



PART B: SCOPE OF WORK (SAT TENDER NUMBER SOUTH EUROPE 001/21)

Bid Description	
South Europe Integrated Marketing, Trade and Communication Services	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender number South Europe 001/21
Closing Time:	12h00 (France time)
Closing Date:	30/07/2021 (No late submission will be accepted)
Compulsory Briefing Session:	No Compulsory Briefing
Date and Time:	N/A
Venue:	N/A
Address	N/A
Contact Person	Hanh Nguyen
Bid Submission Address	https://e-procurement.southafrica.net
Envelope Addressing	<p>SA Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by SA Tourism.</p> <p>The portal is the official portal for SA Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.</p> <p>The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal.</p> <p>The Portal's URL (https://e-procurement.southafrica.net) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders should with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose.</p> <p>The supplier user manual can be viewed and downloaded on SA Tourism's website</p>

	<p>at https://www.southafrica.net/gl/en/corporate/page/tenders.</p> <p>All bidders should therefore take note that the physical drop-offs and courier of bid responses to SA Tourism's physical address is no longer permitted.</p> <p>Prospective tenderers must periodically review both http://www.southafrica.net/gl/en/corporate/page/tenders and https://e-procurement.southafrica.net for updated information or amendments with regard to this tender, prior to due dates.</p> <p>Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects, may invalidate the tender.</p> <p>Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.</p> <p>Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.</p> <p>No tenders transmitted by telegram, hand delivery telex, facsimile, E-mail or similar apparatus will be considered.</p>
Section	Supply Chain Management
Contact Person	Hanh Nguyen
Email Address	Hanh@southafrica.net

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT

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1 CLOSING DATE

The closing date for the submission of proposals is **30 July 2021 at 12h00**. No late submissions will be accepted.

Briefing Session (Not Applicable)

2. E PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

- 2.1 SA Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by SA Tourism.

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- 2.2 Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects, may invalidate the tender.
- 2.3 Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.
- 2.4 Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

3 CONTACT AND COMMUNICATION

- 3.1 A nominated official of the bidder(s) can make enquiries in writing, to the specified person, Hanh Nguyen via email hanh@southafrica.net. Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.
- 3.2 Bidders are to communicate any technical enquiries through the nominated official in writing, no later than 16 July 2021.

All responses will be published by the 20 of July 2021 on the following links:

<https://www.southafrica.net/gl/en/corporate/page/tenders>; and

<https://e-procurement.southafrica.net>.

4 DETAILED SCOPE OF WORK

4.1 BUSINESS CASE

- A. South African Tourism aims to position South Africa as the preferred leisure and business destination of choice. Our business objectives are to increase visitor arrivals and spend from the South Europe region (France, Italy and Spain) to South Africa. To achieve our set objectives, we have to increase destination awareness and conversion. To achieve this, we communicate directly with consumers to create top of mind awareness, and we also build relations with trade channel by upskilling to sell the destination effectively.

To effectively build destination awareness and adequately support trade, we require an integrated marketing, trade and communications agency for the next three years to assist with strategy and creative development, planning, media buying, campaign management, measurement, and analytics localisation overall execution. This is an important requirement to ensure the localisation of strategy and ensure that we build sustainable partnerships and drive conversion. The appointed agency will be responsible for, but not limited to, the followings:

- Brand & Creative Strategy
- Localisation of global communication and creative strategies
- Localise global campaigns through relevant digital platforms for consumer management
- Digital Marketing strategy
- Destination Experiential Marketing & Activations
- Media Buy Strategy & Other campaigns
- Media buying & digital campaign management
- Communication and marketing performance tracking and visualisation
- Social media platform management, inclusive of copy production and community management
- Trade representation
- Trade Partnership strategy
- Public Relations
- Project management
- Regional Operations Capability

The South Europe hub, based in Paris, specifies the work that needs to be carried out through their annual business plans by stipulating “Big Things” to be done. These big things consist of both a trade and a consumer focus and are compiled after a process that entails monitoring macro-economic conditions and performance, brand tracking results such as awareness, positivity and conversion, and other key components contained in the marketing funnel. The key business objectives for 2021 fiscal for the hub are as follows:

- Recovery: Ensure a strong presence in the market and that South Africa is top of mind post COVID19 and once current travel restrictions are lifted.
- Consumer - Inspire 3 million potential South European tourists to book trips by leveraging shifting purchasing behaviour. A customer-centric and data-driven approach will deliver the right content at the right time to influence consumer decision-making to visit South Africa.
- Trade - Encourage all relevant channels to promote SA throughout the year with a variety of offers by establishing commercial partnerships and providing the
- Right tools and comprehensive support to achieve business objectives.
- Trade Partner with relevant stakeholders to promote SA throughout the year by providing the right toolkit, content, and support.

