



Part B: - SCOPE OF WORK - SAT MEISEA 006/23 - APPOINTMENT OF A PUBLIC RELATIONS AGENCY

Bid Description	
PUBLIC RELATIONS AGENCY (PR AGENCY)	
for	
South African Tourism Board	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT MEISEA 006/23
Closing Time:	12h00 pm (Indian Standard Time)
Closing Date:	31 August 2023
Compulsory Briefing Session:	Yes
Briefing venue and date	Virtual Compulsory briefing session, 07 August 2023
Link	<p>COMPULSORY BRIEFING SESSION</p> <p>Monday, 07 August 2023 at 12pm</p> <p>Time zone: India Standard Time</p> <p>Google Meet joining info</p> <p>Video call link:</p> <p>https://meet.google.com/cwp-dmbu-cio?authuser=0</p> <p>Or join via SIP: 3180319337988@southafrica.net</p> <p>ID: 3180319337988</p>
Contact Person	Ajay Shah
Bid Submission Address	<p>Hand delivery:</p> <p>Urmi Estate, 10th Floor, 95,</p>

	<p>Ganapatrao Kadam Marg, Lower Parel West, Mumbai, Maharashtra 400013 (INDIA).</p> <p>NB: Bidders are encouraged to save the entire proposal on a marked USB and submit it with the completed and signed-off bid document and approvals.</p> <p>Bidders must complete all the fields before submitting on the link and uploading a PDF version of the entire proposal.</p> <p>The details are as follows:</p> <p>Bidder/Company name, bidder's representative, contact details (email and mobile), then fully completed bid documents, signed and initial page, and relevant supporting documents for uploads.</p> <p>No tenders transmitted by telegram, telex, facsimile, e-mail, or similar apparatus will be considered.</p>
Contact Person	Ajay Shah
Email Address	ajay@southafrica.net

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

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CLOSING DATE

The closing date for submitting proposals is **31 August 2023 at 12 pm (India Standard Time)**. No late submissions will be accepted.

2 TENDER SUBMISSION

Tenders should be hand delivered or couriered to the following address to reach the destination no later than **Thursday, August 31, 2023, @ 12pm Indian Standard Time** at South African Tourism, Urmi Estate, 10th Floor, 95, Ganapatrao Kadam Marg, Lower Parel West, Mumbai, Maharashtra 400013 (INDIA). **No late submissions will be accepted.**

All tenders need to be submitted in 2 envelopes.

Envelope 1: All requested documents + printout of pitch Presentation that includes scope of work+ Pen/USB drive of pitch presentation (*please note: DO NOT QUOTE YOUR RETAINER FEES ON THE PITCH PRESENTATION INFORMATION*)

Envelope 2: Price proposal based on the retainer fees (printout + Pen/USB drive)

All inquiries for the tenders must be directed to Mr. Ajay Shah, Finance Manager: ajay@southafrica.net (*Bid proposals received by email will be disqualified and not considered for evaluation*)

Bidders are required to complete all the fields: Bidder/Company name, bidder's representative, contact details (email and mobile), then a fully completed bid documents, signed and initial page, and relevant supporting documents for uploads. **No tenders transmitted by telegram, 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 bidder(s) official can make enquiries in writing to the specified person, Ajay Shah, via email at ajay@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 **10 August 2023**.

All responses will be shared with all those that participated or attended the compulsory briefing session by **15 August 2023** unless advised otherwise.

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 3-year contract and service level agreement with the successful bidder(s). Unless the parties agree otherwise, the contract will also be subject to a periodic performance evaluation on agreed terms and conditions.

4. BUSINESS CASE AND DETAILED SCOPE OF WORK

4.1 BUSINESS CASE

Indian travellers are not convinced that South Africa's value proposition as a tourist destination is compelling enough to drive visitation. This, coupled with functional

barriers such as an unpredictable visa issuance regime, safety and security concerns, lack of direct flights and limited product diversity, have also proven to be points of impediment for travellers.

