



Part B: SCOPE OF WORK (SAT TENDER NUMBER CENTRAL EUROPE HUB 004/21)

Bid Description	
Digital Activation Agency	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Central Europe Hub 004/21
Closing Time:	12h00
Closing Date:	30 August 2021 at 12h00 (Germany time) (No late submission will be accepted)
Compulsory Briefing Session:	No briefing session
Date and Time:	No briefing session
Venue:	South African Tourism - Bojanala House
Address	90 Protea Road Chislehurst Sandton 2146
Contact Person	Lerato Segomotso
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. 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. 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 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	Lerato Segomotso
Email Address	leratos@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 August 2021 at 12:00pm Germany Time.** No late submissions will be accepted.

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.

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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, Lerato Segomotso via email leratos@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 19 August 2021.

All responses will be published by the 24 August 2021 on the following links:

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

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

4. SCOPE OF SERVICES

SA Tourism Central Europe Hub, based in Friedensstr 6-10, 60311 Frankfurt Germany is hereby inviting reputable Digital Activation Agencies to submit proposals in a bid to be appointed as a preferred service provider to render Digital Activation Services to South African Tourism based in Germany for the Central Europe Region (Germany, Austria and Switzerland) for a period of 3 years.

The Central Europe Hub with the office in Frankfurt, Germany, is responsible for the German, Austrian and Swiss markets. Our business focus will be on Germany with possible projects in Austria and Switzerland depending on available resources and business opportunities. The service provider therefore should focus on Germany and be able to render all services for Austria and Switzerland, too, on request.

South African Tourism is operating in a high-performance marketing environment in Central Europe. To implement the annual regional marketing plan successfully within Central Europe, Digital Activation is a key channel for all marketing communications. Furthermore, the biggest challenge in market is to stand out, grab the attention of potential travellers as well as service the trade with digital needs in an environment with fierce competition. Digital activation refers to cross-devices, multi-touchpoint services that are integral to the leisure traveller decision making journey in Central Europe. Effective marketing communication in the travel world pulls the potential customer through to the central destination digital hub.

The way to the destination website defined by user information flows and purchase behaviour is diverse and differs by market or regions.

The customer traveller decision making journey within a holiday purchase is complex as travel is an integral part of German-speaking travellers' lifestyle and inspiration and information touchpoints are manifold. The time cycle of holiday buying is long (12-18 months) and not immediate. Throughout the lengthy buying process, digital interception, interruption and capturing of the customer, retaining interest and bonding the conversation with the customer is key. To achieve this in market and ensure that marketing communication has effective return on invest, dedicated digital experts are required to intercept the consumer in the decision making journey. Experts are needed in the field to influence the buying cycle by understanding the mind-set of the customer in his environment, language and nuances as relevancy is key.

SA Tourism does not have the expertise to use digital activation as the binding link between traveller desire - information search - booking - advocacy for the region: Germany (Austria and Switzerland). Whilst the website southafrica.net is the core tool, information hub and vehicle for the communication, digital activation binds partnerships, gives greater scope to marketing activities and then pulls the client through to the central destination website hub.

The Central Europe hub 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 as well as a consumer focus and are compiled after a process that entails monitoring of macro-economic conditions and performance, brand tracking results such as awareness, positivity and conversion, as well as other key components contained in the marketing funnel. The key business objectives for the 2021/22 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 considerers for South Africa 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: Safety + Security (incl. Health), accessibility, pricing.

Trade: Develop trade ecosystem and identify long-haul and niche trade ecosystem partners, switch them to selling SA again by building destination knowledge and supplying brand assets to enable them to build demand with their clientele - and actively sell South Africa.

South African Tourism is therefore inviting proposals from credible service providers with vast experience in this field to submit proposals to manage, maintain and support the digital properties of SA Tourism in the region and to deliver digital creative.

The respective proposals should clearly demonstrate the bidder's ability to deliver the following, yet not limited to:

4.1. Localise global campaigns through relevant digital platforms for consumer engagement:

- Content planning and handling of the central website www.southafrica.net to be relevant for the consumer, media and trade audiences for Germany (Austria and Switzerland);
- Conceptualise and develop digital communications strategies and tactics to best engage with the German-speaking consumers and travel trade;
- Conceptualise and run innovative digital and social campaigns to support local offline and online marketing and PR activity;
- Curate relevant content for Germany (Austria and Switzerland) for digital and social media using available global assets;
- Identify gaps and opportunities to integrate SAT consumer (B2C) and trade (B2B) campaigns for maximum performance