B. OPERATING ENVIRONMENT & AGENCY CRITERIA

The greatest challenge we face is “Growth & Recovery” in a post-Covid 19 World. We have evidence that demand for global long-haul travel will take 24 to 36 months to recover from our key source markets fully. Among the most significant reasons preventing global travellers from travelling are fears about health and

safety and lack of money and time due to the crisis. Traditional trade consumer segments have shifted towards millennials, with consumers demanding booking flexibility with the trade or direct bookings with product or airlines. A return to booking through travel agents is predicted following losses that consumers who booked their travel online had faced when needing to cancel due to the pandemic.

Due to the language barrier and different consumer purchase behaviour, the services required are for three key South Europe markets: France, Italy & Spain (in order of priority).

The agency must respond to the following criteria:

- Located in France, preferably in the Paris region.
- Be present in our 2 other markets: Italy & Spain. Either directly or through an agencies alliance and network.
- Multi-task for Trade, Marketing, Communication and PR.
- Successful, qualitative, creative and digital-proficient.
- Single contact for all three markets

C. TARGET AUDIENCE

We target travellers, not tourists, and travel is a state of mind for them. They are global citizens for whom travel is an essential part of their everyday lives. They want to engage our destination and seek out interesting and high-quality experiences. They are adventurous and open to new experiences; these people seek to escape the mundane of everyday routine. At a deeper level, they strive for opportunities to enrich their lives, ultimately, they are explorers at heart.

The Target audience are both Consumers (B to C) and Trade (B to B). Consumer profile/target: Repeaters and First-timers, from Millennials (25-35 years old) to pensioners (over 60). Every kind of groups are taken into consideration: family, friends, lone travellers, couples.

D. MICE AND CORPORATE

In South Europe (France, Italy & Spain), we focus on building our brand to appeal to the incentive market. However, we are always looking for opportunities for our National Convention Bureau to pitch for conferences or events in South Africa to boost our arrivals and spend in South Africa.

4.2 SCOPE OF WORK

A. BRAND PR

- Fully integrated PR marketing development, planning, execution and monitoring (incl. optimisation and reporting) of the annual marketing plan, which includes, i.e. digital, offline and social media PR expertise. Check and advise on the legislative framework for the relevant campaign or when related to SAT directly (e.g. GDPR: advise SAT on legal documents pertaining to the specific language market).
- Create, implement and track campaign messaging for the hub and tweak where applicable for the various markets (based on market insights). Ensure consistent messaging for integrated consumer and trade campaigns across the appropriate channel mix.
- Proactive idea generation to enrich the overall regional marketing plan with breakthrough projects/campaigns to address the SAT defined targets. Identify and activate non-travel and travel-related brands to boost confidence in destination South Africa and extend reach and share of voice in the region.
- Implement a smart and clear ROI model throughout all activities.
- Amplify agreed integrated marketing and PR plan and campaign(s), identify and propose platforms and/or ideas to maximise consumer campaign leveraging and partnerships in market.
- Create and implement an integrated PR strategy for traditional, social and digital in line with the annual marketing plan.
- Handle management of projects incl. communication and consultancy, workflow-management, weekly updates and project management reporting as per SAT requirements.

- Increase PR coverage on the destination South Africa annually according to set targets.
- Evaluate and amplify fiscal media buy by negotiating advertorial and editorial where applicable.
- Create and manage a top SA consumer and trade media database as per GDPR framework.
- Consumer and Trade Media: Identify, execute and monitor media activation such as media networking events, round tables, etc. - as per agreed integrated marketing & PR plan or on an ad hoc project with specific purpose and deliverable(s).
- Media Hosting: Negotiate deals with the press for press trips, incl. Indaba media hosting and handle the press trips following SAT procedures
- Assist activation needs at global platforms in the market, e.g. sourcing photographers, videographers, facilitators etc. to activate in the region as per global SAT needs and as briefed.

B. TRADE FACING PR

- Amplify the marketing and PR campaign in the hub through, i.e. relevant trade extensions and platforms for consumer-facing campaigns to integrate conversion elements and negotiate such relevant options with trade in the region. Implement and monitor such trade amplification.
- Handle trade facing campaigns in the region where required by SAT.
- Identify, evaluate, execute and monitor trade campaigns specific in France, Italy and Spain with an experienced resource to represent SAT as an expert in these markets.
- Identify, implement and monitor trade-focused events relevant for the integrated marketing and PR plan or as ad hoc project: annual events relevant to SAT to leverage a captive audience with credible “third party” endorsement (B2B / B2B2C). Handle logistics, i.e. booking of the venues, invitation management aligned to SAT procurement.