The majority of the world's national tourism boards are represented in India, resulting in the outbound market being highly competitive and the Indian international travellers being inundated with offerings from competitor destinations. South African Tourism is looking for a PR agency that will allow us to break through the clutter and ensure that Destination South Africa is easily recognisable amongst our competitors. Our PR agency needs to be able to use an insights-based approach to inspire Indian travellers and activate their desire to travel to South Africa. The agency will have to be able to localise the South African Tourism global brand for local execution and provide integrated end-to-end solutions across all traditional channels and online platforms. The development of consumer and trade social media initiatives, language-specific community management (including translation) and database collation and management will all form part of the expectation.

The winning bidder will understand the tourism industry; sales and buying cycles; retail and sales marketing; consumer insights, and source opportunities for brand associations/partnerships to elevate our brand and ensure synergies with trusted brands in the region. The agency is required to also liaise with global and local agencies if and or when required. The winning agency will be requested to avail themselves to partake in certain SA Tourism business activities (e.g., business planning, brand reviews, FAM's, etc.) - some of which may take place in South Africa.

This tender is for India, but the South African Tourism India office can commission work for other markets on a needs basis. The commissioned agency will need to render/bill these services through their India office only in INR. Please note:

- (i) This is NOT a global tender
- (ii) No affiliates in other countries will be required as the India agency must operate and liaise from India

A. OPERATING ENVIRONMENT & AGENCY CRITERIA

South Africa's performance has grown over the past few years but still does not index as strongly as New Zealand, Australia, the US, France or Thailand in terms of brand strength. Key barriers in the customer journey affect our ability to deliver arrivals.

These barriers include concerns for personal safety; being perceived to be expensive,

uncertain about the political climate; concern about health risks coupled with no direct airlift from India. Visa issuance has been problematic in the past, and South Africa is launching an e-visa application scheme in India that should address one of our barriers but will require amplification to ensure that all role players are aware of the change. Post-COVID-19 health and safety protocols of the country will be crucial along with the economic impact the pandemic has had on the traveller.

South African Tourism in India has always worked predominantly through trade, but we have seen a consumer shift away from traditional channels. Insights indicate that consumers are looking for new experiences and new areas of South Africa to explore. Our new approach should explore how we reach these new consumers from awareness to conversion in a seamless manner whilst still servicing our traditional trade market.

B. TARGET AUDIENCE

The majority of travellers to South Africa fall into the 25 - 44-year-old category, and most of them will be first-time travellers. The configuration is very evenly split between MICE (28 %), holiday (34 %), and business travelers (18 %), with Visiting Friends and Relatives (8 %) contributing slightly less.

The majority of travellers are independent travellers (i.e., they purchase from more than two points example, part digital part trade), followed by fully inclusive travellers. Trade still plays an integral part in the channel, but we are seeing a movement to more fully independent travellers that book digitally/online and/or through alternative channels.

Lead times are short and booking patterns have changed. The majority book and travel within 30 days, but this could substantially change in a post-pandemic world.

Adventure activities are very popular, followed strongly by wildlife, natural attractions, and lifestyle. The beautiful scenery and friendly people are the biggest sources of satisfaction, with safety and security the biggest concern.

Recommendations/endorsements from travellers that have visited South Africa are very high. The majority of travellers to South Africa travel during the monsoon period (April to June with a May peak) and we have a smaller secondary peak over Diwali. South African Tourism India's focused target audiences are as follows:

C. MILLENNIALS

Millennial travellers are the first generation of digital-natives, and they have very different priorities as compared to other generations. This segment uses new channels and platforms not yet explored by South African Tourism. There are over one billion millennials in APAC of which a third is in India. India's millennials are 30 % of the population, but they contribute 38 % of the nation's total gross income.

Indian millennials are tech-savvy and hyper-connected. They have grown up online and on social media and have an 'always on' mindset. They are fearless and open to travel. Pre-pandemic, they were positive about the future, and 80 % of Indian millennials expected the economy to improve.

Indian millennials require high-impact, packed itineraries and are open to explore the 'unknown'. They are keen users of social media and use their travels to boast online about having visited places never seen before, touched before, places that are off the beaten track and have not been explored before by their peers and/or tribe.

D. FAMILIES

Globally, Indian travellers are the most family-orientated and prefer destinations that offer fun activities for all (multi-generational travel). Indian families are more predisposed to travel internationally than ever before: In 2013, the frequency at which Indian families took leisure trips abroad was 21 months, but today that has shrunk to 13 months.