4.2. Develop and manage consumer digital campaigns:

- Development of concepts and campaigns that will pull through new customers for South Africa from the 3 main markets in the region in the respective language, engage existing consumers and attract new fans/followers.
- Provide case studies of best-in-class use of digital for consumer and trade engagement and make recommendations
- Develop customer (consumer and trade) newsletters for regular South Africa news as well as campaign standalone newsletters: set templates, implementation double opt-in, manage mailing campaign, report and optimise direct communication with the relevant customer set.
- Develop digital analytics and insights tools to further inform strategies and tactics on how we respond to consumer and trade behaviour and regional campaigns on our digital platforms
- Work closely with SA Tourism's PR and Communications business partner in Central Europe to synergise and amplify regional campaigns and negate travel barriers with positive brand stories and content
- All new and existing digital platforms to be consolidated and managed from one central point

4.3. Implementation of media schedule relevant assets:

- Handle the production plan for the annual media schedule in market and deliver digital and cross-media assets (e.g. Advertorials offline and online) to the media agency including tagging and reporting
- Liaising with the local media agency and global lead agency
- Optimisation of media campaigns with the appointed media agency in the market to maximise performance
- Support the SA Tourism trade and consumer marketing and PR campaigns in developing concepts and managing execution of trade campaigns to strengthen the South Africa sales force in the market, grow the South Africa selling agents database for SA Tourism.

4.4. Provide digital support and user testing

- Advise on content implementation in Germany (Austria and Switzerland) within the legal framework: data privacy, usage notifications;
- Advise and recommend features for optimum performance of the SAT digital platforms for the Central Europe region

- Project communication and consultancy;
- Co-ordination and workflow-management;
- User support and crisis prevention;
- Bi-weekly updates to SAT;
- Communication and coordination with SAT;
- Screening content of users and interfering if necessary;
- Copywriting for digital assets, cooperation and cross-media assets;
- Feature integration; small to regular sized Facebook Applications (or other social platform widgets)
- Blocking harmful content and spam to protect our brand integrity
- Catering for overall content quality improvement
- Offering faster Newsletter subscription growth
- Providing and analysing detailed statistics in comparison to market best case and benchmarks
- Supporting image and audio CAPTCHA challenges
- Providing high-availability content scan infrastructure for transparent content checking;
- Interpret the SA Tourism brand tracking results to devise a digital creative plan to achieve targets in terms of brand performance;
- Interpret SA Brand for effective web marketing to the entice German (Austrian and Swiss) consumers to consider SA as their next holiday destination and seek information or make bookings;
- Competitor analysis of the digital space in Germany but not limited to digital work only, monitoring of competitor activities;
- Develop a report for new digital promotional platforms that has been tested by the business partner and SA Tourism Central Europe Team.

4.5. PROPOSAL DETAILS

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 above. All documentation and reporting must be in English.

- 4.5.1. Proposals should also include credentials in the form of at least 3 examples of exemplary work carried out in the area of social media campaign creation and management.
- 4.5.2. All credentials should highlight your concept development, creative capabilities and any 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;
- The creative enhancement added by your agency

- 4.5.3. South African Tourism expects to receive several proposals, in order for our bid committee to effectively evaluate the proposals, prospective bidders are required to include information relevant to the following six topics in addition to section 4.1 - 4.5.

4.5.3.1 Introduction

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

4.5.3.2 Marketing capabilities and USP

- Describe any competitive advantages that differentiate you from your competitors
- Technical skills to liaise with and interact with the lead agency in South Africa
- If the bidder is required to invest in media or B2B or B2C communications, the bidder must show proficiency in the standard tracking used by South African Tourism (Google stack, Facebook Analytics, Twitter Analytics, etc.) and how that can be integrated into the South African Tourism performance reporting system.

4.5.3.3 Solution overview

- Brief description of your understanding of South African Tourism's needs and the challenges it faces in
- Central Europe. 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 creative enhancement that you could offer based on your understanding of South African Tourism's challenges - also taking into consideration the impact of Covid-19 crisis.

4.5.3.4 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.

4.5.3.5 Work plan and project management

- All projects briefed in 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.

5. Pitch Presentation

- The shortlisted agencies who qualify after the technical evaluation will be expected to present a short pitch revert against the background, environment and scope of work stated above.

6. Pricing Schedule.

- It must be specifically recorded that the tender is for project based fees only. To confirm no retainer is available for this tender.
- Provide all management fees and detailed resource rate cards.
- An annualised detailed cost breakdown of a previous project delivered for EUR 100k.
- An annualised detailed cost breakdown of a previous project delivered for EUR 250k.
- Cost should be presented in the same format for 3 years (with applicable escalation where relevant) and should separately indicate any once-off costs that may occur.

- Share a commercial proposal for the provided solution overview.
- With reference to the above tender, the contract period for the successful bidders will be for a period of three years. We therefore are inviting the shortlisted bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline.
- Please note this tender is for an agency that will be used on a project/needs basis by South African Tourism mainly in Germany, Switzerland and Austria, but may be required to do work for any other business units of South African Tourism. The agency, while quoting their estimates, must take the above scope of work into consideration along with providing solutions to the business problems. The price quoted by the agency during submission will be used whilst evaluation. However, it is important to note that this is not a fixed retainer amount and the agency will be briefed per project during the year.

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