



South Africa

SOUTH AFRICAN TOURISM

SA TOURISM TENDER NUMBER:
SAT 351/25

SAT 351-26 Panel of Global Integrated
Marketing Agencies (Creative, content,
brand design, digital, activation, PR and
media)

COMPULSORY BRIEFING SESSION

12 October 2025 @14h00

This tendering process is subject to the provisions of the Public Procurement Act, No. 92 of 2002, as amended, and the Regulations thereunder. The tendering process is subject to the provisions of the Public Procurement Act, No. 92 of 2002, as amended, and the Regulations thereunder. The tendering process is subject to the provisions of the Public Procurement Act, No. 92 of 2002, as amended, and the Regulations thereunder.

1. Introduction
2. Tender Information
3. Background and Scope of Work
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5. Questions and Answers (Q & A)

TENDER INFORMATION



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2.TENDER INFORMATION

- Tender Number: SAT 351/26
- Description: Advertised on **30 September 2026**
- Briefing session on **12 October 2026, at 14:00 - 16:00 (SA Time)**
- Tender Closing Date - 23 October 2026 at 12h00 (SA Time)
- **Extend Closing date 26 October 2026 at 12:00 (South African time),**
- Submission of proposals must be submitted to the link: <https://e-procurement.southafrica.net>
- *Bidders must load their profile while preparing the bid to avoid delays on the closing date.*
- All questions should be sent to tenders@southafrica.net no later than **13 October 2026** and all responses will be published by **15 October 2026** updated to **16 October 2026** on the following links:
<https://www.southafrica.net/gl/en/corporate/page/tenders>
- **NB: No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.**

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RFP Document Part B

(1) Background and scope, from *pg. 4*



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EVALUATION PROCESS

Part C



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(Q & A)



MANDELA
Charles E. Young School of Forestry, University of California, Berkeley
This sculpture was unveiled on the 100th anniversary of the birth of Nelson Mandela.
The sculpture was created by the artist, Jaume Plensa.
It was unveiled on August 15, 2013.
The sculpture is made of metal rods.
The sculpture is located on the path leading to the E. P. Redwood Library.



SOUTH AFRICAN TOURISM

THANK YOU



MANDELA
Character: Courageous, Gentle, Dreamer, Negotiator, Statesman
This sculpture was unveiled on the occasion of the 50th Anniversary
of the national anthem of Nelson Mandela
to the President, President Jacob Zuma
on 15th August 2012
Sculptor: "RELEASE"
by Mervyn Chisholm

BEC Evaluation Checklist

Criteria 1: Demonstrated Experience in Developing and Executing Integrated Destination Marketing Campaigns showcasing industry excellence targeting the global audience.

Requirements	Case Study 1(int) (Y/N)	Case Study 2(int) (Y/N)	Case Study 3(SA) (Y/N)	Case Study 4(SA) (Y/N)
Case Study: Demonstrated Experience in Developing and Executing Integrated Destination Marketing Campaigns showcasing industry excellence targeting the global audience with a proven global footprint across multiple markets • Each case study must be relevant to the nature and scope of services described in Part B of the Tender Document and must demonstrate the bidder's role in the development and execution of the campaign. • case studies completed within the last 5 years • clearly demonstrates the bidder's role in the campaign; and • supported by a corresponding client reference with valid and contactable details. ○ a client reference on a formal letterhead that directly relates to that case study.				

○ The reference letter and/or case study must include valid and contactable client details that may be used to verify the bidder's role and the work performed.				
Strategy and Creative Execution The campaign strategy, creative concept and how the campaign was executed.				
Methodology The approach used to develop, implement, and manage the campaign.				
Reporting Tools The tools or mechanisms used to monitor, measure and report campaign performance.				
Performance Indicators / Campaign ROI The KPIs, results and/or return on investment achieved by the campaign.				