Travel requirements include the comfort of wanting to travel in groups and experience the local culture and tasting local produce. Families often travel with children, and although their spending power may be less than younger couples or solo travellers, they maximise their vacation with as many activities as possible.

The segment craves privacy, space, new products coupled with safety and assurances along the way. They want the destination to walk them through their potential journey.

E. BUSINESS EVENTS (MICE AND CORPORATES)

Pre-pandemic India expected to witness an impressive rise in MICE travel. The country's outbound MICE travel was expected to reach USD9 billion by 2025. South Africa's beautiful scenery, wildlife, beaches, and wine have kept leisure tourism as the sector's key contributor, but the contribution from the MICE sector has increased in recent years. South African Tourism has recognized the untapped potential in this market and has elevated MICE as a key priority. South Africa is the leading MICE

destination in Africa and is aiming to expand the product offering beyond Cape Town to include other metros (e.g., Johannesburg and Durban) and to introduce the potential and offering of secondary cities.

Business travel and tourism are an investment that drives great return over a period of time. This does not only include the conference and meetings industry (i.e., corporates travelling to meet international buyers and sellers and attending important global events), but the incentive industry also plays a crucial role. Corporates often incentivize suppliers and their own staff to travel to exotic locations as part of their strategy to enhance and reward performance.

Due to the pandemic, companies within the IT and pharma sector had massive savings of budgets due to non-travel leading to a pent-up demand.

Companies in India are realizing the benefits that accrue to their businesses from organizing MICE trips and travelling happens throughout the year. In addition to Indian corporates expanding their global footprint, we have seen a rise in leisure travel - business executives travelling overseas incorporating leisure into their business trips. Often families are incorporated into these trips, and the majority of the time this leads to an extension in length of stay. The expectation is that this trend will grow even more in the future.

Awareness of newer destinations, flight connectivity and cheaper airfares are the major demand drivers for outbound MICE from India. Travellers in this segment are seeking something new, require seamless ease of accessing South Africa and want their employees/suppliers/clients to explore more and experience things beyond the norm.

F. TRADE

Trade is highly fragmented in India. There has been a massive increase in specialized trade like sports and women's travel, amongst others. Traditional trade continues to be a target group as the expertise of tour operator's/travel specialists continues to hold sway for the family segment and first-time travellers in India's Tier-II and Tier-III markets. The travel trade in India today have introduced the hybrid clicks & bricks model, which has seen strong uptake given an omni-channel experience, providing customers with the option to book their travel online and continue their journey offline at their closest tour operator. This ensures that the destination and its endless products are available both online and offline through a travel operator that the consumer trusts. Post-pandemic package costs have increased by 25%, marketing budgets have shrunk, and airline costs have sky rocketed.

6.1 SCOPE OF WORK

A. STRATEGY

The key objective of the strategy is to ensure the best positioning for the brand. This strategy should also help navigate and prioritize every day's demand. With established goals, you can follow the best tactics to create an impact.

- Develop, design, and implement communication and content strategies - ideation and define a clear plan of action providing communications counsel and advise ongoing basis.
- Business Planning: The communications agency will be expected to conceptualize, ideate, present, and execute a communication and PR strategy for the upcoming year. They will also be responsible for monitoring and revising plans basis the shift in the market. Brain storming and knowledge-sharing sessions with other agencies of SAT also form a part of the business planning process.
- Identify and evaluate strategic media (consumer, trade media, business events) and influencer partnership opportunities to drive consumer awareness.
- Full management and execution of media partnerships and influencer outreach based on feasibility and availability budgets.
- Global: Localise, adapt and guide on global messaging and strategy, press releases and related materials for India.

