

QUESTION AND ANSWERS

BID NUMBER:	TENDER NUMBER: SAT 345/26
BID DESCRIPTION:	PUBLIC RELATIONS AGENCY MEISEA

	QUESTIONS	ANSWERS
1	Case Study Requirement: The criteria require one case study from an international tourism board handled within the past 36 months. In case an agency does not have an international tourism board case study from this period, would a relevant case study from the consumer or another comparable sector be acceptable instead?	The scoring criteria as mentioned in the matrix: If any one of the above conditions is not met, the bidder is scored 0 for this criterion, and Step 2 below is not applied.
2	Client Reference Requirement: The criteria also require three client reference letters, with at least one reference from an international tourism board worked with within the past 36 months. If an agency does not have an international tourism board reference from this period, would a recent reference from another sector, such as Financial Services, be considered acceptable?	The scoring criteria as mentioned in the matrix: Score of 2 = Where only two references have been shared, OR three references have been shared but none with an international tourism board.
3	As we are an Indian entity and our services will be provided in Indian markets, we need confirmation that any reference to foreign laws, policies, terms & condition in the RFP document including links mentioned in all the documents shall be deemed to be the reference of relevant Indian laws	Please be informed that Indian law and jurisdiction will apply.
4	We want our liability in no event exceed the aggregate amount of fees paid by the Singapore Tourism to Adfactors PR under this RFP. We need confirmation on the same if this will be acceptable	Please share clarity on this question as it is meant for Singapore not for SAT.
5	Client reference or LOA of international clients can be shared for tourism client within 48 months instead of 36 months as mentioned in RFP	The RFP mentions 36 months anything beyond that will not be accepted
6	Case studies of international clients if can be shared for tourism client within 48 months instead of 36 months as mentioned in RFP.	The RFP mentions 36 months; anything beyond that will not be accepted.
7	Part A, Page 12 – General Terms & Conditions: Jurisdiction and Applicable Laws The RFP currently refers to the jurisdiction and applicable laws as those of the Republic of South Africa. As the	Please be informed that Indian law and jurisdiction will apply.

	proposed services would be provided by our India entity, could you please clarify whether the jurisdiction and applicable laws can be amended to India at the RFP information stage?	
8	Annexure F - General Conditions of Contract (GCC) Annexure F includes a link to the GCC. We understand that the detailed GCC and associated contractual terms may be subject to legal review. Could you please confirm whether bidders are expected to accept the GCC in its entirety at the RFP submission stage, or whether the GCC can be reviewed and negotiated post-shortlisting , prior to final contracting? -	The list of countries are listed on page 6 part B of the RFP. Please apply for this tender ONLY if the agency has reach and capability in these markets apart from India. As shared during the brief. These markets are on a project basis.
9	Changes / Qualifications to RFP Forms and Documents Could you please confirm whether bidders may include necessary qualifications, comments or proposed amendments to the RFP forms and documents at the submission stage, particularly in relation to jurisdiction, limitation of liability, confidentiality, applicable laws and GCC/contractual terms?	No, the RFP document is not subject to changes or amendments. You may only include necessary qualifications aligned to the requirements as part of your submission. Any further recommendations may be sent to the contact person via the registered email address.
10	Clarification on Jurisdiction for Services Provided from India. While the RFP appears to indicate at one point that jurisdiction would be determined based on the location from which the services are provided, we would appreciate confirmation that, for services provided by our India entity, Indian laws and jurisdiction would apply. Could you please clarify this position to avoid any ambiguity at the current RFP stage?	Please be informed that Indian law and jurisdiction will apply
11	Legal Review and Contract Finalization Could you please confirm whether the successful bidder will have an opportunity for a mutual legal and contractual review of the final agreement, including the GCC and other applicable terms, before execution of the contract?	Yes, the successful bidder will enter into a contractual agreement with SAT, and both parties will have an opportunity to review it before finalization.
12	The RFP requires a final presentation of 10 slides . Could you please clarify where/how the final presentation needs to be uploaded/submitted as part of the RFP response? Part A, B or C? As shared during the briefing,	PART A includes all the legal documents that have to be submitted; PART B requires a 10-slide presentation (pitch), case studies, Reputation management reports, Reference letters, as well as the detailed CVs; and PART C is pricing and any other supporting documents.



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13	Could you please clarify where/how the proposed team profiles need to be uploaded/submitted as part of the RFP response, and whether there is a prescribed format or template that needs to be followed?	Please submit this along with Part B pack of documents that will be uploaded on our e-procurement website
14	Does the mandate include managing SAT India's owned social handles, or only earned and influencer work?	We use a separate digital agency for our social media work.
15	Which other agencies does SAT India retain (media, creative, digital), and how is social and influencer work split between them and the PR agency? SAT works with a gamut of agencies which will be introduced to the winning bidder.	The PR scope for influencers has been listed in Part B
16	Are influencer and KOL fees part of the retainer, a separate SAT budget, or billed at actuals?	Please indicate an annual range. - influencer fees are NOT a part of the retainer. The outreach to the influencers is a part of the retainer. The detailed scope can be seen in part B
17	Is paid amplification of PR and influencer content within scope?	Please refer page 9 to 13 part B. Agencies are also encouraged to recommend additional strategic initiatives and innovative solutions that address South African Tourism's business objectives and market challenges outlined in this brief. All recommendations should be clearly identified and costed where applicable.
18	Is content production (video, photo) within the retainer or a third-party cost?	Third party
19	What rights does SAT hold for the ICC Cricket World Cup 2027? Can the campaign use the tournament name and marks, or must it run as a host-destination campaign with no ICC association?	SAT does not hold rights ICC Cricket World Cup 2027. We are one of the countries where it will be hosted
20	Is there a separate budget for the ICC 2027 campaign, or is it expected within the retainer?	Everything is under retainer fees for services listed under scope of work on page 9 - 13 of part B. If there is anything that you are doing beyond that please outline the charges as also indicated in the scope.



