



SOUTH AFRICAN TOURISM

PART C: TENDER EVALUATION PROCESS - SAT NORTH EUROPE INTEGRATED MARKETING AND PUBLIC RELATIONS AGENCY FOR NORTH EUROPE HUB

Summary of the Evaluation Phases:

Table 1

Phase 1 Administrative and Compliance requirements	Phase 2A Technical Evaluation Criteria (Desktop)	Phase 2B Technical Evaluation Criteria (Pitch Presentation)	Phase 3 Price Evaluation
Bidders must submit all documents as outlined under paragraph 8 on Part A for this tender document.	Bidder(s) are required to achieve a minimum threshold of 70% to proceed to Phase 2B. 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%	The shortlisted agencies who qualify after the technical evaluation (Phase 2A) will be asked to follow the brief in Annexure G(a) for Phase 2B and are expected to present a pitch based on the background and context of the brief. The brief includes an evaluation criterion and a matrix evaluation. Bidder(s) are required to achieve a minimum threshold of 70% to proceed to Phase 3.	The bidder who advances to Phase (3) will be evaluated based on Price Comparison as per the Rate Card template in Annexure F , 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

Document or information that must be submitted or disclosed	YES/NO	Non-submission may result in disqualification?
Confirmation of valid Tax Status		Written confirmation and proof of the bidder's tax compliance status, if applicable Proof of your individual / company registration with the relevant authority's sanctions that allows you to perform this type of work across Europe. They must declare if the company / individual has ever been insolvent / bankrupt and legally prosecuted or imprisoned
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
Proof of Joint-venture, consortium, or sub-contracting agreement if applicable.		The written undertaking of the Joint venture, consortium commitment between the main bidder and partner(s)/subcontractor(s) (if applicable).

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

The technical, functional evaluation (functionality) will comprise two (2) phases:

Phase 2A will measure the responsiveness of proposals as per submission on or before the closing date and time and Phase 2B will comprise of Pitch Presentation.

Phase 2A Desktop technical, functional evaluation- A bidder will be evaluated out of 100% and is required to score a minimum threshold of **70%** to qualify for Pitch Presentation Phase 2B

Phase 2B Pitch Presentation -A bidder will be evaluated out of 100% and is required to score a minimum threshold of **70%** to be assessed further in the next phase of evaluation (Price)

NB: Bidders that qualify for this stage will be required to present the submitted proposal as part of the technical evaluation as part of the assessment and evaluation.

Table 3 Technical evaluation - Phase 2A

100%	Percentage points allocated for FUNCTIONALITY		
70%	Lowest acceptable % for FUNCTIONALITY - Tenderers with less than this score will be eliminated		
Deliverables / Performance Indicators Please refer to the detailed evaluation pointers under the scope of work shared above. Evaluation criteria: The below criterion will be evaluated in accordance with the Technical Functional evaluation matrix		Value allocated	Reference page in submission
CLIENT REFERENCE LETTERS Expertise and experience in integrated creative marketing (Strategy and Creative, Public relations and events management) services. Provide a minimum of 3 *relevant client reference letters on a letterhead within the last 24 months. *Relevant: relevant to integrated marketing and PR services, as per scope of services. The reference letters should cover all three categories as per the scope of work (Part B) The Client Reference Letter should include: - Contract name - Contract value - Contract period (include start and end date) - Type of business that company provided integrated creative marketing and PR services - The reference letter has to be on an official company letterhead (inclusive of company contact details) and needs to be signed Scoring guideline:		20	
Excellent =3	- The bidder provided 3 reference letters that are within 24 months and - The reference letters are cover all 3 categories - The reference letters include the following - Contract name - Contract value - Contract period (include start and end date) - Type of business that company provided integrated creative marketing and PR services - The reference letter has to be on an official company letterhead (inclusive of company contact details) and needs to be signed - One or more reference letters have the integrated marketing element		
Acceptable=2	- The bidder provided 3 reference letters that are within 24 months and - The reference letters are cover all 3 categories - The reference letters include the following - Contract name - Contract value - Contract period (include start and end date) - Type of business that company provided integrated creative marketing and PR services - The reference letter has to be on an official company letterhead (inclusive of company contact details) and needs to be signed		

