


PART C: TENDER EVALUATION PROCESS (SAT TENDER NUMBER 264/24 SOUTH EUROPE MEDIA BUYING AGENCY)

Summary of the Evaluation Phases (table below):

Phase 1 Pre-qualification Criteria	Phase 2 Technical Evaluation Criteria (Desktop)	Phase 3 Price Evaluation
Bidders must submit all documents as outlined under Pre-qualification Phase.	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 will be evaluated on comparative price submitted. 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, the bidder(s) must submit all required documents.

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 the non-submission of the required documents unless stipulated otherwise.

PHASE 1:ADMINISTRATIVE

The document that must be submitted	YES/NO	Non-submission may result in disqualification?
Confirmation of valid Tax Status		Written confirmation that SARS may, on an ongoing basis during the tenure of the contract, disclose the bidder's tax compliance status. SARS Tax Compliance System Pin
Annexure A-Invitation (SBD 1)		Complete and sign the supplied pro forma document
Annexure E-Declaration of Interest - SBD 4)		Complete and sign the supplied pro forma document
Proof of consortium agreement if applicable.		Written undertaking of consortium commitment between main bidder and partner(s)/subcontractor(s).
Affirmation of certification of registration with the Chamber of Commerce or equivalent report (K-bis)		
Copies of the latest: Statement of financial position Statement of financial performance Statement of Cash flow Statement of Social Contributions (Urssaf)		

Phase 2: Technical Evaluation Criteria = Weighting out of 100 %

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.

A bidder will be evaluated out of 100% and is required to score a minimum threshold of **70%** to qualify for Phase 3.

Phase 2 Evaluation

FUNCTIONAL EVALUATION CRITERIA: (Point to be allocated as per the functional evaluation matrix below.		Value allocated	Reference page in Submission
1. <u>Evaluation of the Bidder's expertise and experience in Media and Advertising, particularly in the Tourism industry:</u> The bidder must have a minimum of five (5) years of experience. The bidder must provide a minimum of three (3) reference letters (on client letterhead). 0 = Failure to submit 3 reference letters that are within the last 5 years and less than 5 years of experience. 1 = Bidder must submit 3 reference letters that are within the last 5 years and have a minimum experience of 5 years. 2 = Bidder must submit 4 reference letters that are within the last 5 years and have a minimum experience of 5 years. 3 = Bidder must submit 5 reference letters that are within the last 5 years and have a minimum experience of 5 years.		15	
2. Bidders are required to submit two case studies they have implemented that are not older than 3 years - Two case studies executions illustrative of any global standard activation executions, Media strategy, planning, business challenge, the solution, implementation and performance reporting on activations. These two case studies should be part of the reference letters provided above. Each case studies will have a weight of 10 and will be evaluated separately. Rating as per the matrix provided here after.		20	
3. Expertise and experience of the proposed team in response to SA Tourism requirements:	Creative Director must have a minimum of five (5) years (or equivalent role) of experience in Media and Advertising	5	
	Account Director must have a minimum of five (5) years (or	5	

Bidders must attach a CV or Profile and Qualifications. NB: South African Tourism may contact the referees for completeness Rating: 0 = less than 5 years of experience and no CV and qualifications attached. 1 = Experience of 5 years, CV or Profile and qualifications attached. 2 = experience of 6-7 years, CV or Profile and qualifications attached. 3 = experience of more than 7 years, CV or Profile and qualifications attached.	equivalent role) of experience in Media and Advertising		
	Marketing and Content Strategy Manager must have a minimum of four (4) years (or equivalent role) of experience in Media and Advertising	5	
4. <u>Creativity and Innovation:</u> - Ability to clearly articulate campaign objectives in alignment with hub objectives. - Understanding and definition of target audiences and tactics to be used in targeting them. - Innovation and creativity of the creative concept; does it introduce fresh ideas, is it a breakthrough, does it reach new markets. - Ability to conduct additional research and obtain relevant insights to support the campaign.		25	
5. Measurement and reporting: Brand performance monitoring, competitor tracking and reporting - approach, service and tools that will be made available to South African Tourism. Showcase proprietary media tools for assessing media impact, success and advantage. Inclusive of all trafficking, tagging and tracking		25	
TOTAL OF PHASE 2		100	

- 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: Price Evaluation

Only bidder(s) who meets the minimum threshold of 70% in Phase 2 will be further evaluated on comparative pricing.

The bidder who advances to Phase Three (3) will be evaluated based on Price comparison; the highest scorer on price points or cheaper will be recommended for appointment.

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.