



## SOUTH AFRICAN TOURISM

### Tender for SEA Integrated Marketing Agency

### PART C: TENDER EVALUATION PROCESS (SAT TENDER NUMBER CHINA 284/24)

Summary of the Evaluation Phases (table 1 below):

| Phase 1<br>Pre-qualification<br>Criteria                     | Phase 2<br>Technical Evaluation<br>Criteria                                                                                                                                                                                                                                                                                                                                                                              | Phase 3<br>Pitch Presentation                                                                                                                                                                      | Phase 4<br>Price Comparison                                                                                                                          |
|--------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Bidders' responses will be evaluated based on Table 2 below. | <p>Bidder(s) are required to achieve a minimum threshold of 70% to advance to Phase 3</p> <p>The Tender/Evaluation Matrix Cross Reference: Bidders should reference the criteria to the portfolio of evidence in the bid proposal. – it is of vital importance that systematic scoring can be carried out.</p> <p>Bidders are required to reference page numbers in Bid Proposals next to the criteria under table 3</p> | <p>Only bidder(s) who score 70% and above on phase 2 will be invited for a pitch presentation of the solution.</p> <p>Bidder(s) are required to achieve a minimum of 70% to proceed to Phase 4</p> | The bidder who advances to Phase Four (4) will be evaluated based on Price comparison, and SA Tourism will appoint the bidder who is cost-effective. |

### Phase 1: Evaluation Requirements

Without limiting the generality of South African Tourism's other critical requirements for this Bid, bidder(s) must submit all the documents required.

All documents must be completed and signed by the duly authorised representative of the prospective bidder(s). During this phase, bidders' responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements. The bidder(s) proposal will be disqualified for non-submission of some or any of the documents.

Table 2

| The Document that must be submitted                                                               | YES/NO | Non-submission may result in disqualification.                                                                           |
|---------------------------------------------------------------------------------------------------|--------|--------------------------------------------------------------------------------------------------------------------------|
| Confirmation of valid Tax Status                                                                  |        | Written confirmation and proof of the bidder's tax compliance status.                                                    |
| Annexure A-Invitation (SBD 1)                                                                     |        | Complete and sign the supplied SBD 1                                                                                     |
| Annexure E-Declaration of Interest (SBD 4)                                                        |        | Complete and sign the supplied SBD 4                                                                                     |
| <b>Mandatory Requirements ( Failure to submit Written agreement/SLA will be disqualification)</b> |        |                                                                                                                          |
| Proof of Joint-venture, consortium, or sub-contracting agreement if applicable.                   |        | The Written undertaking of the Joint venture, consortium commitment between main bidder and partner(s)/subcontractor(s). |

**Phase 2: Technical Evaluation Criteria = Weighting out of 100 basis points**

All bidders are required to respond to the technical evaluation criteria scorecard and provide information/portfolio of evidence that they unconditionally hold the available capacity, ability, experience, and qualified staff to provide the requisite business requirements to South African Tourism under this tender.

Bidders will be required to achieve a minimum threshold of 70% in order to proceed to Phase 3 for Presentations.

Table 3

| Evaluation criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Weighting | Reference Page in Bidder's Proposal |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------------------------------|
| Bid Evaluation Committee (BEC) member will rate each individual criterion on the bid evaluation score sheet using the value scale/matrix under Table 4                                                                                                                                                                                                                                                                                                                                                                                                                                             |           |                                     |
| <b>Evaluation criteria 1: Expertise and capabilities of PR and Communications, including crisis management:</b> <ul style="list-style-type: none"> <li>- Provide at least 2 examples within last 24 months to showcase both strategic and operational PR &amp; communication expertise as well as insights of media landscape in SEA market.</li> <li>- At least 1 case study as proof of crisis communication management</li> </ul> Consideration will be given to years of operations, the work the agency has delivered for the clients in PR & communications as well as the achieved results. | 20        |                                     |
| <b>Evaluation criteria 2:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 15        |                                     |

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--|
| <p><b>Expertise and experience in Marketing campaigns execution and operation particularly in the tourism industry:</b></p> <ul style="list-style-type: none"> <li>- Provide at least 2 examples of Marketing campaigns delivered in the tourism industry and showcase how insights/creative ideas/project management/execution and reports from these would inform what you would do for South African Tourism</li> </ul> <p><b>NB: functional evaluation matrix will be applied for scoring</b></p>                                                                             |    |  |
| <p><b>Evaluation criteria 3: Social media and Digital capabilities,</b></p> <ul style="list-style-type: none"> <li>- Provide at least 2 examples of successful social/digital campaigns to drive both brand awareness and/or trade business.</li> <li>- At least one case is done within 24 months. Provide campaign online link for review.</li> </ul> <p>Evaluation will be on the achieved results of online engagements, creative digital content development, solid understanding of SEA digital channels and capabilities to leverage online tools to drive deals.</p>      | 15 |  |
| <p><b>Evaluation criteria 4: Media, trade and stakeholder relations management, resource integration and utilization, including but not limited to:</b></p> <ul style="list-style-type: none"> <li>• Showcase the resources and relations with media/ KOLs/trade to South African Tourism.</li> <li>• Showcase the marketing channels resources and stakeholder resources in the SEA market.</li> <li>• Showcase the database of trade, /media/ stakeholders' authorities, city tourism authorities and other tourism bodies, products and services in the SEA market.</li> </ul> | 10 |  |
| <p><b>Evaluation criteria 5: Expertise and experience in Tourism Trade Marketing particularly in the tourism industry:</b></p> <ul style="list-style-type: none"> <li>• Showcase one case of tourism trade mapping and trade landscape analysis and</li> </ul>                                                                                                                                                                                                                                                                                                                    | 25 |  |

