

**PART B: SCOPE OF WORK (SAT TENDER NUMBER SOUTH EUROPE 264/24)**

Bid Description	
South Europe Media Buy Agency	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender number South Europe 264/24
Publishing date	25 March 2025
Closing Date:	25 April 2025 at 12H00 PM (FRANCE's TIME) (No late submission will be accepted) (E-mail submission will not be accepted)
Compulsory Briefing Session:	No Compulsory Briefing
Contact Person	Hanh Nguyen
Bid Submission Address	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Bidders are required to complete all the fields before submitting on the above link before uploading a PDF version of the entire proposal; the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile), then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads. No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
Contact Person	Hanh Nguyen
Email Address	Hanh@southafrica.net

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 CONTRACT

1 CLOSING DATE

The closing date for the submission of proposals is **25 April 2025 at 12h00.** No late submissions will be accepted.

2. PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

- 2.1 SA Tourism has developed and implemented an online e-Procurement Portal which will enable bidders to respond to procurement opportunities as they are issued by SA Tourism.

The portal is the official platform for SA Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables bidders to register as suppliers on the system, to RSVP to tender briefings and to 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 immediately consider registering and submitting their bid proposals on the portal which has been specifically developed and implemented for this purpose.

All bidders should therefore take note that the physical drop-offs and courier of bid responses to SA 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 regarding this tender, prior to due dates.

- 2.2 Failure to sign/mark this tender form, to acknowledge and accept the conditions in writing, or complete the attached forms, questionnaires and specifications in all respects may invalidate the tender.
- 2.3 Tenders must be completed in black ink if mechanical devices, such as typewriters or printers, are not used.
- 2.4 Tenderers will check the numbering of the pages to ensure 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 enquiries in writing, to the specified person, Hanh Nguyen via email hanh@southafrica.net. Bidder(s) must reduce all telephonic enquiries to writing and send them to the above email address.
- 3.2 Bidders are to communicate any technical enquiries through the nominated official in writing, no later than 07 April 2025.

All responses will be published by the 10 April 2025 on the following links:

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

<https://e-procurement.southafrica.net>.

4 VALIDITY PERIOD

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

5 DURATION OF THE CONTRACT

South African Tourism intends to enter a thirty-six (36) month contract with the successful bidder. 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.

6 BUSINESS CASE & DETAILED SCOPE OF WORK

6.1. BUSINESS CASE

SA Tourism's mandate is to market and promote South Africa as an attractive tourism destination for travellers.

This is therefore a request for proposals from Media strategy, planning and buying agencies whose specialty is the development of breakthrough and innovative media buying campaigns aimed at driving consideration towards South Africa as a holiday destination for South European audiences (French, Italians, Spanish and Portuguese).

The South Europe Hub specifies the business strategy required through its annual business plan, by stipulating "Big Things" to be done. The media strategy, planning and buying must consider both the distribution channel (trade, Travel agents, Tour operators, unconventional media partners such as adventure stores i.e. Decathlon, Le Vieux Campeur, Intersport, etc.) and consumers-that are considering South Africa or competitor long-haul destinations.

Despite efforts to boost both awareness and positivity, persistent barriers remain, such as safety and security perceptions, cost of air travel, and other destinations more appealing than South Africa. Further down the conversion curve, we lose potential travellers who have sought information but chose not to book, **reflecting a gap in information provided on various media buy channels.**

Consumer insights reflect that the South Europeans like to explore, meet the locals, and discover hidden gems. This is over and above their key reasons for visiting South Africa, which include experiencing wildlife and safari, scenic beauty, culture and gastronomy, as well as adventure. They look for value for money destinations for their holidays. South Africa has seen a decline in awareness in South Europe over the past few years, and thus it is key to provide inspiring and practical media buy information on both classic highlights and off-the-beaten-track hidden gems.

Being always on and in front of the consumer at all touchpoints is crucial.

