



PART C: TENDER EVALUATION PROCESS - SAT MEISEA 006/23 PR AGENCY

Summary of the Evaluation Phases:**Table 1**

Phase 1 Administrative and Mandatory bid requirements	Phase 2 Functional Technical Evaluation & Pitch Presentation	Phase 3 Price evaluation
<p>Bidders' responses will be evaluated based on Table 2 below before considering the next phase if the bidder qualifies.</p> <p>A bidder that failed to attend or provide proof of attendance at the compulsory briefing session will not be considered for the next phase.</p>	<p>Bidder(s) are required to achieve a minimum threshold of 75% to advance to Phase 3</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>NB: Bidders that qualify for this stage will be required to present the submitted proposal as part of the technical evaluation as part of the assessment and evaluation.</p> <p>Therefore, bidders are required to be ready to be called in for the pitch presentation evaluation. No proposal will be evaluated without the pitch presentation.</p> <p>Bidders are required to reference page numbers in Bid Proposals next to the criteria under Table 3</p>	<p>The bidder who advances to Phase Three (3) will be evaluated based on Price comparison, and SA Tourism will appoint the bidder who is cost-effective.</p> <p>Bidders must submit separate envelopes with financial/commercial information on clearly marked with the bidder's name and tender name envelope, Pen/USB format.</p>

Phase 1: Evaluation Requirements

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

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 non-submission of some or any of the documents.

Table 2

Document or information that must be submitted or disclosed	YES/NO	Non-submission may result in disqualification?
Attendance of compulsory briefing session		Proof/link of attendance at the compulsory briefing session (<i>None attendance of the compulsory briefing session results in disqualification</i>)
Confirmation of valid Tax Status		Written confirmation and proof of the bidder's tax compliance status, if applicable
Annexure A-Invitation (SBD 1)		Complete and sign the supplied SBD 1
Annexure E-Declaration of Interest - SBD 4)		Complete and sign the supplied SBD 4
Google Analytics Individual Qualification (<i>At least one person from the proposal project team must be in possession of the valid certificate</i>)		Failure to submit the individual certificate will result in disqualification.
Proof of Joint-venture, consortium, or sub-contracting agreement if applicable.		The written undertaking of the Joint venture, consortium commitment between the main bidder and partner(s)/subcontractor(s).
Is the bidder currently (to the point servicing any of the direct competitors, such as Australian Tourism, New Zealand Tourism, Kenya Tourism and/or Switzerland Tourism, at the time of this bid? If the answer is YES, such a bidder is not eligible to bid due to overlap in strategies and concepts between these markets on confidentiality and may lead to negative conflict and suffer the deliverable between the highlighted competitors.		NB: This does not exclude bidders that previously offered any of their services to the mentioned direct competitors (i.e., Australian Tourism New Zealand Tourism, Kenya Tourism and/or Switzerland Tourism); if it's a previous contract, such a bidder is eligible to bid. However, a false declaration will result in disqualification or termination of service should the bidder be recommended.

Phase 2: Technical Evaluation Criteria = Weighting out of 100 basis points

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 system, technical and functional support to South African Tourism under this tender.

Bidders are required to achieve a minimum threshold of 75% to proceed to phase 3: (Price). Bidders who do not achieve the minimum threshold will not be further considered.

NB: NB: Bidders that qualify for this stage will be required to present the submitted proposal as part of the technical evaluation as part of the assessment and evaluation.

Therefore, bidders are required to be ready to be called in for the pitch presentation evaluation. No proposal will be evaluated without the pitch presentation.

Table 3 Technical evaluation (PR Agency)

100%	Percentage points allocated for functionality	
75%	Lowest acceptable % for functionality - Tenderers with less than this score will be eliminated and will not proceed to the next phase.	
Deliverables / Performance Indicators:		
Bid Evaluation Committee (BEC) member will rate each individual criterion on the score sheet using the value scale/matrix under Table 4	Value allocated	Reference page in submission
Evaluation Criteria 1: Campaign strategy: Showcase a localised/relevant PR strategy, design, and creation in conjunction with other marketing disciplines to enable integration across traditional channels and online platform utilizing innovative mechanisms to enhance the brand.	25	
Evaluation Criteria 2: Brand, Consumer and Trade-Facing PR: Showcase innovative methods/approaches for running brand, consumer, and trade-facing PR. Also, showcase 2 case studies depicting the above	20	
Evaluation Criteria 3: Reputation Management and Crisis Communication: Showcase and example of proactive reputation management. Also, highlight an example of a crisis and how effectively it was solved (showcase the reason for the crisis and also showcase proof of how it was resolved)	20	
Evaluation Criteria 4: Measurement and reporting: brand performance monitoring, competitor performance tracking and reporting - approach, service and tools that will be made available to South African Tourism.	10	
Evaluation Criteria 5: Intelligence and information usage: Showcase understanding of the tourism industry and levers that can be used for impact. The agency will have to be able to deliver an insight report for competition campaigns (what worked and didn't). It is also imperative that the agency understands tourism and MUST have worked with a client within the international travel and hospitality sector. The agency must also showcase relevant experience with an international tourism board along with experience in the African market	15	
Evaluation Criteria 6: Agency credentials and servicing team: The agency will be expected to present a body of evidence that clearly illustrates its ability to interpret global brand strategies and localisation. The agency also needs to show the proven experience of the proposed team to be deployed to the project. A minimum of 10 years of experience for the agency as well as each individual servicing the account is a must	10	
Total Weight	100	

South African Tourism will reserve its rights to request bidders for presentations/demonstrations where these will provide an opportunity for the bid evaluation committee to look more closely at the proposals and identify gaps between how the bidder indicated that their proposed solution met the business requirements and what the team is able to discern regarding how closely it actually meets the needs of the business.

If required, they will be at a high level where criteria will be identified that the bid evaluation team might be interested in looking more closely at. The bid evaluation committee will have the opportunity to ask questions and make notes of what they consider to be gaps in the proposals compared with how well the business requirements are satisfied.

- Bid proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must submit supportive documentation for all functional requirements as part of their bid documents 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 and the subsequent system demonstration.
- 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 score sheet using the following value scale:

Table 4

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. NB: The bidder failed to attend the pitch presentation as required, resulting in no scoring. The pitch presentation was not relevant or had more significant discrepancies from the submitted bid proposals.	0

Phase 3: Price evaluation

The bidder who advances to Phase Three (3) will be evaluated based on Price comparison, and SA Tourism will appoint the bidder who scores the highest point.

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