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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--|
| <p>database management including a focus on MICE.</p> <ul style="list-style-type: none"> <li>• One case study of trade campaign to demonstrate how the campaign education the new trade to sale SA product and drive sales with comprehensive post-campaign reporting.</li> <li>• One case study of airline cooperation to promote the destination in the new market.</li> <li>• Provide at least 1 client testimonials/contactable references on a client letterhead letter, signed, dated (reference must show what piece of the work they have delivered within the last 36 months) for each case study.</li> </ul> <p><b>NB: functional evaluation matrix will be applied for scoring</b></p> |    |  |
| <p><b>Evaluation criteria 6: Capabilities of Media buy and creative content generation</b></p> <ul style="list-style-type: none"> <li>- The agency needs to demonstrate strong concept development, creative capabilities and the ability of integration/leveraging of 3rd party platforms, analysing data, developing and executing optimization buying plan</li> <li>- At least 2 examples to show the proven capabilities of creative content generation and media buy execution with reporting results</li> <li>- Attach 2 testimonials or reference letters of the examples (Signed &amp; Contact) on a client letterhead and should be within 36 months</li> </ul>                          | 10 |  |
| <p><b>Evaluation criteria 7: Agency credentials:</b></p> <ul style="list-style-type: none"> <li>- An introduction to the agency, positioning and team structure who will work on the account if appointed. Consideration to be given to the offices locations, good operation in the South East Asia market, knowledge of South Africa, working experiences particularly in tourism industry.</li> <li>- Provide at least 2 client testimonials/contactable references on a letterhead letter (reference must show what</li> </ul>                                                                                                                                                                | 5  |  |

|                                                                   |     |  |
|-------------------------------------------------------------------|-----|--|
| piece of the work they have delivered within the last 36 months). |     |  |
| <b>Total Weight</b>                                               | 100 |  |

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must submit supportive documentation for all functional requirements as part of their bid documents as indicated in the Terms of Reference. The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFP.
- The score for functionality will be calculated in terms of the table below, where each Bid Evaluation Committee (BEC) member will rate each individual criterion on the bid evaluation score sheet using the following value scale/matrix:

Table 4 (Technical Functional Evaluation Matrix)

| Rating              | Definition                                                                                                                                                                                                                                                                                                                                                  | Score    |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <b>Excellent</b>    | <b>Exceeds</b> the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential value, with supporting evidence.                                                        | <b>3</b> |
| <b>Acceptable</b>   | <b>Satisfies</b> the requirement with <b>minor additional benefits</b> , above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential required services, with supporting evidence. | <b>2</b> |
| <b>Average</b>      | Submission meets the minimum requirement with <b>major reservations</b> . Considerable reservations of the supplier's relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services, with little or no supporting evidence.                                                                   | <b>1</b> |
| <b>Unacceptable</b> | <b>Does not meet the requirement</b> . Does not comply and/or insufficient information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resources & quality measures required to provide the goods/services, with little or no supporting evidence.                                                            | <b>0</b> |

### Phase 3: Pitch Presentation

The shortlisted agencies who qualify after the technical evaluation (Phase 2) will be expected to present a short pitch revert against the background, environment and scope of work stated above. The shortlisted agencies will be given a written brief on the challenges, target market, competitor analysis and pitch deliverables.

Bidders will be required to achieve a minimum threshold of 70% in order to proceed to Phase 4 for Price evaluations. Bidders who do not achieve the minimum threshold, which translates to a minimum score of 70 out of a possible maximum score of 100 points, will be disqualified.

### TABLE 5: PITCH PRESENTATION

| <b>Evaluation criteria</b><br><br><b>Bid Evaluation Committee (BEC) member will rate each individual criterion on the bid evaluation score sheet using the value scale/matrix under Table 4 (Technical functional evaluation matrix)</b>                                                                                                                                                                                                                                                                                                                                                          | <b>Weighting</b> | <b>Reference Page in Bidder's Proposal</b> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------------------------|
| <b>Task 1: Case Study of the most successfully Integrated Marketing Campaign your company has done</b><br><br><b>The presentation should include but not be limited to:</b> <ul style="list-style-type: none"> <li>• Clear set of objectives</li> <li>• Packaging of the messages to all the audiences</li> <li>• Clear set of key performance indicators with expected results</li> <li>• Creative advert strategy recommendations</li> <li>• Channels to be used</li> <li>• Resources required</li> <li>• Budget recommendation</li> <li>• Timings</li> <li>• Result and achievement</li> </ul> | 30               |                                            |
| <b>Task 2: The proposed solution to meet the Scope of Work:</b> <ul style="list-style-type: none"> <li>- Based on your understanding of South African Tourism's needs and the challenges it faces in SEA, provides a multi-year integrated solution demonstrating how you would service the account to meet the destination's objectives and how expected results will be delivered and measured.</li> </ul> <b>NB: Evaluation will be in accordance with the technical functionalevaluation matrix</b>                                                                                           | 70               |                                            |
| <b>Total Weight</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 100              |                                            |

#### Phase 4: Price Comparison

The bidder who advances to Phase Four (4) will be evaluated based on Price comparison, and SA Tourism will appoint the bidder who score the highest point. Upon the successful negotiation and signing of a contract and services level agreement with the preferred bidder, all other bidders will be considered as unsuccessful.

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