



SOUTH AFRICAN TOURISM

PART C: TENDER EVALUATION PROCESS (SAT TENDER NUMBER WEST AFRICA 005/23 BRAND EXPERIMENTAL)

Summary of the Evaluation Phases (table below):

Phase 1 Pre-qualification Criteria	Phase 2A Technical Evaluation Criteria (Desktop)	Phase 2B Technical Evaluation Criteria (Pitch Presentation)	Phase 3 Price Evaluation
Bidders must submit all documents as outlined under Pre-Qualification Phase.	<p>Bidder(s) are required to achieve a minimum threshold of 60% to proceed to Phase 2B.</p> <p>The Tender/Evaluation Matrix Cross Reference: Bidders should reference the criteria to the portfolio of evidence in the bid proposal. – it is of vital importance that systematic scoring can be carried out.</p>	<p>Only bidder(s) who score 60% and above on phase 2A will be invited for a pitch presentation.</p> <p>Bidder(s) are required to achieve a minimum of 70% to proceed to Phase 3.</p>	Bidders will be evaluated on comparative price submitted. A bidder with the lowest price will be the recommended bidder for this tender.

Phase 1: Evaluation Requirements

Without limiting the generality of South African Tourism's other critical requirements for this Bid, the bidder(s) must submit all required documents.

All documents must be completed and signed by the duly authorised representative of the prospective bidder(s). During this phase, bidders' responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements. The bidder(s) proposal will be disqualified for the non-submission of the required documents unless stipulated otherwise.

PRE-QUALIFICATION PHASE

The document that must be submitted	YES/NO	Non-submission may result in disqualification?
Confirmation of valid Tax Status		Written confirmation that Federal Inland Revenue Services (FIRS) may, on an ongoing basis during the tenure of the contract, disclose the bidder's tax compliance status. FIRS Tax Compliance through the issuance/provision of a Tax Identification Number (TIN).
Annexure A - Invitation (SBD 1)		Complete and sign the supplied pro forma document
Annexure E -Declaration of Interest - (SBD 4)		Complete and sign the supplied pro forma document
Registration membership with professional/regulatory bodies		Valid membership EXMAN (<i>Bidders who do not have a valid proof of membership will be disqualified</i>)
Localisation		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

Phase 2: Technical Evaluation Criteria = Weighting out of 100 %

All bidders are required to respond to the technical evaluation criteria scorecard and provide information/portfolio of evidence that they unconditionally hold the available capacity, ability, experience, and qualified staff to provide the requisite business requirements to South African Tourism under this tender.

The technical, functional evaluation (functionality) will comprise of two (2) phases:

Phase 2 A - Desktop technical, functional evaluation- A bidder will be evaluated out of 100% and is required to score a minimum threshold of 60% to qualify for Pitch Presentation Phase 2B

Phase 2 B - Pitch Presentation -A bidder will be evaluated out of 100 % and is required to score a minimum threshold of 70% to be assessed further in the next phase of evaluation (Price and B-BBEE).

Phase 2 A Desktop technical, functional evaluation-

Deliverables / Performance Indicators	Weight	Reference pages in the bidder's proposal.
NB: Below criterion will be assessed as per the functional evaluation matrix unless stated otherwise		
1. Expertise and experience in executing activations for previous or current clients based in South Africa and/or Nigeria specifically within the services industry/and or related industries. Case studies and accolades must be provided as a portfolio of evidence.	30	

<i>NB: SA Tourism reserves the right to verify the submitted Case study and/or accolades. Should it be discovered that the presented information is contrary to reality, a bidder will be disqualified.</i>		
2. Defining and conceptualizing campaign mechanics to deliver engaging and innovative brand experiential activation - provide case studies for successful activations that were executed and results. Agencies are required to submit evidence of Brand Experiential projects they have successfully executed. The presentation should include concept, delivery mechanics as well as evaluation.	45	
3. Implementation and management of activations - project management approach and methodology.	25	
Total Points	100	

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements as indicated in the Terms of Reference. The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFP.
- The score for functionality will be calculated in terms of the table below where each Bid Evaluation Committee (BEC) member will rate each individual criterion on the bid evaluation score sheet using the following value scale/matrix:

