



SOUTH AFRICAN TOURISM

PART C: TENDER EVALUATION PROCESS (SAT TENDER NUMBER SAT 338/26) - 360 INTEGRATED MARKETING AND COMMUNICATION AGENCY FOR BRAZIL (RE-ISSUE)

Table 1: Summary of the Evaluation Phases (table below):

Phase 1 Administrative and Compliance requirements	Phase 2 Technical Evaluation Criteria (Desktop)	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.	The bidder who advances to Phase Three (3) will be evaluated based on Price comparison, 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, 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.

Table 2: Administrative Requirements

The document that must be submitted	YES/NO	
Confirmation of valid Tax Status		Written confirmation that the government's authorised tax authority may, on an ongoing basis during the tenure of the contract, disclose the bidder's tax compliance status.
Annexure A-Invitation (SBD 1)		Complete and sign where applicable. If the bidder is found to have missed signing off or duly completed the SBD, SAT may require, within two working days, a sign-off or duly completed of the SBD, and failure will result in the bid being disqualified.
Annexure E-Declaration of Interest - SBD 4)		Complete and sign where applicable. If the bidder is found to have missed signing off or duly completed the SBD, SAT may require, within two working days, a sign-off or duly completed of the SBD, and failure will result in the bid being disqualified.

Table 3: Mandatory requirements

The document that must be submitted	YES/NO	Non submission will lead to disqualification
Agency MUST be located in Brazil, be physically based and operating in Sao Paulo.		Bidder to submit proof of address, Example, company registrations , Utility bills that has the company's address and any other formal document that can serve as a proof address.

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

Phase 2. Will measure the responsiveness of proposals as per submission on or before the closing date and time.

Phase 2 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 Price Evaluation (Phase 3)

Phase 2A- Desktop Technical Evaluation Criteria	Weight Allocated	
Evaluation criteria		
Criteria 1: Company Expertise in developing an Integrated brand communications strategy Objective: To assess your company's proven ability and experience in developing and localizing a brand communications strategy. Submission Requirements:	40	

1. Provide two DMO case studies - these should include; • Clear strategy • Diverse creative execution • Measurable results <u>Evaluation matrix and scoring criteria:</u> 3 points = • Two DMO case studies that includes all three elements 2 points = • One DMO case study that includes all three elements 1 point= • One DMO case study that includes only two elements 0 points= • Bidder has not provided DMO case studies or submitted irrelevant information		
Criteria 2: Strategy Development Provide a 360 degree integrated tailor-made brand communication strategy for South African Tourism with expected KPI's, using market insights and showcasing latest digital trends. <u>Submission Requirements:</u> • Bidder to provide a fully integrated 360 integrated brand communication strategy • Bidder to provide expected KPI's • Bidder to provide market insights and showcasing latest digital trends 3 points = • Bidder responded to all three submission requirements. 2 points = • Bidder responded to only two submission requirements. 1 point= • Bidder responded to only one submission requirement. 0 points= • Bidder has submitted irrelevant information	30	
Criteria 3: Experience of the Service Team related to the scope of work outlined in PART B: SCOPE OF WORK of this RFP: Objective: To evaluate the relevant professional experience and credentials of the proposed team members to the Scope of Work (Part B) of the RFP, with a specific focus on their expertise of these 5 key roles that are required to service this account: Strategy lead/account director Creative lead Digital and social lead PR & media lead Travel trade lead <u>Submission Requirements:</u> Submit a staffing plan detailing the five required resources with names linked to role. Submit a summarised CV of each of the 5 team members which illustrate the level of expertise and knowledge for the role they are assigned to.	20	

Credentials: examples = professional qualifications, achievements, or recognitions that demonstrate expertise, credibility, and relevance to the RFP scope. These may include: Academic or professional qualifications in marketing, brand communications. Certifications in digital marketing (e.g. Google, Meta, HubSpot). Industry awards or recognition for campaigns delivered in Brazil Criteria Scoring • 3 points = Team includes 5-8 or more members with roles mapped to RFP scope of work functions. All summarised CVs include all five key resources each with a minimum of 2 credentials per person. • 2 points = Team includes 4-7 or more members with roles mapped to RFP scope of work functions. All summarised CVs include four key resources each with a minimum of 2 credentials per person. • 1 point = Team includes 3 team members with roles mapped to RFP scope of work functions. All summarised CVs include three key resources each with a minimum of 2 credentials per person. • 0 points = Fewer than 3 team members proposed. Most CVs are missing, incomplete, or irrelevant. Little or no Brazil experience is demonstrated. Credentials are missing.		
Criteria 4: Market intelligence and information usage Objective: To assess the bidders expertise on providing competitor analysis . Criteria Scoring • 3 points = Submit three competitor reports • 2 points = Submit two competitor reports • 1 point = Submit one competitor report • 0 points = No competitor report submitted	10	
PHASE 2.A TOTAL	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.

Phase 3: Price Evaluation (80+20 or 90+10) = 100 %

Only Bidders who meet the minimum of 70% threshold of technical functional evaluation in Phase 2 will be evaluated in Phase 3 for price evaluation.

The total points for price evaluation (out of 80/90 or 90/10). The bidder who scores the highest points for comparative pricing after the consolidation of points will normally be considered as the preferred bidder with whom South African Tourism will enter into further negotiations for the respective marketing discipline that was tendered.

The bidder should provide a breakdown of costs as follows and should adhere strictly to these designations or roles. Should the naming designations title be different in your organisation, kindly indicate the equivalent as per the requirements below to execute these roles:

Total all-inclusive monthly costs with all taxes strictly and only on these X5 resources assigned to the account, plus your monthly retainer fee:

Note: Please take note that you must write the appropriate position next to the resources we provided if your company's designations differ from those of the listed resources.

- Strategy lead/Account director
- Creative lead
- PR, media lead
- Digital and social lead
- Travel trade/distribution channel lead

COSTING TABLE

Designation	100 Hours per month (R\$) inclusive of all taxes	Total yearly cosy inclusive of taxes (Year 1)	Total yearly cosy inclusive of taxes (Year 2)	Total yearly cosy inclusive of taxes (Year 3)
Strategy lead/Account director				
Creative lead				

PR, media lead				
Digital and social lead				
Travel trade/distribution channel lead				
Total Cost (500 hours per month inclusive of all taxes)				
Monthly Retainer (For SAT representation cost inclusive of all taxes)				
Total combined costs inclusive of all taxes				

Objective Criteria

The recommended bidder will be required to submit a full set of the latest financials upon request from South African Tourism. SA Tourism may assess the financial health (Liquidity, solvency ratio, etc.) of the recommended bidder. Should the result of the financial assessment reflect financial distress that may hinder the supplier from successfully delivering the project, SA Tourism reserves the right not to award the Bid to the highest point scorer. Upon the successful negotiation and signing of a contract and services level agreement with the preferred service provider, all other service providers will be considered unsuccessful.

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