



SOUTH AFRICAN TOURISM

1. We understand from the document that you would like to receive a communication strategy for Big Thing 1 to 4 and target audiences for The Netherlands, Belgium and the Nordics. We wonder if you expect a creative concept already? Or if this is required in phase 2?
Answer: Yes, please submit a creative concept as part of your communication strategy and proposal; as per instructions outlined in section 9.8 outlined in the bid document.
2. Are there any restrictions in how to hand the RFI in? E.g. maximum amount of words, use of visuals yes or no.
Answer: No there aren't any restrictions pertaining to this.
3. Are there any restrictions in how we should hand in the credentials?
Answer: No, as long as you follow the process listed in the bid document, listed under section 9.13.1; part C
4. What would be the scope of work in projects per year?
Answer: The scope of work and projects selected per year are determined by annual business plans developed on an annual basis, and the projects outlined within them. This varies from year to year based on business objectives, however the scope of work contained in the RFP provides a comprehensive outline of the work expected to be delivered across projects. Please refer to sections 9.4, 9.5, 9.6 and 9.7 detailing scope of work required.
5. What would be the scope of work in budget per year?
Answer: Our budgets are allocated in line with our business plan, and therefore changes from year to year. We can however disclose that in the past 3 years, our consumer marketing budget has ranged from between 1,5 million to 2 million euros per year
6. Can you provide an exact delivery checklist for the tender? Just to avoid any misunderstanding. In the provided document it is mentioned in several chapters in various ways.
Answer: Please refer to sections 9.10 and 9.13.1 - parts A, B and C in the RFP document. Please ensure all Annexures are completed in full.
7. Can you share the annexures as (separate) Word documents, so we can fill them in?
Answer: No. We are unfortunately not able to share any word documents pertaining to this process. Please fill out the forms as provided in PDF format.
8. Can you share the global strategy of SAT?
Answer: South African Tourism's Global Communication strategy, along with research insights per market and brand tracking data will be shared with all companies that are eligible to participate in phase 2 of this bid. For the formulation of your creative concept and proposal, you are encouraged to do research via sources that are publicly available.
9. Does the safety issue apply for all the target audiences that are mentioned, or is it for instance more relevant to the older target audiences? And does it vary in the different regions? Between Benelux and Nordics
Answer: Safety and security is currently a key perception barrier when targeting consumers despite differing levels of impact across consumer groups. It therefore applies to all markets and age segments for consideration.
10. You inform us that the brand tracker is being handed over after in Phase 2. Can you explain why? Since the insights of the brand tracker are important for setting up campaign strategy.



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Answer: This will be sent directly to companies who have been shortlisted for phase 2 and will therefore not be made publicly available. South African Tourism's Global Communication strategy, along with research insights per market and brand tracking data will be shared with all companies that are eligible to participate in phase 2 of this bid. For the formulation of your creative concept and proposal, you are encouraged to do research via sources that are publicly available.

11. Can you share information about what kind of tourists who now visit SA? Numbers, locations, how they travel (group or individually) etc.

Answer: Arrival statistics are available on our website on www.southafrica.net. South African Tourism's Global Communication strategy, along with research insights per market and brand tracking data will be shared with all companies that are eligible to participate in phase 2 of this bid. For the formulation of your creative concept and proposal, you are encouraged to do research via sources that are publicly available.

12. What is the timeline for this pitch process after August 16th and when is the expected start date of the contract?

Answer: Timelines as follows: Tender closes: 16 August 2019. Notification of short - listing (selection for participation in phase 2): 19 August 2019. Presentations: 27 and 28 August 2019 for the Netherlands and Belgium, and 29 and 30 August 2019 for bidders from Nordic countries. Please note that presentation dates are also published on the cover page of the RFP. The estimated start date of this contract is 20 October 2019.

13. There was no NDA present, do we need to sign one?

Answer: This will be relevant for the next phase.

14. We understand that some of the work will be expected to build from your centrally created worldwide strategy and campaign, but there is no reference to this in the RFP and no other attachments. Therefore, we assume you want the agencies to develop a positioning and some regional or local communication examples based their own suggestions. Is this correct?

