



SOUTH AFRICAN TOURISM

Tender no SAT 152/19

Brand Design

Notes for Bid Clarification

“Please include a signed copy of the Addendum with the Bid submission”

Introduction

This Addendum with clarification notes serves to inform potential Tenderers of changes, amendments and/or clarifications made to the Bid documentation. The following queries and/or changes have been received from those that have collected documentation.

Item	Description				
1	<p><u>Question</u></p> <p>Page 3, point 3.4 states the tender submission should be 1 original and 1 hard copy and 4 electronic copies. Must the 4 electronic copies go in the original envelope or 2 in original and 2 in the hard copy or in their own separate envelope?</p> <p><u>Response</u></p> <p>Please include 1 in original and 3 in hard copy</p>				
2	<p><u>Question</u></p> <p>Page 18, point 9.7.1 references that the pack in each envelope should be in 3 parts- A, B and C. However, our understanding at the verbal briefing was that the costs must be submitted separately- please clarify if the costs in part C then go in separate envelopes to the 2 above or in the same 2 envelopes but as a separate section/part?</p> <p><u>Response</u></p> <p>Please include one in original and 1 in hard copy</p>				
3	<p><u>Query</u></p> <p>Page 20, point 9.10.2, number 2 in the table states that there are 25 points for “an evaluation of the SAT brand environment” and number 3 in the table states there are 20 points for “agency methodology and approach” please clarify in which section or part these responses should be included and also how much of the solution/work SAT expects for 2 and 3 above?</p> <p><u>Response</u></p> <p>Please include this in your proposal - @This is part of PART C as indicated in the document.</p> <table border="1" data-bbox="252 1512 1125 1877"> <tbody> <tr> <td data-bbox="252 1512 1072 1792"> <p>2. An evaluation of the South African Tourism brand environment with recommendations for optimization and standardization of brand design including but not limited to: brand architecture, naming conventions, brand identity and brand management systems.</p> <p>With specific attention to the brand re-categorization of South African Tourism’s brand assets into corporate and destination branding.</p> <p>All recommendations to highlight visual/photographic language recommendation.</p> </td> <td data-bbox="1072 1512 1125 1792">25</td> </tr> <tr> <td data-bbox="252 1792 1072 1877"> <p>3. Agency methodology and approach to brand design including its application to all regions.</p> </td> <td data-bbox="1072 1792 1125 1877">20</td> </tr> </tbody> </table>	<p>2. An evaluation of the South African Tourism brand environment with recommendations for optimization and standardization of brand design including but not limited to: brand architecture, naming conventions, brand identity and brand management systems.</p> <p>With specific attention to the brand re-categorization of South African Tourism’s brand assets into corporate and destination branding.</p> <p>All recommendations to highlight visual/photographic language recommendation.</p>	25	<p>3. Agency methodology and approach to brand design including its application to all regions.</p>	20
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4	<p><u>Query</u></p> <p>Page 20, point 9.10.2 says in the last column of the table says “ref page in bidder’s proposal” must we include the page numbers in our tender where we answer these parts 1-5 or can we reference sections?</p> <p><u>Response</u></p> <p>Yes please include the pages in your RFP on Page 20.</p>
5	<p><u>Query</u></p> <p>Page 20, point 9.10.2, number 5 says “demonstration of how this project can be managed as an output based project with license fees for brand management software etc.” and then in the table on page 21 says “(not actual bid price)” please clarify what this means and the expectation here?</p> <p><u>Response</u></p>
	<p>This is the model vs the actual bid price.</p>
6	<p><u>Query</u></p> <p>Page 24, point 9.11.1, references point 9.10.5.3 but this clause does not exist in the tender document. Which clause is being referred to here?</p> <p><u>Response</u></p> <p>. The correct reference point is 9.10.4,3</p>
7	<p><u>Query</u></p> <p>Page 32, annexure c, please clarify that we should only cost for the 4 deliverables in scope on pages 15 and 16, point 9.3.1 section (1) Brand architecture, (2) Naming conventions, (3) brand identity and design language and (4) Brand management system?</p> <p><u>Response</u></p> <ul style="list-style-type: none"> • Yes- this is the scope of work. Should there be something additional which will support this - include it in your proposal.
8	<p><u>Query</u></p> <p>Page 16, the Brand Management System, does SAT make use of a BMS currently, if so, which one and why is SAT looking to change it?</p> <p><u>Response</u></p> <ul style="list-style-type: none"> • No.

10	<p><u>Query</u></p> <p>Page 16, the Brand Management System, is the cost we need to include just the setup or also hosting and management for 36 months?</p> <p><u>Response</u></p> <ul style="list-style-type: none"> • All costs for 36 months
11	<p><u>Query</u></p> <p>Please clarify which of all the tender documents must be submitted for a sub-contractor and which for a joint venture partner?</p> <p><u>Response</u></p> <p>Sub-contract, submit CSD report, Tax, CIPS, signed contract between the two. Joint Venture proof, BEE for Joint ventures, CIPS,csd report</p>
12	<p><u>Query</u></p> <p>Is it a prerequisite that we appoint an EME or QSE to deliver on the scope and apportion a percentage of the fees to the appointed entity?</p> <p><u>Response</u></p> <ul style="list-style-type: none"> • Yes, it's must to appoint EME or QSE.
13	<p><u>Query</u></p> <p>In the briefing on 29/12 please advise in regards to this brand design submission and the photography visual language of this submission, you advised we not allowed to touch the logo which is duly noted, however in the language is our true north and are we bonded by the current pay offline?</p> <p><u>Response</u></p> <p>The logo is supported by the tagline: Inspiring new ways. Please do not touch either.</p>
14	<p><u>Clarity</u></p> <p>Page 18 under Part C (d). A detailed cost breakdown based on your understanding of what the of work will entail and Page 32 Annexure C: Detailed breakdown of total and standard services.</p> <p>Page 18 and Page 32 refers to the Financial costing that we will use on Gate 2 which is more explainable by page 32.</p>
	<p><u>Query</u></p> <p>With regards to the paperwork for the submission of the first phase which is due on the 13th December, are we required to submit only the documents required for Gate 0, which includes the compliance documents and annexures or does this include Gate 1, which includes the entire scope of services as well??</p> <p><u>Answer:</u></p> <p>Yes it includes Gate 0 to Gate 0, Part A to C.</p>