



Part B: - SCOPE OF WORK - SAT Tender 192/21 - ONLINE LISTENING TOOL AND MEDIA MONITOR

Bid Description	
ONLINE LISTENING TOOL AND MEDIA MONITOR for South African Tourism	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Number 192/21
Closing Time:	12h00
Closing Date:	21 September 2021 (No late submission will be accepted)
Compulsory Briefing Session:	There is no briefing session for this tender.
Contact Person	Lerato Segomotso
Bid Submission Address	https://e-procurement.southafrica.net
Envelope Addressing	<p>SA Tourism has developed and implemented an online e-Procurement Portal, enabling bidders to respond to procurement opportunities as and when SA Tourism issues them.</p> <p>The Portal is the official Portal for SA Tourism, ensuring 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, RSVP to tender briefings, and 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. Therefore, interested bidders should immediately consider registering and submitting their bid proposals on the Portal, which has specifically been developed and implemented for this purpose.</p> <p>Bidders to use Microsoft recognised files such as PDF, Excel, and ZIP file as an exception as this is generated from a Microsoft Windows tool. The following files will be accepted on the e-procurement</p>

	<p>portal: .zip, .pdf, .doc, .docx, .tif, .tiff, .png, .jpeg, .jpg, .xls, .xlsx, .pptx and .dotx</p> <p>Bidders are encouraged to upload tender pro-posals way ahead of time to avoid any dis-appointments due system errors file size, wrong file types/unsupported files (RAF files) etc. SA Tourism will not accept late submissions for any reason.</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>Therefore, all bidders should note that the physical drop-offs and courier of bid responses to SA Tourism's physical address are 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 concerning this tender, before 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 **21 September 2021 at 12:00 pm**. No late submissions will be accepted. There is no briefing session for this tender.

2 E-PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

2.1 SA Tourism have developed and implemented an online 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.

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.

Bidders to use Microsoft recognised files such as PDF, Excel, and ZIP file as an exception as this is generated from a Microsoft Windows tool. The following files will be accepted on the e-procurement portal: .zip, .pdf, .doc, .docx, .tif, .tiff, .png, .jpeg, .jpg, .xls, .xlsx, .pptx and .dotx

Bidders are encouraged to upload tender proposals way ahead of time to avoid any dis-appointments due system errors file size, wrong file types/unsupported files (RAF files) etc. SA Tourism will not accept late submissions for any reason.

The supplier user manual can be viewed and downloaded on SA Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>.

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.

Prospective tenderers must periodically review both <https://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.

- 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, 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 09 September 2021.

All responses will be published by the 15 September 2021 on the following links:

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

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

3.3. VALIDITY PERIOD

The tender proposal must remain valid for at least five (5) months after the tender due date. All contributions / prices indicated in the proposal and other recurrent costs must remain firm for the period of the contract.

3.4. DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) month contract and service level agreement with the successful bidder(s). The contract will also be subject to a periodic performance evaluation on agreed terms and conditions unless the parties agree otherwise

4 Background on Online Listening and Media Monitor Tool

Online Listening and Media Monitor can be explained as the process of rectification in the functioning of the business after performing an analysis on the issues addressed by the online audience. Online Listening and Media Monitor is active listening and delivering on real-time response to an online community. Online Listening and Media Monitor provides insights on the online sentiments, and it provides identifying and leveraging trending topics.

With an online landscape of 4.80 billion Internet users daily in July 2021[datareportal.com,2021], Online Listening and Media Monitor plays a vital role in listening to brand keywords or phrases that mention our brand pages and the online environment. Online Listening and Media Monitor capitalizes on (positive) User Generated Content(UGC). User-generated content (UGC) is the most honest and authentic impression for the brand. The tool is an opportunity to show performance of Brand Analysis and strategies that can be embedded into our Business Plans. Online Listening and Media Monitor enables managing online audience. Listening to the growing/increasing audience and the ability to reach out to them instantly. Online Listening and Media Monitor can lead to the discovery of important insights which can lay the foundation for pioneering innovation, the opportunity to pick or discover leads to which inturn can be leads to Innovation.

Online Listening and Media Monitor must be part of an integrated media measurement program that enables PR and Communication efforts online. By analyzing brand sentiment, share of voice, and other key PR metrics, the PR team can compare themselves against competitors and rate the effectiveness. The Online Listening and Media Monitor is a vital crisis communications tool before, during and after

a PR crisis. The monitoring can provide the PR Crisis Management team with near real-time information that is often more current than news outlets.

Online Listening and Media Monitor can help identify appropriate influencers/Content Bloggers, which remains one of the most significant influencer marketing challenges. An Online Listening and Media Monitor service can identify potential new influencers/content bloggers as soon as they emerge and ones that advocate for the brand.

Through Online Listening and Media Monitor can obtain competitive intelligence, measurement, including data on competitors' online presence, marketing strategies, and public relations activities.

The Online Listening and Media Monitor Tool aims to give South African Tourism an opportunity to track, monitor, collect, analyze, and respond to Online Conversations, Online Sentiments, and Online Mentions.