In-house insights and research from SA Tourism's brand tracker indicate that the following are key channels used by key target consumers for inspiration, consideration and conversion (in order of importance):

1. Online news, articles, web pages, blogs, travel booking / review websites, etc.
2. Travel brochures/ posters from travel agents, tour operators, tourist information centres, etc.
3. TV channels
4. Social networking websites (Facebook, Instagram, Snapchat, Twitter, etc.)

South African Tourism requires breakthrough and innovative ideas to position South Africa as the ideal holiday destination, offering varied experiences and offers great value for money. Additionally, the media initiatives should provide conversion opportunities for trade and airline partners, contributing to increase tourist arrivals from the South Europe markets.

The South Europe Hub Office is based in Paris. The preferred bidder must have and demonstrate the capabilities to operate regionally in the following markets: France, Italy, Spain and Portugal.

6.2. SCOPE OF WORK

- SA Tourism is therefore inviting proposals from reputable service providers in a bid to be appointed as the preferred "Media Strategy, Planning and Buy Agency" for South African Tourism South Europe Hub. The appointed service provider should be based in France and will localise the South African Tourism global brand positioning as conceptualised by the SA Tourism global brand and marketing team and its agencies to meet the following key principles: Develop optimum media planning and strategy for South Europe in line with the brand guidelines and communications strategy
- Achieve reach and connect with key target groups in the long-haul travel segment in South Europe

- Develop of optimized trade media plan based on a Trade market analysis
- Monitor, optimise and analyse media investments on a continuous basis
- Implement ad serving technology to maximise all digital media buying efforts
- Increasing our Brand's spontaneous awareness and positivity to increase arrivals and spend to South Africa from South Europe markets.

6.2.2 The entire project management and execution of Media strategy, planning and buying

6.2.2.1 Media strategy, planning and buying

- Create, implement and monitor the Media strategy for the South Europe Hub as part of the integrated marketing strategy.
- Handle and optimise the media buy with best rate inventory management of placement to track and report on media ROI.
- Create optimisation frameworks with set KPIs and monitor progress
- Manage Performance of creatives with the appropriate ad serving technology and relevant digital production agency of SAT and optimise accordingly
- Implement brand digital media tagging guidelines including: UTM tracking on URL's and google adserving tags
- Work with the South Europe "Integrated Marketing Services agency" for the annual integrated marketing plan (consumer and trade facing) and the Global Brand and Marketing team and its agencies.
- Access to market research relevant to the consumer buying cycle also specific to tourism and Destination South Africa and report thereof
- Target audience research whether integrated in the media buy or specific needed to inform the overall integrated marketing plan for the Region
- Work within the GDPR framework and advise on relevant legislation or regulations

Consequently, the appointed agency will be responsible for, but not limited to, the following:

A. Overview of services including:

Creative campaign development and production

- Develop localised creative campaigns and content for online and offline campaigns as per global brand guidelines, in collaboration with our Integrated Marketing Agency.
- Conceptualise and create brand assets for online and offline campaigns in collaboration with SA Tourism and with our Integrated Marketing Agency.

Design a media buy and advertising strategy:

- Develop a comprehensive media strategy, including the selection of channels that align with campaign goals on receipt of a brief from SA Tourism.
- Define the online customer journey with specific URLs for use across the conversion journey.
- Define strategic user events to trigger retargeting rules via floodlight tags and other targeting tools.

Negotiate rates for media placement:

- Negotiate rates for media placement with channel publishers and/or distributors, including investigating the best deals and presenting competitive rates and value-added services to South African Tourism.

Campaign launch and delivery

- Ensure the effective delivery of media campaigns with continuous monitoring of campaign performance driven by rules set-up on SAT-owned tools and/or agency-owned campaign monitoring and performance tools.
- Real-time Response: Respond to consumer behaviour and competitor activity in real-time, driven by rules set-up on SAT-owned tools and/or agency-owned campaign monitoring and performance tools.

Online campaigns:

- Strategize, plan, and execute media buy campaigns, including a comprehensive go-to-market plan with

tailored messages for each channel and target audience.