C. REPUTATION MANAGEMENT PR

- Develop, implement and monitor a positive messaging strategy for the region
- Develop, implement and monitor a crisis management strategy and plan
- Supporting SAT office when needed (during business trips to SA)
- General reputation: approach media and secure interviews for SAT spokespersons during the year, as well as secure possibilities, to submit campaign concepts for awards
- Stakeholder relations: Identify and alert SAT where lobbying or high-level intervention may be required in-market, propose activation suggestions
- Social Media Channels: identify, develop, activate and optimise Social Media Channels relevant for SAT incl. making use of relevant content, monitoring and community management.
- Provide reporting and support with: monthly PR value for the region by channel, updated project minutes, monthly SAT management reports, media activity and contact reports, quarterly and annual reports, development and tracking of relevant competitor and airlift analysis for the region.

D. SOCIAL AND DIGITAL PUBLIC RELATIONS

- Conceptualise and run innovative social media campaigns to support offline and enhance digital activity
- Develop a social media strategy to provide a central interaction platform for all stakeholders
- Manage and work with the digital audience, engage in dialogue and drive positive engagement
- Liaise with influential bloggers to take on familiarisation trips

- Examples of general campaign management services:
 - Campaign creative concept,
 - Activation Production,
 - Activation Execution,
 - Activation Logistics,
 - Budget Management,
 - Activation Report,

E. STRATEGY

SA Tourism South Europe is looking for an integrated marketing and trade representation agency to deliver a marketing strategy with strong execution elements across all platforms and environments to amplify South African Tourism's message, enhance the brand and drive sales and conversion. The strategy will have to include how we Inspire South Europe consumers with authentic, stand-out stories and tailor-made content that convinces them to seek information on SA and get them to choose South Africa over competitor destinations by providing information that reduces perceived barriers which include: pricing, safety and security. For our repeaters (consumers who have visited SA in the past), our strategy is to provide compelling offerings of immersive hidden gems and traveller-conscious experiences that expose them to something new & different and to meet our people across South African provinces to drive inclusive growth. In addition, the agency must collaborate with trade partners, such as airlines, to maximise synergies, enhance traveller experience and close sales. Key verticals within the travel trade value chain include - consumers (and customers), travel suppliers, travel intermediaries, inbound operators and product/service providers.

Consumers - Consumers include tourists who visit the destination. Customers are those entities that make bookings on behalf of the tourists (consumers), such as corporate travel desk. Consumers are categorised as leisure and MICE tourists

Travel suppliers - Travel suppliers, refer to the retailers who sell the packages of the wholesalers in the market. It also includes independent agents who sell airline or hotel booking services. These include brick-and-mortar travel agents and online travel agents (OTAs)

Travel Intermediaries - Travel intermediaries refer to the wholesalers who both sell and design the packages for the consumers. They typically sell their packages through a vast distribution channel that consists of the retailers. They primarily include the tour operators

Inbound operators - Inbound operators are trade entities operating in the destination markets, in this case, South Africa, who assist the intermediaries with their local expertise in developing tour packages. Key inbound operators include the destination management companies (DMCs)

Product/Service Providers - Product/Service providers, include flight services, accommodation, regional transport, local guides, travel insurance, visa, and other activities/excursions.

F. TRADE REPRESENTATION

- Development, planning and implementation of trade/channel marketing & sales strategy. → Annual calendar of trade activities.
- Collect and build an in-market Trade/channel database, as per GDPR framework - Trade database management (update etc.) to be communicated to SAT South Europe hub every month.
- Market analysis report (quarterly): Total outbound travel, competitor environment, trade landscape, direct booking channels, consumer purchasing behaviour, developing travel trends.
- Accompany South African Tourism in the trade landscape: trade calls, trade exhibitions, trade activations.
- Identify, implement and monitor trade-focused events, reporting post-event. Handle logistics i.e. booking of the venues, invitation management aligned to SAT procurement.
- Organisation and management of trade fam trips. Use hosting as a tool for content generation (i.e.: trade PR).
- Assistance for the selection and qualification of hosted-buyers to invite them to Trade Shows in South Africa.
- Online/offline trade training strategy and calendar: Trade seminars / workshops, Trade training sessions, Webinar training, SAT online training course participation, Networking sessions & Fam Trips.
- Identification, development and management of trade and unconventional partnerships with strong ROI for SA Tourism.
- Channel & stakeholder (airlines, SA product representatives, trade associations, OTA, travel aggregators) engagements, reporting and contact taken.
- Development, planning and implementation of B2B and B2B2C Campaigns (DDC - Deal Driven Campaigns) to encourage trade to promote the destination and increase sales.
- Development and distribution of content for monthly / quarterly newsletters in coordination with SAT HQ initiatives (i.e. Monthly product newsletter)
- Liaise with all South African Tourism appointed agencies where required.
- Development and distribution of support traditional trade toolkit.
- Development and distribution of digital trade toolkit.
- Trade specific media buy strategy development, planning and implementation.
- Creative and production of trade content and promotional items.
- Storage and distribution management of South African Tourism collateral.
- Submission of monthly, quarterly and annual reports.