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21	Are monitoring and listening tool licences included in the retainer or billed separately?	It is Included
22	Please share baseline data for traffic, SOV, sentiment and reach, and confirm how SAT defines conversion for this mandate.	As this is a competitive pitch process, we're unable to share detailed baseline data on traffic, SOV, sentiment, reach, or internal conversion benchmarks with any single agency at this stage. For the purposes of the pitch, please use publicly available information and reasonable market benchmarks. We can share the relevant data points, definitions, and measurement framework with the winning bidder.
23	Does the 10-slide limit apply only to the pitch, with case studies, reputation reports and reference letters submitted as separate documents?	The 10-slide presentation is intended solely for the pitch presentation. All other points outlined under the evaluation criteria are to be submitted separately, as communicated in the brief.
24	Since the ICC World Cup 2027 is the primary campaign brief, can agencies also include additional PR ideas for the months leading up to the tournament, or should the 10 slide presentation focus entirely on the ICC World Cup?	The approach is entirely up to you. The evaluation criteria clearly outline the details and information expected as part of the brief.
25	Is there any restriction on the number of documents that can be submitted under Sections A, B and C?	Please be informed that there is no restriction, provided the submission is in accordance with what has been requested in the RFP document for evaluation purposes. It is recommended that you merge all your documents to be submitted under Part A,B and C for ease of submission.
26	Submission deck format: Is there a preferred format/orientation for the presentation deck - landscape or portrait?	This is entirely up to you.
27	Crisis case studies: For the crisis management case studies, can we redact the client name and refer to the client/organisation generically, where confidentiality requirements apply?	

28	Paid media/activation budgets: Could you please provide any indicative budget range or guidance for paid media/activation budgets that agencies should consider while developing the proposal?	Our budgets are only disclosed to the winning bidder. Please note we have a media buy agency in place and all our media buy will be routed through them.
29	For social monitoring, which platforms should be covered under the scope?	Instagram, Facebook, X
30	What is the nature of monitoring expected under the mandate? Would this include always-on monitoring, issue-based monitoring, competition monitoring, or a combination of these?	Combination
31	Should the reference letter be issued on the client's letterhead or the agency's letterhead?	On the client's letterhead
32	Is there a prescribed format or template for the proposed team CVs, or may agencies follow their own format?	Own format is fine, but it has to be a detailed CV that lists the team's work experience individually
33	Is a team structure slide required as part of the proposal, or is submission of the complete CVs of the proposed servicing team sufficient?	The pitch presentation will ONLY encompass what is listed under Table 3: Technical evaluation (PR Agency) under campaign pitch and strategy.
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35	Since the pitch presentation is limited to a maximum of 10 content slides plus one title slide. Are case studies, recommendation letters, CVs, team structure, and other supporting documents excluded from this slide count?	As shared during the brief, the pitch presentation will ONLY encompass what is listed under Table 3: Technical evaluation (PR Agency) under campaign pitch and strategy. Everything else will be separate attachments/PDF to be submitted.
36	As South Africa Tourism is an existing client, can we use our work with them as case studies	Yes you may.
37	As South African Tourism is an existing client, can we request a reference letter from you under International Tourism board	Yes you may.
38	For the potential two-year extension, should agencies provide pricing based on the same scope and deliverables as Years 1-3, or should an escalation assumption be applied?	Pricing should be summarised in Part A, Annexure B (SBD 3.3), indicating the annual escalation percentage to be applied. Annexure E to also be completed for all three years.

39	Mumbai office requirement (Part B, Section 7): The RFP requires a fully operational, established physical office in Mumbai with a dedicated team. Could you please confirm: a) whether this requirement applies to bidders whose parent or head office is outside India; and b) what evidence of an established Mumbai office and team SAT will accept at submission (e.g. [lease / registration / payroll evidence - please specify]).	Please note that requirement is that bidder must have fully operational office in Mumbai with a dedicated team that will service SA tourism irrespective head office in Mumbai, outside Mumbai or outside India.
40	Central Supplier Database (Part A, Section 4): Section 4 states it applies only to South African companies, but also states that bidders not registered on the CSD will be disqualified. Please confirm whether a bidder that is not a South African company is required to hold a CSD (MAAA) number and, if so, whether registration must be complete at submission or by the end of the evaluation process	CSD is only applicable to South African Suppliers, non-south African companies are only required to register if they are successful at the tender award stage.
41	Annexure references: Part C, Table 2 refers to Annexure A as SBD 1 and Annexure E as the Declaration of Interest (SBD 4). Part A lists Annexure C as the Declaration of Interest (SBD 4) and Annexure E as the Pricing Schedule. Please confirm the correct annexure labelling.	Kindly follow the annexures in Part A.
42	Commissioner of Oaths (Annexure A / SBD 1): Please confirm whether a Commissioner of Oaths signature and stamp obtained in [India / UAE - confirm] is acceptable, or whether another form of attestation is required for non-South African bidders	An oath commissioner in India is an advocate appointed by a High Court to administer oaths and attest affidavit/ documents.
43	Erratum: The erratum refers to “compulsory briefing sessions”, whereas Part B describes the 24 September 2026 session as non-compulsory. Please confirm that attendance was not mandatory for submission.	Briefing session held on 24th Sept 2026 at 13:00 hrs IST was non compulsory