B. BRAND / CONSUMER COMMUNICATION:

Consumers aren't looking for brands to define their journeys; they want brands to design experiences that help them create their own journeys. Keeping this in mind, the agency will have to create value that can be sustained over the long term by showcasing a wide array of things that the destination has to offer. Fully integrated planning, execution and monitoring will be required, and the agency will have to present a plan to ensure the above

- The agency is expected to be the extended arm of the office for SAT India to communicate (strong consumer-facing focus but also includes trade facing)
- Provide 'Always-on' 24X7 press office, including consumer media, travel trade media and influencer engagement
- Examine our target market segments and present a local detailed plan to re-engage the India market through the use of PR and communications for online and offline mediums

- Identify non-traditional partnership opportunities and assist in crafting a value proposition to the prospective partners to secure the collaboration
- Fully integrated planning, execution, and monitoring (incl. optimization and reporting) of the annual marketing plan
- Proactive idea generation to enrich marketing plan with breakthrough projects/campaigns according to SAT targets
- Leveraging consumer campaigns and activations and or any platform SAT is featured on, optimally for best ROI and media coverage
- Firm understanding and implementation of ROI model throughout all activities
- Identifying and proposing platforms and or ideas to maximize consumer campaign leveraging and partnerships in market
- Position South Africa as a preferred holiday destination in India through positive media relations to induce favourable coverage. This must include a focus on consumer, trade, and online media.
- Develop and maintain a consumer and trade media database of all media in with particular emphasis on tourism. The data base should be region wise giving clear indication on specialization of the media and language.
- Manage the data base of key South African-based stakeholders including - national and provincial tourism government officials, city tourism authorities, other tourism bodies, products, prominent pro-South African celebrities, sports people etc. A copy of this database should be made available to SA Tourism on a quarterly basis
- Identify and recommend media and journalists, influencers which should be targeted for familiarization trips to South Africa and recommend the best activities to organise for their publications.
- Complete end-to-end interactions with media from invitations, collection of required paperwork, visa liaison for trips, briefing notes etc
- Prepare and issue media releases and fact sheets, Q and A, and sound bites as per written briefs and follow-up with media to pursue publishing.
- Write speech notes/pointers for SA Tourism officials at key tourism events, media/trade interactions, and/or interviews.
- Develop and write articles or editorial pieces for publications as required or briefed by SA Tourism for MEISEA
- Sourcing thought leaders
- Develop and produce all long-form content as required and/or briefed by SA Tourism.

- Approach Media and secure interviews/profiling and other opportunities for SA Tourism.
- Develop other necessary reports and information as requested.
- Write, edit and update content for SA Tourism's website.
- Writing and deploying newsletters to trade and consumer media, and trade data base for India
- Media activation including Media networking events, round tables, etc.
- Showcase wins for business events (MICE and corporate), build SA as a destination of choice for MICE

C. TRADE FACING PR

Trade-facing PR involves a three-way communication between SAT, the trade partners, and the agency. It requires understanding the constituencies on which SAT depends as well as analysing and considering the attitudes and behaviours of the consumers and media. Only then can an organized and effective public relations campaign fall into place. The agencies will not only have to support ongoing trade campaigns by citing platforms to leverage or extend the reach of the campaign, but also identify annual events where SAT can participate

- Supporting trade campaigns in market
- Finding platforms to leverage or extend trade campaigns
- Out of the box integrated proposal(s) to enhance consumer & trade campaigns
- Identify annual events relevant to SAT to leverage captive audience (credible "third party" endorsement)

D. REPUTATION MANAGEMENT

Some of the main goals that SAT is looking at in an agency is to create, maintain, and protect the SAT's reputation, enhance its prestige, and present a favourable image to media and the consumer. The aim will be to earn the understanding and support of the media along with influencing their opinion and behaviour in a positive and desirable manner. The agency will have to innovate and showcase various opportunities to fulfil the above.

- Positive messaging strategy
- Crisis management expertise and strategy

- Swift engagement and guidance with strategic intervention and execution that includes a complete brief to the Hub Head + stakeholders along with drafting a holding statement
- Supporting SAT office when needed (during business trips to SA)
- General reputation: approach media and secure interviews for SAT spokespersons during the course of the year, as well as secure possibilities to hand in campaign concepts for awards
- Stakeholder relations: Identify and alert SAT where lobbying or high-level intervention may be required in-market, propose activation suggestions
- Monitoring clippings about South Africa (incl. reporting: in-depth during crises / regularly on monthly basis incl. activity and contact reports)
- Monitoring news about South Africa
- Monitoring Social Media Channels incl. making use of relevant content
- Keep track of PR value
- Update WIP (Work in Progress) minutes regularly
- Monthly reports
- Giving input for Quarterly reports
- Giving input for Annual report
- Developing competitor analysis
- Developing aviation reports
- Media Relations

