

SA TOURISM CREATIVE AGENCY TENDER No. 307-25

QUESTION & ANSWERS

Queries / Questions received on or before 11 July 2025

GENERAL TENDER POINTS:

1] We request you to kindly clarify / amend the following to enable us to understand your requirement: Pg. 17 of Part A - Annexure A - Company Information (SBD 1) - Commissioner of Oath Signature & Stamp. We request you to kindly allow submission of Notary Attested 'Annexure A - Company Information (SBD 1).

SAT Reply: - [Notary attested document is fine. Hope this reply clarifies](#)

2] Annexure B: Detailed Breakdown of Cost. Should this be included within the Part A docket, or is it required to be submitted separately in a different envelope?

SAT Reply: - [Pricing schedule needs to be provided separately as mentioned in point 3.5.21 of Part A however a Summary of pricing schedule needs to be provided in Annexure B \(Refer point 3.5.21 of Part A and read Annexure C as Annexure B\).](#)

3] As we are applying for this tender we have a small query Sir. In South Africa Portal there are only 3 Windows Part A, Part B, Part C. So, ANNEXURE B: DETAILED BREAKDOWN OF TOTAL COST AND STANDARD SERVICES is in Part A. So we have to upload in part A only there is no different window to upload Cost Break up. Pls explain

SAT Reply: - [The screenshot that you have shared is RFP documents PART A B & C. You will see a button or option that says "Submit Proposal", click on that and you will get option to attach separate file. You need to click on respond and upload documents. By looking at the screenshot, you haven't uploaded anything](#)

4] we are in the process of completing the registration and have encountered a section requiring us to select a province. However, the options listed are limited to South African provinces. As we are an international (India-based) entity, could you kindly advise how we should proceed with this section? I've attached a screenshot of the specific query for your reference.

SAT Reply:- [Leave the province selection](#)

SCOPE OF WORK POINTS:

1] Our creative team has 1 more doubt which needs your help. Your valuable response would be much appreciated. "Current campaign "More & More" of South Africa Tourism, as per the current RFP pitch presentation process. Do you need participating creative agency to think of the new campaign / positioning in-replace of 'More & More' or should we keep the same and develop the extension?

SAT Reply: - [As outlined in Part C of the evaluation criteria document, it is up to the participating agencies to propose ideas they believe best meet the brief. We have clearly detailed our expectations in the RFP, and agencies are free to either build on the current 'More & More' campaign or suggest a new positioning, as long as it aligns with the objectives outlined](#)

2] Clause 4.2.6 – Travel Requirements. The clause states: “...will be required to travel within India, South Africa, and internationally to represent South Africa on a needs basis at no cost to SAT.” Does this imply that the travel expenses must be borne by the advertising agency, or should these be incorporated into the overall cost proposal as part of the bid?

OR

This is with reference to the pricing strategy outlined in Part A of the tender document. Could you please confirm whether the arrangements for accommodation and travel will be handled from your end, or if we are expected to include those in our proposal?

SAT Reply: - This means that that agency is not permitted to charge any fee for the agency personnel who will be required to travel domestically or internationally for work purpose. All the travel expenses for the agency personnel will be incurred by SAT. No need for the agency to incorporate any further additional charges in the cost proposal.