



Part B: - SCOPE OF WORK (SAT TENDER NUMBER WEST AFRICA 005/23 BRAND EXPERIMENTAL)

Bid Description	
MARKETING AND COMMUNICATION AGENCY	
Bidder Name:	
Tender Number:	SAT Tender West Africa 005/23
Closing Time:	12h00
Closing Date:	03 July 2023, at 12h00 (West African Time) (No late submission will be accepted)
Bid Submission link	<p>https://forms.gle/VXh51MSs7bGVn6Fr5 Should bidders encounter any issues; queries must be directed in writing to benice@southafrica.net</p> <p>Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full proposal, the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile) then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads.</p> <p>NB: This tender is a re-issue and bidders who initial submitted their bid and still have interest, are required to re-submit as this bid is treated as a new bid altogether.</p> <p>No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.</p>
Contact Person	Benice Smart

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, 2022, 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 **03 July 2023 at 12h00 (West African Time)**. No late submissions will be accepted.

2. TENDER SUBMISSION LINK

2.1 Bidders must submit their proposal using the below link.

<https://forms.gle/VXh51MSs7bGVn6Fr5>

Should bidders encounter any issues with the submission link, queries must be directed in writing to benice@southafrica.net.

Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full proposal, the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile) then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads.

No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.

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 inquiries in writing to the specified person, Thembelihle Nyide via email benice@southafrica.net. Bidder(s) must reduce all telephonic inquiries to writing and send to the above email address.

3.2 Bidders are to communicate any technical inquiries through the nominated official in writing, no later than **21 June 2023 at 12:00 West African Time**.

All responses will be published by **26 June 2023** on the following link:

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

4. VALIDITY PERIOD AND CONTRACT DURATION

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.

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.

5. BACKGROUND AND SCOPE OF SERVICES

5.1 Background on South African Tourism's Africa Division

South African Tourism Board, hereinafter referred to as South African Tourism, was established in terms of section (2) of the Tourism Act, (Act No. 72 of 1993 as amended), with the aim of stimulating sustainable international and domestic demand for South African tourism experiences as well as to institute measures aimed at the maintenance and enhancement of the standards of facilities and services hired out, or made available to tourists.

South African Tourism's Africa Division business focuses on 3 distinct areas i.e. leisure, MICE, travel trade (tourism retail) with media relations as a key consideration to drive brand positivity and Visitor Experience as the reason to believe in our tourism products and experiences. This Request for Proposal is for the West Africa Hub (Nigeria and Ghana) that is serviced through a team that is based in the Nigeria office.

An invitation is extended to the best Nigerian marketing communication agencies, that understand the spirit of our brand to submit proposals to be considered for appointment by South African Tourism Board's West Africa Hub, on a non-exclusive basis to assist in marketing the South Africa tourism offering, within the marketing discipline of Experiential Marketing for a period of 3 years effective 1 July 2023, extendable for a further 2 years at the sole discretion of South African Tourism.

5.2 Scope of services

The appointment of communication agencies will offer South African Tourism competitive advantage in being able to position South Africa and engage with West African consumers by showcasing high quality relevant content and variety of experiences for the destination, to encourage travel to South Africa. These agencies will need to promote the South African Tourism message, while at the same time driving campaigns and promotions across the various platforms, responding professionally and appropriately to issues arising, and engaging with care and diligence in this very public, volatile domain.

The appointed agency will localize the Global South Africa brand positioning and creative strategies, as conceptualized by the Global Marketing Services agencies, for relevance and outline engagement plans that will assist South African Tourism to achieve its business goals and performance targets in the West Africa hub. The successful agency must therefore identify how best to position South Africa as the preferred holiday and business events destination for West African travelers, establish a yearly marketing plan that aligns with the overall business and marketing plan in order to understand how to best market, promote and engage the West African travelers.

5.2.1 The appointed agencies will have met the following criteria as a minimum requirement for qualification:

- Only agencies physically based/located in Nigeria, are registered with the Corporate Affairs Commission (CAC) and are in possession a valid Federal Inland Revenue Services (FIRS) tax certificate, are eligible to submit bids for this Request for Proposal.
- The agency will also have presence and/or resources in Ghana so as to comprehensively service this market, registration and membership of EXMAN is required.

Consequently, the appointed agency will be responsible for, but not limited to the following, within these specified marketing disciplines:

5.3 Brand Experiential Marketing - Regional - Nigeria and Ghana

- Developing experiential marketing strategy, big idea conceptualization, creative, content, execution and project management that is based on the South African localized strategy that invites, engage and creates memorable impact on target audience to encourage them to promote, sell and travel to South Africa. The target audience include consumers, influencers, corporates, travel trade and media;
- The ability to create high impact content.
- Find relevant opportunities with platforms, travel and non-travel companies that South African Tourism can partner with in delivering the brand experience;
- Development of measures, deliverables and reporting.
- The ability to work/synergise with multiple agencies to execute a collaborative project.

It is however important to note that SA Tourism will contract based on project fee model structure only.

5.4. PRICING SCHEDULE

Only Bidders who meet the minimum threshold of 70% functionality in Phase 2 will advance to Phase 3.

Share a commercial proposal for a 3-year project-based contract with South African Tourism SAT tender number West Africa 005/23 Brand Experimental.

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 bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline.

The pricing should be inclusive of any applicable escalation percentage and taxes etc., if the pricing does not specifically cite the applicable taxes or escalation, SA Tourism will take as inclusive.

Bidders should submit the pricing schedule in two formats as below, South African Tourism would select the option that will be cost benefit for the organization. Bidders' pricing will be disqualified if the proposed structure does not comply to the below structure:

A. Costing A

- Monthly retainer
- Commission percentage for all the external costs where the bidder will require to procure services on behalf of South African Tourism through third party (ies).

B. Costing B

- Resource rate card
- Commission percentage for all the external costs where the bidder will be required to procure services on behalf of South African Tourism through third party (ies).

South African Tourism will use retainer cost model to evaluate Price comparison.

End

- **Table 1: Resource rate card**

PROPOSED RESOURCE (NOT LIMITED TO THE FOLLOWING:)	YEAR 1	YEAR 2	YEAR 3
Chief Creative Director			
Account Director			
Account Manager			
Art Director			
Campaign Strategist			
Creative Concept			
Strategist			
Creative Design and application			
Activations/Project Manager			
Graphic Designer			
DTP			
Delivery			
Events Assistant			
Third party commission percentage			

NB:

THE END