E. CRISIS COMMUNICATION

In order to avoid destroying a reputation that has taken years to build, the agency must always be prepared should SAT face a crisis. There may be a time where SAT is faced with a PR crisis and the way the agency responds can either give the organization a much-needed image boost or significantly damage brand. The agency will need to develop a crisis communication framework for the MEISEA region and list their strategy/action points for the same

- Develop an India crisis communication framework informed by the Global Communications Strategy
- Alert SA Tourism as to potential negative stories or issues which may need to be dealt with in the media and recommend crisis management activities.
- Identify and alert SA Tourism where lobbying or high-level intervention and support may be required in the market and recommend an India-centric position

- Craft and share the immediate proposed plan of action
- Monitor crisis and supply closing report

F. ONLINE COMMUNICATION (TARGETING NEWSWIRES AND NEWS AGENCIES ONLINE):

The Internet has caused a revolution in communication by giving a voice to content writers and also lead to the growth of influencers and online media channels. This has opened a whole new world of opportunities for businesses and individuals unimagined in the era of the traditional media. These still play an important role in shaping public opinion but with the entire globe moving to the online world to search for information and buy products/services, a PR strategy that does not effectively communicate with the online community can no longer effectively shape and maintain the desired public image. The agency is required to showcase what they can do online to effectively get our message out to the end consumer.

- Build relationships with key online content writers/ influencers/thought leaders and online media outlets for coverage on South Africa and thus driving increased referral traffic to the India website and improve search engine visibility.
- Evaluate and source non-paid opportunities to increase our brand reach and visibility online.
- Identify niche markets and recommend content to engage these audiences. E.g., Bollywood, Cricket
- Support the optimal performance of the India website and recommend new features to improve online user engagement.
- Re write/ edit/ localize, sourcing of local content for SA Tourism website.

G. MEASUREMENT AND REPORTING + PRESENTATIONS

We will evaluate the agency separately on their ability to monitor and capture market conditions along with capturing work done and its value. We request actionable advice on how to rebuild and thrive in the current marketing environment which would include implications, takeaways, data-led insights, etc. that would help us achieve our targets and grow.

- Monthly reports: Dossier, market report and or any report requested by SAT
- Day to day liaison with brand teams for strategy and planning
- Fortnightly update meeting with core team
- Work in progress email

- Monthly strategy and planning
- Half yearly planning and review
- Media benchmarking study
- Campaign evaluation
- Annual Media perception surveys
- Quarterly performance review (work + agency)
- Market relevant/event relevant presentations when needed
- Multimedia presentations when required

H. MISCELLANEOUS

- Media list: compilation of a comprehensive, bespoke list of target media for South African Tourism - to cover travel trade specialist luxury consumer, travel, national news, broadcast, and digital media. Which will be shared with SAT
- Press Kits- creation and maintenance of a complete press kit, including all relevant product information
- Press Release Management - creation and distribution of press releases, working closely with the South Africa Tourism team on content and messaging. Translations in cities where necessary
- Monitoring of suitable industry awards for SAT to attend and enter
- Events support: Ideate and develop a detailed concept note for PR events inclusive of complete briefing document/background notes, preparing spokesperson to face media, supervise media roll out and prepare complete feedback report post-event, share complete media attendee list with SAT complete with (publication name, journalist name, email ID, phone number), agency to also brief SAT execs, tourism department and key stakeholders before all media events along with setting up media interviews for them, maintaining a press information desk/media registration desk
- The supplier may be required to attend and provide event support for the India market for events arranged on global platforms by the strategic events and exhibition teams, which include but are not limited to platforms such as Meetings Africa, Africa's Travel Indaba and any other identified strategic events.
- Associations and Partnerships Set up agenda-based meetings with Wedding planners, Media houses, Production houses and Consumer Brands. The target associations should be in line with the comms strategy that is defined in the business plan.