Scoring Matrix Minimum Threshold = 75% out of Total weight of 100% (225 points out of 300 points)				
		Weight	Point	Percentatge
Submitted 2 international and 2 South African case studies, each supported by a corresponding client reference letters. The submission collectively demonstrates all four required elements: Strategy and Creative Execution; Methodology; Reporting Tools; and Performance Indicators/Campaign ROI.	=3	40	3X40=120 points	= 40%
Submitted at least 2 international and 1 South African case study, each supported by a corresponding client reference letters. The submission collectively demonstrates at least three of the four required elements.	=2		2X40=80 points	=27%
Submitted at least 1 international and 1 South African case study, each supported by a corresponding client reference letter. The submission collectively demonstrates at least two of the four required elements.	=1		1X40= 40	=13 %
The submission does not meet the minimum requirements for 1 point, or the case studies submitted are older than five years, or the required corresponding client references/contact details are not provided or cannot be verified.	=0		=0	=0%

Criteria 2: Agency Industry Accolades and Awards.

Evaluator Checklist

Requirements	1St awards or accolades	2nd awards or accolades	3rd awards or accolades
The bidder must demonstrate recognised excellence, expertise and innovation within the marketing and communications industry through relevant industry accolades and awards.			
The name of the award or accolade;			
The awarding organisation;			
The year in which the award was received; and			
The category or work for which the award was received.			
Scoring Matrix			
Minimum Threshold = 75% out of Total weight of 100% (225 points out of 300 points)			

		Weight	Point	Percentatge
The bidder provides evidence of at least 3 relevant industry awards or accolades received during the past 10 years.	=3	30	3X30=90 points	= 30%
The bidder provides evidence of 2 relevant industry awards or accolades received during the past 10 years.	=2		2X30=60 points	=20%
The bidder provides evidence of 1 relevant industry award or accolade received during the past 10 years.	=1		1X30= 30	=10 %
The bidder provides no qualifying industry awards or accolades, or the evidence submitted does not meet the stated requirements.	=0		=0	=0%

Criteria 3: Resource allocation plan & CVs/Detailed Profiles of the proposed Five Resources.

Evaluator Checklist

Requirements	1St awards or accolades	2nd awards or accolades	3rd awards or accolades
The bidder must demonstrate recognised excellence, expertise and innovation within the marketing and communications industry through relevant industry accolades and awards.			
The name of the award or accolade;			
The awarding organisation;			
The year in which the award was received; and			
The category or work for which the award was received.			

Scoring Matrix

Minimum Threshold = 75% out of Total weight of 100% (225 points out of 300 points)

		Weight	Point	Percentatge
The bidder submits CVs / Detailed Profiles for all five required resources — o Creative Director, o Business Unit Director/Account Director, o Strategy & Planning, o Digital & Social Media, and o Brand Experiential Manager o each of the five (5) proposed resources individually demonstrates more than ten (10) years.	=3	30	3X30=90 points	= 30%
The bidder submits CVs for at least four of the five required resources, including the o Creative Director, o Business Unit Director/Account Director, and o Digital & Social Media Lead, o Strategy & Planning, o each of the four (4) proposed resources individually demonstrates 8 to 10 years of relevant experience.	=2		2X30=60 points	=20%
The bidder submits CVs for at least three of the five required resources, including the: o Creative Director, o Business Unit Director/Account Director, and o Digital & Social Media Lead, o each of the three (3) proposed resources individually demonstrates 5 to 7 years of relevant experience.	=1		1X30=30	=10 %
The bidder does not meet the minimum resource requirements. This includes: o Submission of fewer than the	=0		=0	=0%

minimum required resources; o The proposed resources have less than 5 years of relevant experience; or o The bidder fails to provide sufficient CV/ Profiles evidence to substantiate the required resource and/or experience. o If a resource is duplicated o The proposed resource does not meet required number of years or requirements for any of the points scoring as defined above i.e. 3-point, 2-point, 1 point.				
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