Answer: Yes, this is correct, for this stage. Please submit a creative concept as part of your communication strategy and proposal; as per instructions outlined in section 9.8 outlined in the bid document. South African Tourism's Global Communication strategy, along with research insights per market and brand tracking data will be shared with all companies that are eligible to participate in phase 2 of this bid. For the formulation of your creative concept and proposal, you are encouraged to do research via sources that are publicly available.

15. Would it be possible for you to share the previous South Africa tourism campaigns and event activations? (With many items not trackable beyond mass media it is hard to collect an understanding of what your organization has done previously)

Answer: For the Nordic region - no consumer facing work has been done to date as it is a new priority source market. Previously this market was serviced through tactical trade work. For Global campaigns, much of the information is publicly available and you can browse our Youtube <https://www.youtube.com/user/SouthAfricanTourism> and social media sites for an idea of previously delivered campaigns.

16. Can you tell us who did SAT have branded partnerships with in recent years and is the plan to continue with these and similar companies? What was the nature of the partnerships? Did they also provide creative content for you?

Answer: SAT partnered with the Voice of Holland in 2018, for a branded content partnership. Future plans will be dependent on annually created business plans, in accordance with business objectives. The scope of services provided in sections 9.4, 9.5, 9.6 and 9.7 is what will be required from agencies that are appointed.



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17. Would it be possible to share the original consumer insight research with us from which the target segmentation has been derived?
Answer: South African Tourism's Global Communication strategy, along with research insights per market and brand tracking data will be shared with all companies that are eligible to participate in phase 2 of this bid. For the formulation of your creative concept and proposal, you are encouraged to do research via sources that are publicly available.
18. In the last couple of days, we've seen a separate PR and Events RFP document. If there are separate Media, PR and Events RFP's, as there seem to be, can we exclude these disciplines from the brand communications RFP and focus on our core advertising and digital comms services? Or is it an absolute requirement to submit across all areas within one bid, as the RFP (SAT North Europe 001/19) seems to indicate?
Answer: Everything that is listed in the scope of services in the RFP named SAT North Europe 001/19 is what will be required for delivery in your proposal. The 3 RFPs are separate and do not require all 3 to be delivered as one. Everything that is requested in the SAT North Europe 001/19 will however be expected to be delivered on in your submitted proposal.
19. We appreciate that you are looking at a 5-year plan and budget recommendations but to establish a realistic level from the start it helps us have some benchmarks in mind. Could you advise us what the pattern of spend as a total budget (and separately for media) has been over the last 3 years? If not, could you give us an indication of the targeted yearly budget in year 1, ideally by sub-region?
Answer: Our budgets are allocated in line with our business plan, and therefore changes from year to year. We can however disclose that in the past 3 years, our consumer marketing budget has ranged from between 1,5 million to 2 million euros per year
20. It will help structure our thinking and budgeting to know how much local creative work and new content is expected versus adaptation of existing global assets. How many adaptation campaigns would there typically be per year? Would these be simple adaptations (translations and very simple tweaks) or complex adaptation (using the main campaign idea and creative assets in a new way tailored for that market).
Answer: Please refer to scope of work required in sections 9.4, 9.5, 9.6 and 9.7 and adapt your proposal based on these requirements.
21. How many totally fresh N. Europe creation campaigns would there be per year - work where we would be required to produce creative from scratch (including campaign or activation idea generation)?
Answer: Please work on 1 - 2 per year, but note that these are based on business plans developed annually and subjected to business objectives that need to be delivered on.
22. When it comes to creation of totally new creative assets for Benelux and Nordics, would this be for online use only or also potentially for offline as well (outdoor, etc)?
Answer: Please refer to scope of services and submit your RFP in accordance with these. Channels selected are based on objectives determined in annual business plans.
23. Would the proposal need to include our recommendation on how many/which social platforms SAT should be on in BENELUX?
Answer: If you are answering on the SAT North Europe 001/19 tender, your proposal should incorporate all markets required. Your proposal and what you include there is in accordance with the needs you deem appropriate based on your conducted research, and should be guided by the scope of service required.