G. PROJECT MANAGEMENT

- All projects briefed must have a defined beginning and end in time and a defined scope with supportive resources. The key areas of knowledge management that must be covered in each project include:
 - Project Integration Management.
 - Project Scope Management.
 - Project Schedule Management.
 - Project Cost Management.
 - Project Quality Management.
 - Project Resource Management.
 - Project Communications Management.
 - Project Risk Management
- Propose a work plan with associated timelines that will accomplish the tasks mentioned under scope of services; and
- Outline plans to monitor the campaign's performance and implement corrective measures where necessary.
- Monthly reporting as per SAT requirements,
- Yearly reports at the end of each fiscal year (March)
- Closing / handover report to be handled in the last 30 days prior to the contract termination. The report must ensure all information gathered during the 3 year activities is being handed over to the client (contact details, data, summary of activities and total ROI generated in PR, trade marketing etc.)

4.3 Regional Operations Capability

The South Europe Regional Office is based in Paris, France. The preferred bidder must demonstrate and have the capabilities to operate regionally in the following South Europe markets:

- France
- Italy
- Spain

This includes conceptualisation, development and execution of marketing projects in each of the above-listed markets. The preferred bidder must attend monthly physical, quarterly, and annual meetings at the South African Tourism Regional office in Paris. All regional travel costs for meetings must be included in the relevant project fees that will be signed off by quarter by South African Tourism

We expect efficient planning, execution and monitoring according to our annual business plan. The agency will implement a smart and clear ROI model throughout all activities, providing us with project-based reports, weekly updates and general reports on a monthly basis. Finally, input is expected for the quarterly and annual SAT reports.

4.4 INTELLIGENCE AND INFORMATION USAGE

South African Tourism understands that we are operating in a constantly changing environment and that attitudes towards travel will not remain static. We would expect that our agency will have the ability to monitor these constant consumer changes through our campaign work and contribute to our insights deck.

4.5 ADDITIONAL DOCUMENTATION

Proposals from bidders should clearly demonstrate their understanding of the brief and should further demonstrate their ability to successfully deliver on all the requirements as outlined under section 4.2 above.

SAT expects to receive several proposals, for our bid committee to effectively evaluate the proposals, prospective bidders are required to include information relevant to the following six topics.

A. Introduction

- Agency overview, size, company structure; and
- Relationship with other subsidiaries of your parent company

B. Marketing capabilities

- Describe any prior destination marketing experience;
- Outline how other experiences outside of destination marketing would allow you to deliver innovative solutions to this sector; and
- Describe any competitive advantages that differentiate you from your competitors

C. Solution overview

- Brief description of your understanding of SAT's needs and the challenges it faces in the South Europe region. In doing so, please do not paraphrase or repeat the content of this RFP; and
- Describe how you would deliver on each Scope of Services section and any additional value-added services that you could offer based on your understanding of SAT's challenges

D. Experience, skills and qualifications of the proposed team who will work on the project/account

- Provide a chart illustrating the specific human resources that will be assigned to the project and their experience on similar projects;
- Indicate how the quality and availability of staff will be assured over the term of the agreement; and
- Outline the reporting structure and how each team member would liaise with the client lead and the PR and media buying account leads.

E. Work plan and project management

- Propose a work plan with associated timelines that will accomplish the tasks mentioned under the scope of services; and
- Outline plans to monitor the campaign's performance and implement corrective measures where necessary.

4.6 AGENCY CREDENTIALS

Proposals should also include credentials in the form of at least 2 examples of exemplary work carried out in the area of consumer and trade campaigns creation and management.

All credentials should highlight your concept development, creative capabilities, and instances where you have leveraged other 3rd parties or departments within your wider organisation. They should not be older than two years and should include;

- Client name & background;
- Challenge faced by client;
- Solution delivered by your agency with supplementary graphics and/or URLs where appropriate;

4.7 PITCH PRESENTATION

The shortlisted agencies who qualify after the technical evaluation (Phase 2) will be briefed and expected to present a short pitch revert against the background and environment of the brief. The brief will include evaluation criteria with a minimum threshold of 70%.

END