Average =1	• The bidder provided 3 reference letters that are within 24 months but, • The reference letters are from the same category		
Unacceptable=0	• The bidder failed to provide 3 client reference letters • The reference letters are older than 24 months from the closing date • The reference letters does not have the any of the following ○ Contract name ○ Contract value ○ Contract period (include start and end date) ○ Type of business that company provided integrated creative marketing and PR services		
CREATIVITY Please provide case studies reflecting your experience in delivering creativity and innovation in Marketing and PR for consumer brands and their relevant distribution channels. The requirement is to provide a minimum of 2 relevant case studies. The case studies should be linked to the reference letters provided above - please ensure that reference letters from companies are within the same timeline and business requirements outlined for the creativity scoring. Criteria defining relevant case studies, is: ▪ Brand/client name ▪ Industry within which client falls ▪ Business problem and objectives outlined		35	

• Distribution channels used to solve brand problem • Period of project (and needs to have been executed within the past 24 months) • Innovation elements applied • Results achieved (KPIs, measurement metrics) Scoring guideline:		
Excellent = 3 • The bidder provided more than 2 case studies that are linked to the client reference letters • 1 of 3 cases studies provided is from the integrated marketing services • The cases studies provided address the following criteria ○ Brand/client name ○ Industry within which client falls ○ Business problem and objectives outlined ○ Distribution channels used to solve brand problem ○ Period of project ○ Innovation elements applied results achieved (KPIs, measurement metrics)		
Acceptable = 2 • The bidder provided 2 case studies that are linked to the client reference letters • The cases studies provided address the following criteria ○ Brand/client name ○ Industry within which client falls ○ Business problem and objectives outlined ○ Distribution channels used to solve brand problem ○ Period of project ○ Innovation elements applied ○ Results achieved (KPIs, measurement metrics)		
Average = 1 • The bidder provided less 1 case study that is linked to the reference letters • The cases studies provided does not address the following criteria ○ Brand/client name ○ Industry within which client falls ○ Business problem and objectives outlined ○ Distribution channels used to solve brand problem ○ Period of project ○ Innovation elements applied ○ Results achieved (KPIs, measurement metrics)		
Unacceptable = 0 • The bidder failed to provide case studies The case studies provided are not linked to the reference letters provided on the first evaluation criteria		
DIGITAL, PR AND MEDIA MANAGEMENT PERFORMANCE MONITORING TOOLS Deliverables: Sample reporting based on the strategy, implementation and tactics. Media Monitoring, Reputation Management Tracking and Reporting - approach, service and tools that will be made available to South African Tourism Expectations: Use the agency's proprietary tools and suggest measurements and benchmark those against global best practise Minimum requirement: The agency is required to provide: A methodology of their approach to digital pr and media management performance monitoring; the tools that they use including the functionality that the tool provides	20	

Excellent = 3	A methodology of agency approach to digital, PR and media management performance monitoring; the tools that are used and the functionality that the tool provides. Suggested measurements and benchmarking against global best practice to also be included.		
Acceptable = 2	A methodology of agency approach to digital, PR and media management performance monitoring; the tools that are used and the functionality that the tool provides. Suggested measurements is included, but no benchmarking against global best practice included.		
Average = 1	performance monitoring; the tools that are used and the functionality that the tool provides. No measurements or benchmarking against global best practice included.		
Unacceptable = 0	No methodology of agency approach to digital, PR and media management performance monitoring; the tools that are used and the functionality that the tool provides. No measurements or benchmarking against global best practice included.		
PROPOSED TEAM			
Expertise and experience of proposed team:			
- Proven experience of the proposed team to be deployed to the project (detailed relevant experience indicated on CV/profile that clearly shows qualifications and relevant experience). Proposed team to consist of: - Account manager for account - Creative director for account - Strategist for account - PR expert for account - Number of years' and level of experience of the proposed team member (Minimum 3 years' experience) - Minimum of 2 years with bidding agency			
Requirement:			
- Please provide the core team details as well as CVs of those who will be responsible for the day to day requirements working on this account. - Include proposed team as detailed: account management, creative director, strategist, PR expert Number of years with agency (minimum of 2)			
Scoring guideline:		25	
Excellent = 3	- CVs of all proposed core team (account management, creative director, strategist, PR expert) details as well as CVs of those who will be responsible for the day to day requirements working on this account provided. - More than 3 overall years of experience in expert area - More than 2 years with bidding agency		
Acceptable = 2	- CVs of all proposed core team (account management, creative director, strategist, PR expert) details as well as CVs of those who will be responsible for the day to day requirements working on this account provided. 3 overall years of experience in expert area 2 years with bidding agency		
Average = 1	- CVs of all proposed core team (account management, creative director, strategist, PR expert) details as well as CVs of those who will be responsible for the day to day requirements working on this account provided but: - Less than 3 overall years of experience - Less than 2 years with bidding agency		
Unacceptable = 0	No submission/irrelevant experience/less than three (3) years experience; less than 2 years with bidding agency; no indication of years of experience on a provided list of past or existing experience.		
Total Weight		100	