- Segment audiences based on demographics, location, and other relevant criteria to understand online and offline behaviours and media consumption.
- Optimise, manage, and execute 24/7 digital campaigns to maintain a consistent online presence.
- Collaborate with appointed integrated marketing agency for campaigns involving social media channels or other digital platforms.
- Continually improve the effectiveness of different digital channels through testing, review, and optimization frameworks.
- Run programmatic advertising campaigns and real-time bidding of online audiences in accordance with global brand guidelines.
- Identify and execute concurrent online and offline campaigns to ensure seamless targeting of key travel segments.
- Provide an online re-targeting and data-driven infrastructure using South African Tourism's central marketing analytics and ad-serving platforms.

Offline campaigns:

- Identify offline opportunities that target key consumers and include supporting events and activations.
- Manage participation on offline campaigns that drive brand awareness, consideration and conversion as part of a wider 360-degree campaign delivery to the identified trade and consumer audiences.

Competitors analysis:

- Identify learning opportunities from competing destinations to inform campaign strategy.
- Provide regular competitor and media landscape analysis and identify benchmarking and best practices.

Business to Business (Trade):

- Conceptualize, manage, and run B2B trade campaigns to stimulate trade partners to sell South Africa as a preferred holiday destination to consumers.
- Review B2B travel trade proposals on behalf of South African Tourism and provide recommendations based on objectives.
- Collaborate with the appointed integrated marketing agency to execute offline trade engagements.
- Deliver B2B media buy services within allocated budget.

Research and Reporting:

- Data Collection and Review: Collect data, review statistics, and identify strong and weak points of the campaign.
- Analytics Implementation: Implement analytics for campaign performance and measurements driven by rules set-up on SAT-owned tools and/or agency-owned campaign monitoring and performance tools.
- Reporting and Insights: Provide comprehensive campaign reporting, analysis, insights, and recommendations for future campaigns.
- Industry Research: Identify industry trends to benefit the wider reach of campaigns to target audiences.
- Regular reporting as determined by SA Tourism.

6.3. REGIONAL OPERATIONS CAPABILITY

The South Europe Hub is based in Paris, France. The preferred bidder must have and demonstrate the capabilities to operate regionally in the following South Europe markets:

- France
- Italy
- Spain
- Portugal

The agency will implement a smart and clear ROI model throughout all activities, providing us with project-based reports, weekly updates and general reports monthly. Finally, input is expected for the quarterly and annual SAT reports.

6.4. 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. We would expect that our agency will have the ability to monitor these constant consumer changes through our campaign work and contribute to our insights deck.

6.5. 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 6.2 above.

SAT expects to receive several proposals so that our bid committee can effectively evaluate them. Prospective bidders are required to include information relevant to the following six topics.

- A. Introduction
 - Agency overview, size, company structure.
 - 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.
 - 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 South Europe region. In doing so, please do not paraphrase or repeat the content of this RFP.
 - 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.
 - Outline the reporting structure and how each team member would liaise with the client lead and the media buying account leads.
- E. Work plan and project management

- Propose a work plan with associated timelines that will accomplish the tasks mentioned under the scope of services.
- Outline plans to monitor the campaign's performance and implement corrective measures where necessary.

6.6 PRICING SCHEDULE

- Provide all management fees and detailed resource rate cards
- An anonymised detailed cost breakdown of a previous project delivered for EUR 100k.
- An anonymised detailed cost breakdown of a previous project delivered for EUR 250k.
- Cost should be presented in the same format for 3 years (with applicable escalation where relevant) and should separately indicate any once-off costs that may occur.
 - Share a commercial proposal for the provided solution overview
 - With reference to the above tender, the contract period for the successful bidders will be three years. We therefore are inviting the shortlisted bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline.
 - Please note this tender is for an agency that will be used **on a project/need's basis** by South African Tourism mainly in France, Italy, Spain and Portugal, but may be required to do work for any other business units of South African Tourism. The agency, while quoting their estimates, must take the above scope of work into consideration along with providing solutions to the business problems. The price quoted by the agency during submission will be used whilst evaluation. However, it is important to note that **this is not a fixed retainer amount**; the agency will be briefed per project during the year.

END.