



SOUTH AFRICAN TOURISM

Part B: - SCOPE OF WORK (SAT TENDER NUMBER CENTRAL EUROPE HUB 003/21)

Bid Description	
Integrated PR and Marketing Services	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Central Europe Hub 003/21
Closing Time:	12h00
Closing Date:	30 August 2021 at 12h00 (Germany time) (No late submission will be accepted)
Compulsory Briefing Session:	N/A
Date and Time:	N/A
Venue:	N/A
Address	N/A
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	Ms. 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 12h00**. No late submissions will be accepted.

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

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

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

5. SCOPE OF SERVICES

South African Tourism is operating in a high-performance marketing environment in Central Europe. To raise positive awareness for South Africa and break through the highly cluttered consumer environment, South African Tourism focuses its marketing on high return-on-investment activities to maximize budget effectiveness. To this extent, South African Tourism needs an innovative integrated marketing and PR agency to assist the organization in making a quantum leap forward with the development and execution of a fully integrated marketing effort over the next 3 years.

The Central Europe Hub with the office in Frankfurt, Germany, is responsible for the German, Austrian and Swiss markets. There is a need to address the consumer directly and with the tonality and nuance in localised content that triggers desire with the consumer. Our business focus will be on Germany with possible projects in Austria and Switzerland depending on available resources and business opportunities.

South African Tourism's lead agency based in Johannesburg will define and outline a multi-year Global Communications Strategy identifying how best to brand the country globally.

5.1 OPERATING ENVIRONMENT

The greatest challenge we face is ‘Growth & Recovery’ in a post Covid 19 World. The evidence we have is that demand for Global long-haul travel will take 24 to 36 months to fully recover from our key source markets. Among the most significant reasons preventing Global travellers from traveling are fears about health and safety, as well as lack of money and time due to the crisis. Traditional trade consumer segments have shifted towards millennials with consumers demanding booking flexibility with 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.

5.2 PLANNING

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 2020/21 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.

5.3 BUSINESS PROBLEM

South African Tourism is therefore inviting proposals from reputable service providers in a bid to be appointed as the preferred “Integrated PR and Marketing Services Agency” for South African Tourism Central Europe. The appointed service provider should be based in Germany and will localise the South African Tourism global brand positioning as conceptualised by the lead agency to meet the following key objectives:

- Drive and build brand equity amongst our core target audiences
- Build Top-of-mind awareness to drive demand to South Africa
- Increase tourism arrivals from Central Europe (Germany, Austria and Switzerland) to South Africa;
- Increase tourism spend (contribution to the South African economy).

The successful bidder must therefore outline a PR and marketing strategy plan including innovative campaigns to address the barriers to position South Africa as the preferred holiday destination for Central Europe (focus on Germany with possible projects in Austria and Switzerland).

5.4 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.

5.5 BRAND PR

- Fully integrated PR and 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 legislative framework for the relevant campaign or when related to SAT directly (e.g. GDPR: advise SAT on legal documents relevant for the market in the specific language).
- Create, implement and track campaign messaging for the hub and tweak where applicable for the various markets (based on market insights). Work in collaboration with the Digital creative agency appointed to align campaign messaging. For the hub: Ensure consistent messaging for integrated consumer and trade campaigns across the relevant 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 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 possibly 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 press for press trips, incl. Indaba media hosting and handle the press trips following SAT procedures
- Assist activation needs at global platforms in market e.g. sourcing photographers, videographers, facilitators etc. to activate in the region as per global SAT needs and as briefed.

5.6 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 Austria and Switzerland with an experienced resource to represent SAT as an expert in these 2 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.

5.7 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 optimize 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.

5.8 SOCIAL PR AND DIGITAL PR

- 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

5.9 STRATEGY

SA Tourism Central Europe is looking for an integrated marketing and public relations 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 Central 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 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. The agency must be able to 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 providers of flight services, accommodation, regional transport, local guides, travel insurance, visa and other activities/excursions.

5.10 AGENCY REQUIREMENTS

Guidance on all legislative framework, e.g. GDPR, on all South African Tourism work.

6. 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 5 above.

6.1 Proposals should also include credentials in the form of at least 3 examples of exemplary work carried out in the following areas:

- Consumer communication and marketing campaigns
- Events, roadshows and/or training workshops

6.2 All credentials should highlight your methodology around 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;
- The process that led to this solution, including how you found unique differentiators from competitors and innovate ways to engage consumers and travel trade;
- Social media impact of activations - number of shares, buzz monitoring, trends;
- Outline of tools used to project manage events and ensure they are delivered efficiently;
- Examples of how you engaged other client agencies to leverage activations through the line.

6.3 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 five topics in addition to section 5.1 - 5.10:**

6.3.1 Introduction

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

6.3.2 Marketing capabilities and USP

- 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

6.3.3 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.

6.3.4 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.

6.3.5 Work plan and project 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.

7 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.

8 Pricing Schedule

- Provide all management fees and detailed resource rate cards
- An anonymised detailed cost breakdown of a previous project delivered for EUR 100k
- An anonymised 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.

END