body/ destination marketing organisation or hospitality client targeting either Trade or MICE / Corporate or Consumers . Include a detailed presentation and client reference letters to support these case studies.

All credentials should highlight your concept development, creative capabilities, and any instances where you have 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 client.
- Solution delivered by your agency with supplementary graphics and/or URLs where appropriate; and
- Value added by your agency.

SERVICING TEAM

Senior Management and Executive Management should be part of the servicing team. A minimum 5 years of experience per individual as well as the company in the industry is crucial. The servicing team that would potentially service the account should be active participants during the pitch along with the business development/sales team. The servicing team should be strategic, creative and bring the brand to life.

8 PITCH PRESENTATION

All agencies will be expected to present a short pitch revert against the background, environment and scope of work stated above. The pitch presentation also needs to address the below:

Prepare a media buy strategy for a deal-driven campaign for leisure consumers, clearly

indicating when it would be appropriate to commence this campaign and how/if South African can leverage occasions in the Indian calendar.

Clearly indicate how this campaign will reposition South Africa's offering.

The media strategy should ensure a top of mind recall for the destination. Clearly indicate the channels, messaging and platforms require to dominate the consumer travel preference. The campaign must be multi-platform, integrated and show how and end to end solutions will be delivered.

It is also crucial to show your understanding of the consumers' concerns and how South African Tourism should address them.

Evaluation:

The campaign idea would be evaluated against the evaluation criteria supplied for the various aspects.

9. PRICING SCHEDULE

- Only Bidders who meet the minimum threshold of 70% functionality in Phase 2 will advance to Phase 3.
- Bidder is required to share a commercial proposal for a 3-year project-based model with South African Tourism.
- With reference to the above tender, the contract period for the successful bidders will be for three (3) years.
- We, therefore, are inviting the bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline. The pricing should be inclusive of any applicable escalation percentage and taxes etc.; if the pricing does not explicitly cite the applicable taxes or escalation, SA Tourism will take it as inclusive.
- Please note this tender is for an agency that will be used on a project/needs basis by South African Tourism mainly in India, but may be required to do work for any other business units of South African Tourism MEISEA markets
- The agency, while quoting their estimates, must take the above scope of work into consideration along with providing solutions to the business problems listed above. However, it is important to note that this is not a fixed retainer amount and the agency will be briefed per project during the year.

A detailed price schedule on a company letterhead should be included in the proposal where the following should be considered:

- Agency/ management fees basis projects i.e. responsibilities, levels of seniority, creatives, client service, strategy, production management, etc.
- In house resource rates
- 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
- Indicate any once-off costs that may occur

IT IS HOWEVER IMPORTANT TO NOTE THAT SOUTH AFRICAN TOURISM WILL CONTRACT BASED ON PROJECT FEE MODEL STRUCTURE ONLY.

End