Functional Evaluation Matrix

Rating	Definition	Score
Excellent	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential value, with supporting evidence.	3
Acceptable	Satisfies the requirement with minor additional benefits , above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential required services, with supporting evidence.	2
Average	Submission meets the minimum requirement with major reservations . Considerable reservations of the supplier's relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services, with little or no supporting evidence.	1
Unacceptable	Does not meet the requirement. Does not comply and/or insufficient information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resources &	0

	quality measures required to provide the goods/services, with little or no supporting evidence.	
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Phase 2B: Pitch Presentation

The shortlisted agencies who qualify after the desktop technical evaluation (Phase 2A) will be invited to present a short pitch revert against the background, environment, and scope of work in accordance with the below guideline (Pitch presentation evaluation criteria) stated on this bid document. The shortlisted agencies will be required to present on the challenges, target market, competitor analysis, and pitch deliverables.

Bidders will be required to achieve a minimum threshold of 70% in order to proceed to Phase 3 for Price evaluations. Bidders who do not achieve the minimum threshold, which translates to a minimum score of 70% out of a possible maximum score of 100 %, will be disqualified.

Pitch Presentation Evaluation Criteria	Weighting	Reference pages in the bidder's proposal.
<p>NB: Below criterion will be assessed as per the functional evaluation matrix unless stated otherwise</p>		
<p>1. Localization of creativity as per appropriate platforms and the production thereof, in terms of resource requirements.</p> <p>2. Defining and conceptualizing campaign mechanics to deliver engaging and innovative brand experiential activation.</p> <p>3. Creative implementation per appropriate platforms and the production thereof, in terms of resources and language requirements.</p> <p><u>Deliverables:</u></p> <ul style="list-style-type: none"> • Using the global communication strategy, localise and conceptualise an experiential marketing strategy for the West Africa Hub (Nigeria and Ghana). • Creatively develop an experiential marketing big idea and how that can be deployed, showcasing a cohesive thread in all the brand activation projects. <p><u>Expectations:</u></p> <ul style="list-style-type: none"> • Demonstrate the idea by using the following projects as examples: <ol style="list-style-type: none"> 1. Trade Roadshows 	40	

<p>2. Consumer Activation in different locals that are relevant.</p>		
<p>4. Implementation and management of activations - project management approach?</p> <p><u>Deliverable:</u></p> <ul style="list-style-type: none"> • Illustrate how you would project manage one of the projects. • Organogram and process to demonstrate how the SAT account will be managed. <p><u>Expectations:</u></p> <ul style="list-style-type: none"> • Sample of back-of-house processes. This is to be highlighted during the pitch presentation and a detailed document as a leave behind. • Sample of managing briefs and reverts with timelines (leave behind document) • Agency ecosystem (inclusive of third-party agency partners where applicable). 	<p>30</p>	
<p>Activation reporting and measuring:</p> <p><u>Deliverables:</u></p> <ul style="list-style-type: none"> • Sample reporting based on your strategy, implementation, and tactics. <p><u>Expectations:</u></p> <ul style="list-style-type: none"> • Provide an example of a detailed activation recon • Suggest measurements and benchmark those against global best practice • Innovative ways to gather databases and maintain them. 	<p>30</p>	
<p>TOTAL</p>	<p>100</p>	

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements as indicated in the Terms of Reference. The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFP.
- The score for functionality will be calculated in terms of the table below where each Bid Evaluation Committee (BEC) member will rate each criterion on the bid evaluation score sheet using the following value scale/matrix:

Technical Functional Evaluation Matrix

Rating	Definition	Score
Excellent	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential value, with supporting evidence.	3
Acceptable	Satisfies the requirement with minor additional benefits , above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential required services, with supporting evidence.	2
Average	Submission meets the minimum requirement with major reservations . Considerable reservations of the supplier's relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services, with little or no supporting evidence.	1
Unacceptable	Does not meet the requirement . Does not comply and/or insufficient information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resources & quality measures required to provide the goods/services, with little or no supporting evidence.	0

Phase 3: Price Evaluation

Only bidder(s) who meets the minimum threshold of 70% for the pitch presentation during Phase 2B will be further evaluated on comparative pricing.

The bidder who has lowest price offer will normally be considered as the preferred bidder who South African Tourism will enter into further negotiations with for the respective marketing discipline that was tendered for.

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