It provides the organization with Audience Insights, and it gives the organization an overview of engagement on its brand and corporate brand. It enables the organization to be agile in responding to barrier messages and handling media crises. Online listening involves the tracking of online brand mentions and areas contributing to the mentions. Monitoring keeps the organisation on top of messages within the sector or relating to the industry. It also indicates media contributors and online advocators.

The absence of an Online Listening and Media Monitor Tool can leave the organization without the DATA, and Insights on the online conversations, mentions, and audience. It leaves the organization without a view of its brand reach and coverage. It exposes the organization in missing out key conversations, no tracking of media mentions, and nor mitigating online negative sentiments.

5. SCOPE OF WORK

The scope of work will include the following:

- Monitoring & Listening Metrics
- Conversations on content
- Audience Insights
- Influencer Engagement
- Consumer Sentiment
- Brand Key Words and Language
- Media Monitor
- Reporting
- Maintenance and Support
- Integration

5.1 Monitoring & Listening Metrics

The platform should be able to show and have the following capabilities.

5.1.1 KPI Brand Awareness

- Number of mentions
- Reach and impressions of mentions
- Share of voice

5.1.2 KPI Conversion:

- Number of engagements (likes, social shares, comments, follows, and direct messages)
- Number of leads (click on a link or social post indicating purchase intent).
- Referrals

- Rate of engagement (reliability levels).
- Amplification rate

5.1.3 KPI Campaign Targeting:

- Demographics data
- Psychographics

5.1.4 KPI Customer Satisfaction/Advocacy:

- Sentiment Scores
- Net Promoter Score
- Testimonials

5.2. Conversations on Content

- Provide real-time conversations that include analysing consumer conversations, barrier messages and alerts in conversations, and tracking mentions of our brand and content.
- Give insights on our Content conversations across owned channels and online publications.
- Provide reaction/response in real-time - The Capability to respond on the platform.
- The platform's capability to assist in Crisis Management or enables the organisation to manage Crisis Management.
- In Crisis Management platform, ability to identify and rank influencers/Contributors/Authors to help PR and Comms to prioritize its responses.

5.2.1 Analyse Conversation on Content by:

- Image placement and the surrounding environment
- Crisis Communications analytics; flag potential threats to the industry and brand
- Identify negative/positive influencers in the industry; group these weekly with updates on changes as relevant
- Determine levels of engagement
- Track viral/virality of each conversation and identify how it started and traveled, the sentiment changes in the conversation and the influencers that made an impact.
- Unique Users
- Type of Content
- Impressions & Engagement
- Followers / Likes / Reach showcasing how this relates to SA Tourism and our key objectives
- Ranking of media by importance
- Demographics of the social media commentary, their interests, their professions, their feelings about the story;
- Number of mentions
- Unique authors
- Influencer engagement and sentiment level
- Share of Media type
- Demographics of social media users
- Gender
- Occupations
- Geo location
- Word grouping analysis

5.3. Audience Insights

- Real time insights and breakdown of our audience -their likes, interests, location etc.
- The content they consume, the devices their use and the platforms they engage with us the most.

- To provide/ collection of metrics making up the background details of online consumers.
- Monitor and analyze conversations from audience who share certain demographic characteristics.

5.4. Influencer Engagement

- Real time engagement analytics on Travel bloggers/ Influencers that engage with our brand, contribute the most in mentions and conversations. [This gives agility to select the suitable Travel bloggers/Influencers and media for our campaigns and track performance on campaigns.]
- To provide Influencer Analysis and Profiling
- The influencer's social reach.
- The frequency and volume of their social activities.
- Identify influencers with healthy engagement rates
- Real-Time Reporting, Monitor/Analyse and Tracking on their engagement on our campaigns, partnerships, owned digital platforms, content etc.
- Platforms capability to enable an Influencer/Content Blogger relationship
- Ability to Load [whitelist] new sites and bloggers/Influencers/ and track them. Compile a directory or Influencers/Content Bloggers
- Measure Influencers/Content Blogger Viral content analysis - measure duration of viral content the original source of the viral/trend content.

5.5. Consumer Sentiment

- Real-time sentiments on our brand and content.
- To monitor, respond and mitigate the negative sentiments on our brand. Insights on Brand advocacy.
- To provide content prediction or Forecast of content that will be consumed based on behaviours and historic data.

5.6. Brand Keywords and Language

- To track and measure our brand hashtag/s growth, traction around our hashtag/s, tagline, campaign messaging, social media messaging etc.
- Display the variety of keywords and mentions to track keywords
- To show the range of languages it can monitor, analyse and track Search words and keywords from the markets [Other languages - character to be included. Asia market to be considered]
- Latent Semantic Analysis to be standard with the platform [languages].SA Tourism has markets with different languages and Characters

5.7. Coverage

The Online Listening and Media Monitor Tool is to cover all the listed markets/countries for South African Tourism and for the Media Monitor to the markets/countries listed on (see Appendix A).