- Preparing powerpoint presentations for events and as per SAT requirements
- Media training for key stakeholders, Hub head and marketing manager
- Ability to conduct/purchase in-depth in-country research (consumers, trade and economic)
- Hosting to support destination advocacy. Source relevant media/influencers/destination endorsers/trade/corporates, define in market-relevant ROI for media, and complete hosting's tool kit as per policy
- Will be required to travel within India, South Africa and internationally to represent South Africa on a need's basis at NO cost to SAT i.e. South African Tourism will reimburse the agency travel cost but will not pay for the actual time provided this tender is on retainer)

6 INTELLIGENCE AND INFORMATION USAGE

South African Tourism understands that we are operating in a constantly changing environment and that attitudes towards travel will not remain static. Our expectation would be that our agency will have the ability to monitor these constant consumer changes through our campaign work and contribute to our insights deck.

7 ADDITIONAL DOCUMENTATION

Proposals from bidders should clearly demonstrate their understanding of the brief and their ability to successfully deliver on all the requirements outlined in section 7. above.

SAT expects to receive several proposals; for our bid committee to evaluate the proposals effectively, prospective bidders are required to include information relevant to the following six topics.

A. Introduction

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

B. PR and Comms capabilities

- 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.

C. Solution overview

- Brief description of your understanding of SAT's needs and the challenges it faces in the India region. 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 value-added services that you could offer based on your understanding of SAT's challenges.

D. 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.

E. Work plan and project management

- Propose a work plan with associated timelines that will accomplish the tasks mentioned under the scope of services; and
- Outline plans to monitor the campaign's performance and implement corrective measures where necessary.

F. Cost

- Bidder must provide a detailed retainer costing for the duration of the contract.
- Cost should be presented in the same format for years 1, 2 and year 3, including all applicable taxes and annual escalations. (*Failure to indicate the applicable taxes will be deemed as inclusive*).

8. AGENCY CREDENTIALS

Proposals should also include credentials in the form of at least 2 examples of exemplary work carried out in the area of consumer and trade campaign creation and management.

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 the client.
- Solution delivered by your agency with supplementary graphics and/or URLs where appropriate; and
- Value added by your agency.

SERVICING TEAM

Senior Management and Executive Management should be part of the servicing team. A minimum of 10 years of experience per individual and the company in the industry is crucial. The servicing team that would potentially service the account should be active participants during the pitch, along with the business development/sales team. The servicing team should be strategic, creative and bring the brand to life.

9. PITCH PRESENTATION

All agencies will be expected to present a short pitch revert against the background, environment and scope of work stated above. The pitch presentation also needs to address the below:

- Prepare an engaging PR and comms campaign/ideas for business and leisure consumers, clearly indicating when it would be appropriate to commence this campaign and how/if South Africa can leverage occasions in the Indian calendar.
- Clearly indicate how this campaign will reposition South Africa's offering
- The campaign/ideas should ensure a top-of-mind recall for the destination. Clearly indicate the channels, messaging, and platforms required to dominate the consumer travel preference. The campaign must be multi-platform, integrated and show how and end to end solutions will be delivered.
- It is also crucial to show your understanding of the consumers' concerns and how South African Tourism should address them.
- Also list down daily hygiene activities and routine scope that will be included in the retainer

Evaluation:

- The campaign idea would be evaluated against the evaluation criteria supplied for the various aspects of the tender.

10. PRICING SCHEDULE

- Only Bidders who meet the minimum threshold of **75%** functionality in Phase 2 will advance to Phase 3.
- Bidder is required to share a commercial proposal for a 3-year on-retainer model with South African Tourism Tender Meisea 006/23.
- With reference to the above tender, the contract period for the successful bidders will be for 3-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 explicitly cite the applicable taxes or escalation, SA Tourism will take it as inclusive.
- Bidders should submit the pricing schedule in the format 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 structures do not comply with the below structure.

Envelope 1: All requested documents + printout of pitch Presentation that includes scope of work+ Pen/USB drive of pitch presentation (*please note: DO NOT QUOTE YOUR RETAINER FEES ON THE PITCH PRESENTATION INFORMATION*)

Envelope 2: Price proposal based on the retainer fees (printout + Pen/USB drive)

All inquiries for the tenders must be directed to Mr. Ajay Shah, Finance Manager: ajay@southafrica.net (Bid proposals received by email will be disqualified and not considered for evaluation).

