



PART C: TENDER EVALUATION PROCESS (SAT TENDER NUMBER 265/24 SOUTH EUROPE HUB INTEGRATED MARKETING, TRADE AND COMMUNICATIONS AGENCY)

Summary of the Evaluation Phases:

Phase 1 Pre-qualification Criteria	Phase 2 Technical Evaluation Criteria	Phase 3 Pitch Presentation	Phase 4 Price Evaluation
Bidders to submit all documents as outlined under Phase 1: Evaluation Requirements	Bidder(s) are required to achieve a minimum threshold of 70% to proceed to Phase 3. 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. Bidders are required to reference page numbers in Bid Proposals next to Phase 2: Technical Evaluation Criteria = Weighting out of 100 basis points	The shortlisted agencies who qualify after the technical evaluation (Phase 2) will be asked to follow the brief in Annexure G and are expected to present a pitch based on the background and context of the brief. The brief is including evaluation criteria and a matrix evaluation. Bidder(s) are required to achieve a minimum threshold of 70% to proceed to Phase 4.	Bidders will be evaluated on comparative price to be submitted on the rate card template in Annexure H . A bidder with the lowest price will be the recommended bidder for this tender.

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.

PRE-QUALIFICATION PHASE

Document that must be submitted	YES/NO	Non-submission may result in disqualification.
Affirmation of certification of registration with the Chamber of Commerce or equivalent report (K-bis)		Attach a valid affirmation certification
Invitation SBD 1 and SBD 6.1		Complete, sign, and initial each page on the Standard Bidding Document (SBDs)
Copies of the latest: Financial Statement of the last 3 years Statement of Social Contributions (Urssaf)		Submit statement as per the request
Declaration of Interest - SBD4		Complete, sign, and initial each page On SBD where applicable.
Mandatory Bid Requirements (Failure to submit signed SLA/Consortium between the leading bidder and partner(s) is disqualification)		
Proof of consortium/Joint venture agreement etc if applicable.		The written undertaking of consortium/joint venture etc commitment between the leading bidder and partner(s)
The agency must have an in-market footprint (France, Italy, Spain and Portugal)		Attach Proof of in-market footprint. Failure to submit/attach the proof is disqualifications

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

All bidders are required to respond to the technical evaluation criteria scorecard as per the below evaluation criteria 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 Pitch Presentation.

Evaluation criteria	Weighting	Reference Page in Bidder's Proposal
1. Company Expertise and experience in tourism marketing, e-marketing, communications and trade: strategy development, localization and execution. The bidder must have a minimum of 5 years of experience. Provide testimonials/references letter on a client letterhead within the last 2 years (minimum of 3 letters). 1 = Bidders must submit 3 reference letters that are within the last 2 years and proof that the company is more than 5 years of experience 2 = Bidder must submit 4 reference letters that are within the last 2 years and proof that the company is more than 5 years of experience 3 = Bidder must submit 5 reference letters that are within the last 2 years and proof that the company is more than 5 years of experience Failure to submit 3 reference letters that are within the last 2 years and less than a minimum of 5 years in market will be scored zero.	15	
Expertise and experience Showcase your expertise in brand, creative and media strategy development, along with content localisation/regionalisation and execution - Case studies: Provide three case studies demonstrating your previous work - Campaign mechanics: detail the approach, services, and tools you would offer SA tourism for campaign implementation. Showcase examples of what you would do for South African Tourism given the above business problem. - South Africa tourism example: Present a specific example of what you will do for SA Tourism, addressing the given business problem NB: Each Case study will be weighted 10 and evaluated individually. Must attach testimonials/reference letter in a company letterhead	30	
Creativity and Innovation in PR around consumer brands and the distribution channels - Provide 2 case studies that shows different aspects of creativity and innovation in PR. PR team members must show concrete experience and training in writing skills as well as in crisis communication skills. NB: Each Case study will be weighted 7,5 each and evaluated individually. Must attach testimonials/reference letters in a company letterhead.	15	
Experience in Trade Engagements: Workshops, webinars, activations, fam trips, networking sessions, toolkits, trade collateral, concepts and database management and storage for collateral - provide client projects and testimonials/references on a letterhead within the last 24 months. NB. Attach Three reference letters/Testimonials. Failure to submit a minimum of three reference letters / testimonials will be scored zero.	15	

B2B & B2C Campaign Management: - Campaign strategy, brand performance and monitoring, competitors' performance tracking and reporting - approach, service and tools that will be made available to South African Tourism. - Capacity to both localize global campaigns (provided by the head office) and ability to initiate and manage local campaigns from scratch.	15	
Agency servicing team: - The team will be expected to present their experience clearly illustrates their ability to interpret global brand strategies and the localization of promotional, sales drive and retail campaigns. - Minimum of 5 years of the proposed team experience: - Each department must have at least 1 senior profile in the following (Strategy, PR, Trade and Digital) with a minimum of 7 years' experience - The agency must provide an organization chart of the team allocated to SAT account with staff curriculums (CV). NB: failure to submit one senior profile per department, less than 5 and 7 years of experience, and no body of evidence for the proposed team CV will be scored zero.	10	
Total Weight	100	

NB: BIDDERS ARE REQUIRED TO SUBMIT NOT MORE THAN THE REQUIRED CASE STUDIES, OTHERWISE SA TOURISM WILL EVALUATE THE FIRST 3 CASE STUDIES

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements 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:

Functional Evaluation Matrix

Rating	Definition	Score
Excellent	Exceeds 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.	3
Acceptable	Satisfies the requirement with minor additional benefits , 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.	2
Average	Submission meets the minimum requirement with major reservations . 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.	1
Unacceptable	Does not meet the requirement . 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.	0

Phase 3: Pitch Presentation

Only Bidders who meet the minimum threshold of functionality in Phase 2 will proceed to phase 3 (pitch presentation).

The shortlisted agencies who qualified for the technical evaluation (Phase 2) will be asked to follow the brief in **Annexure G** and are expected to present a pitch based on the background and context of the brief. Bidder(s) are required to achieve a minimum threshold of 70% to proceed to Phase 4.

Evaluation criteria	Weight
Localisation of 'Live South Africa!' and FULL Regional Marketing Business Strategy for France, Italy, Spain & Portugal	25
Integrated Creative executional plan for France, Italy, Spain & Portugal	25
Trade and PR campaign for France, Italy, Spain & Portugal (Leveraging LIVE South Africa)	25
Trade Representation Strategy with all elements for France, Italy, Spain & Portugal	25

We will use the same evaluation matrix table as indicated above.

Phase 4: Price Evaluation

Only Bidders who meets the minimum threshold for the pitch presentation in Phase 3 will be evaluated in Phase 4 for the price comparison. They will need to complete the rate card template in **Annexure H**.

The bidder with lower comparative pricing will be considered as the preferred bidder who South African Tourism will enter further negotiations with for the respective marketing discipline that was tendered for.

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.

END.