Phase 2B Pitch Presentation - A bidder will be evaluated out of 100 % and is required to score a minimum threshold of 70% to be evaluated further in the next phase of evaluation (Price).

Table 4 phase 2B: Pitch presentation

100%	Percentage points allocated for FUNCTIONALITY		
70%	Lowest acceptable % for FUNCTIONALITY - Tenderers with less than this score will be eliminated		
Deliverables / Performance Indicators			
Please refer to the detailed evaluation pointers under the scope of work shared above.		Value allocated	Reference page in submission
PITCH PRESENTATION CRITERIA			
Bidders have been provided with a brief and info pack containing: 1. A campaign development brief 2. SA Tourism brand tracker data 3. Global campaign guidelines for localisation 4. Consumer insights for the hub This data must be used and interpreted to respond on the brief, to be presented during the pitch presentation. The following needs to be included in the pitch presentation: 1. Big idea 2. Outlining of insights to support big idea 3. Creative execution elements of big idea, inclusive of PR 4. Localisation to the 3 markets of big idea (Netherlands, Belgium and Sweden)Incorporation of PR and trade strategies to support big idea 5. Activations/Event management approach linked to big idea Scoring guideline:			
Excellent = 3	Presentation makes effective use of data provided by SA Tourism: brand tracker, global campaign guidelines and insights provided; and includes additional insights and data to support approach and includes all elements listed below, as well as any new elements/ideas not listed: • A localised big idea • An outline of insights supporting big idea • Creative execution elements of big idea inclusive of PR • Localisation to the 3 markets of big idea (Netherlands, Belgium and Sweden) • Incorporation of B2B strategies (trade) in creative execution supporting big idea • Activations/Event management approach linked to big idea	100	
Acceptable = 2	Presentation makes effective use of data provided by SA Tourism: brand tracker, global campaign guidelines and insights provided to support approach and includes and includes all elements listed below: • A localised big idea • An outline of insights supporting big idea • Creative execution elements of big idea inclusive of PR • Localisation to the 3 markets of big idea (Netherlands, Belgium and Sweden) • Incorporation of B2B strategies (trade) in creative execution supporting big idea		

	• Activations/Event management approach linked to big idea		
Average = 1	Presentation makes limited use of data provided by SA Tourism: brand tracker, global campaign guidelines and insights provided to support approach and includes only some of the elements listed below: • A localised big idea • An outline of insights supporting big idea • Creative execution elements of big idea inclusive of PR • Localisation to the 3 markets of big idea (Netherlands, Belgium and Sweden) • Incorporation of B2B strategies (trade) in creative execution supporting big idea • Activations/Event management approach linked to big idea		
Unacceptable = 0	Presentation makes no use of data provided by SA Tourism: brand tracker, global campaign guidelines and insights provided to support approach and includes none of the elements listed below: • A localised big idea • An outline of insights supporting big idea • Creative execution elements of big idea inclusive of PR • Localisation to the 3 markets of big idea (Netherlands, Belgium and Sweden) • Incorporation of B2B strategies (trade) in creative execution supporting big idea • Activations/Event management approach linked to big idea		
Total Weight		100	

South African Tourism will reserve its right to request bidders for presentations/demonstrations where these will provide an opportunity for the bid evaluation committee to look more closely at the proposals and identify gaps between how the bidder indicated that their proposed solution met the business requirements and what the team is able to discern regarding how closely it actually meets the needs of the business.

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Service providers 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.

Phase 3: Price evaluation

Only Bidders who meets the minimum threshold for the pitch presentation in Phase 2B will be evaluated in Phase 3 for the price comparison. They will need to complete the rate card template in **Annexure F**.

The bidder who advances to Phase (3) will be evaluated based on Price comparison, and SA Tourism will appoint the bidder who is cost-effective.

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