- The platform coverage capability overview of the online population reach in the provided SA Tourism Markets
- Real-time coverage on Online Listening and Media Monitor
- To accommodate multiple Users and Admins in the provided markets
- To have an online tracking capability online in the provided markets

5.8. Competitor Analysis

- Platform to show analysis on Competitors Sentiments /Conversations and Keywords
- Competitor View Analysis and Capability
- Tracking capability on Competitors

- Any other insights/features to show Competitor Analysis

5.9. Dashboard /View Menu

- Set up a dashboard that can show metrics and work on Point 5.1 to 5.5 in real time
- An Overview visual on the Dashboard
- The dashboard should be user-friendly, interactive and easy navigation
- The dashboard should have appealing visuals
- User interface and usability
- Raw data access from the dashboard to use / download.
- Show us the Dashboards [show and tell]
- Any other features on the dashboard that can be shared to show Point 5.1 to 5.8. There is no limit in showing the dashboard menu or capability.

5.9.1 Dashboard Analytics Requirements:

- Listen, track and receive alerts in real-time
- Content, influencers, and trends that drive conversation; updates to be received daily along with any alerts that could be damaging to the brand
- Analyse data in real-time with feedback provided in the form of an agreed dashboard
- Benchmark performance against other related industries and identified countries
- Measure performance over time using data and analytics; not only traditional AVE's etc.
- Customisable reporting
- Image and text analytics
- Cover all social networks, including LinkedIn, Twitter, Instagram, Facebook and others

5.10. Media Alerts

- To track and Monitor Broadcast monitoring on online publications, RSS feed capability, Media Exposure, World Heat Map, Trending Themes, Top Publishers, and Top Locations coverage. News and social media monitoring.
- To incorporate Section 5.2.1
- The synchronization of online and media alerts on the platform

5.11. DATA

- A DATA overview /view on our channels
- The platform capability to provide DATA and Insights.
- DATA compliance and Governance Process and Practice.
- DATA ownership with SA Tourism.

5.12. Platform Support and Maintenance

- Allocation of Support and Maintenance across SA Tourism this includes Country Offices outside South Africa and different time zones.
- An audit trail on the system in terms of accounts and usage/users.
- Clear Support Process and Administration.
- Adaptability.

5.13. Report Agility

- Platform to have the capability to pull reports when needed from the dashboard.
- Ability to edit the reports pulled on the platform or /ability to download the reports from the platform into editable versions [in PDF, Excel, PowerPoint, Word, HTML etc.].
- Reporting to have Date range flexibility on the Reports.
- Date Range capability and flexibility on Reports for historical view and Insights.
- Reports must be flexible and able to complement other existing SA Tourism Digital Platforms.
- Reports can be viewed and downloaded in real-time.

- Reports that can be downloaded monthly, quarterly and year-on-year reporting [High level reporting].
- Alerts must be created for all reporting features.
- Reporting/Reports should synchronize with the platform Dashboard.

5.14. Integration

- The platforms integration capability with other Digital Platforms [ie Google Marketing Platform, Websites/southafrica.net, Social Media Tools etc.].
- Provide the platforms ability to integrate with other Digital Platforms.

6. Key considerations

- South African Tourism prides itself on high-quality data collection, ownership of data and accurate data as information sits at the heart of decision-making within our organisation. Therefore, it is crucial that the proposal explains how the DATA on the platform will be owned by South African Tourism.
- The contract will be for three years (36 months); therefore, the bidder is to consider this in their proposal.
- The proposal must include a detailed cost structure (both fixed and variable); for example, the cost structure should outline costs by period (one year and three years) and service fees ,support and maintance fees.The cost structure should be duly detailed.

APPENDIX - A Markets for Online Listening and Media Monitor

	Countries	Media Monitor Countries
Priority Markets / Cities:	Markets	For the South African region, we require monitoring in:
	<ul style="list-style-type: none"> • Angola • Australia • Botswana • Brazil • Canada • China • Democratic Republic of Congo (DRC) • eSwatini • France • Germany • Ghana • Ethiopia • India • Italy • Japan • Kenya • Lesotho • Malawi • Mozambique • Namibia • Netherlands • Nigeria • Russia • Tanzania • South Africa • Spain 	<ul style="list-style-type: none"> • Print • Broadcast • Online <p>For the regions below, only online media monitoring is required:</p> <ul style="list-style-type: none"> • Angola • Australia • Brazil • China • France • Germany • India • Japan • Netherlands • Nigeria • UK • USA

	<ul style="list-style-type: none">• Uganda• UK• USA• Zambia• Zimbabwe	
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7. PRICING SCHEDULE

A detailed pricing schedule should be included in the bid proposal, detailing all aspects to deliver the requirements to South African Tourism as required under this tender. The detailed pricing schedule should, for the avoidance of doubt, also be summarised under Part A (ANNEXURE C) of the bid document. For the purpose of evaluation, the price shall include all local taxes and other reimbursable expenses.

END.