(Please note: DO NOT QUOTE YOUR RETAINER FEES ON THE PITCH PRESENTATION INFORMATION)

Pricing Schedule (The below table is only to provide a guide based on historical needs for PR as a guidance to the bidder to understand the past even though the future or during the contractual arrangement, activities and requirements might differ.

Therefore, it is critical for the bidder to have the below information in mind and the bidder's competent experience to assist in determining the correct monthly retainer fees that will be fixed throughout the contract inclusive of the full list of daily hygiene activities and routine scope. The only increase will be through the annual escalation percentage that should be disclosed when submitting the financial proposal, the pricing requirement not limited to the below information.

PR DELIVERABLE	FREQUENCY
a) STRATEGY	
Devise and deliver Content and PR strategy and measurable plans Design and implement communication and content strategies - ideation and define a clear plan of action, providing communications counsel and advise ongoing basis	Ongoing
Business Planning to target SAT's core for India, including support and review of business planning. Present comms and content strategy for the following year during business planning	Ongoing
Identify and evaluate strategic media (consumer and trade media) and influencer partnership opportunities to drive consumer awareness. Full management and execution of media and influencer outreach based on feasibility	Ongoing

Global: Localise and adapt global messages, press releases and related materials for India.	Ongoing
b) ACCOUNT MANAGEMENT	
Day-to-day liaison with brand teams for strategy and planning Fortnightly update meeting with a core team. Work in progress email. Monthly strategy and planning Half-yearly planning and review Media benchmarking study Campaign evaluation Annual Media perception surveys Quarterly review	Ongoing
c) PRESS OFFICE	
Press Office: Provide 'Always-on' 24X7 press office, including consumer media, travel trade media and influencer engagement	Ongoing
Media list: compilation of a comprehensive, bespoke list of target media for South African Tourism - to cover travel trade specialist luxury consumer, travel, national news, broadcast, and digital media. Which will be shared with SAT	Ongoing
Press Kits and Collaterals - creation and maintenance of a complete press kit, including all relevant product information	Ongoing
d) MEDIA ACTIVITIES	
Proactive media communication on destination highlights, offers, promotions, travel trends, seasonal stories etc.	Minimum 4 a month
Press Release Management - creation and distribution of press releases, working closely with the South Africa Tourism team on content and	Ongoing

messaging. Translations in cities where necessary	
The magazine feature Proactive media communication on destination highlights or new region stories.	Minimum 1 per month
Trade - generic articles/ press releases/ information notes Proactive outreach for media communication relevant to trade partners MICE Visitor arrivals, length of stay, visitor spending and satisfaction	Minimum 3 per month
Focused Media Interviews Interviews with key business, trade and consumer media to highlight New promotions/initiatives Destination highlights New regions Future plans	Minimum 3 interviews per talk point
Advertorials Draft content for advertorial basis brief shared by SAT	Ongoing
Fam trips/media experiential program Handpick media from across the country to ensure a strong influencer database Create an annual FAM calendar with potential target media Complete hosting tool kit and collection of all relevant information required for Indian media Share FAM report post-FAM and timely update of the same. Travel for FAM with media/trade/stakeholders/corporates	Depending on yearly budgets Ongoing
Media and Influencer Meetings Regular agenda-based media meetings with key/senior media to discuss SAT's key news.	Minimum one a month
Key Opinion Leaders	Ongoing

<p>Set up agenda-based meetings with key opinion leaders to discuss SAT's key news and explore joint collaborations.</p> <p>Identify core group</p> <p>Create customized messages/content for each.</p> <p>Explore multiple association opportunities with them.</p> <p>Manage communication and engagement with them throughout the year</p>	
<p>Industry Awards</p> <p>Monitoring of suitable awards for SAT to attend and enter</p>	Ongoing
<p>Events support</p> <p>Ideate and develop a detailed concept note for PR events</p> <p>Complete briefing document/background notes for SAT representative/stakeholder/SA gov representative</p> <p>Preparing spokesperson/stakeholder/SAT representative/SA gov representative to face media</p> <p>Supervise media rollout and prepare complete feedback report post-event.</p> <p>Share the complete media attendee list with SAT, complete with (publication name, journalist name, email ID, and phone number)</p> <p>Agency to brief SAT execs, tourism department and key stakeholders before all media events</p> <p>Maintaining a press information desk/media registration desk</p>	Ongoing
<p>Industry Stories / Reactive Media Relations</p> <p>Responding to questionnaire shared by media with SAT or WS</p>	Ongoing
<p>Associations and Partnerships</p> <p>Set up agenda-based meetings with:</p> <ul style="list-style-type: none"> Wedding planners Media houses Production houses Consumer Brands 	Ongoing

The target associations should be in line with the comms strategy that is defined in the business plan.	
<p>Spokesperson profiling</p> <p>Identify profiling opportunities with business and trade media.</p>	Minimum 4 per quarter
<p>Press Conference/Press Briefing/Events</p> <p>Activity Strategy and planning</p> <p>Develop briefing document (including key messages and FAQs)</p> <p>Host pre-interview brief sessions with spokespeople</p> <p>Developing and managing a programme of media stories to be launched at an event</p> <p>Setting up engagements/interviews with travel trade and consumer media interviews for the SAT spokespersons</p> <p>Speech writing or briefing notes for SAT spokesperson/SA gov representative/stakeholder and securing round table + speaking opportunities for the stakeholders + SAT at events that are not organized by SAT (e.g.: SATTE)</p> <p>Speech writing for SAT spokesperson and along with speaking notes to stakeholders/SA government representatives for participating events</p> <p>Creation of full press pack and all related collaterals</p> <p>Management of photography throughout the event (photographer fees will be included as OOPes)</p> <p>Closing reporting, including coverage with press clipping and when coverage is not in English, providing brief English summary</p> <p>Press Release dissemination and follow up</p>	As per event participation and SAT roadshow/SAT events
<p>Support</p> <p>Connect with key partners representing South African properties, tour operators, airlines etc.</p>	Ongoing

and key partners in South Africa, i.e. provincial and city tourist boards, products and experiences, etc., as required for the implementation of the PR programme defined.	
e) CRISIS MANAGEMENT	
Crisis Preparedness Safeguard brand from controversies Continuous media watch around the brand Media update	Ongoing
Crisis and issues management: The agency provides expertise to handle crisis communications if required effectively. (Alert SA Tourism as to potential negative stories or issues which may need to be dealt with in the media and provide top-line recommendations on the first response. Identify and alert SA Tourism where high-level intervention may be required in the market and provide initial recommendations for the response; Pen first draft of a press statement if a crisis hits) Correction: Perception correction by balancing or outweighing the negative with the positive news Gain time: Through “situation under assessment” response Plug falsehood: Immediate countering of untruths & exaggeration. Provide balance: Ensure media. Damage limitation: control media and pick up of the story by defusing initial interest triggers	As and when required
f) REPORTING AND MONITORING	
Media Monitoring: Daily and weekly monitoring news about South Africa Monitoring of mentions, per template provided by the HUB team. Monitoring includes an English-language brief summary of each article. Issues reporting, topline advisory on response to issues, clarifications etc.	Ongoing

Media Coverage: Regularly showcase media coverage reporting as per SAT requirements	Ongoing
Reporting weekly/monthly activity report and additional 'Friday Flash' summary email if required and RGM report. Regular conference calls with SAT when required and face-to-face review meetings. Annual report as per deliverables in the contract.	Ongoing
Research Ability to conduct market research OR outsource research in line with SAT procurement policies	As required
g) SPECILAISED CONTENT	
Newsletter Agency to draft content for quarterly newsletters for SAT which will be circulated to all trade media and will also be put up on the trade portal circulated to stakeholders	Quarterly
Presentations: Agency to develop presentations for SAT for media, trade, corporate and or any other events.	Ongoing
Content Creation All text-based content creation i.e. writing and editing of all communications for South African Tourism i.e. press releases, speeches, interviews, proofing, advertorials and marketing material, (Website content where relevant and required to be localised for India, newsletter content for trade media and consumer media as defined; Other relevant PR and media content based on existing South Africa Tourism initiatives and developments	Ongoing
h) TRAININGS Training for spokesperson/SA government representatives/stakeholders as per requirement	On a needs basis. Please share costing for all your training modules

A. Costing model

- **Monthly retainer**
- **South African Tourism will use this retainer costing model for evaluation and also as contracting method for the duration of the contract.**

End