



SOUTH AFRICAN TOURISM

PART C: TENDER EVALUATION PROCESS (SAT TENDER NUMBER SAT 241/23 CENTRAL EUROPE MEDIA PLANNING AND BUYING AGENCY)

Summary of the Evaluation Phases (table below):

Phase 1 Pre-qualification Criteria	Phase 2 Technical Evaluation Criteria (Desktop)	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 70% to proceed 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>	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?
Cover letter introducing the bidder company		
Affirmation of certification of registration with the Chamber of Commerce (C.C.I.A.A.)		
Copies of latest Statement of financial position, Statement of financial performance and Cash flow statement		
Certified copies of Identity Documents or Valid Passports of Members, Directors or owner (<i>Copy with original stamp</i>); GDPR regulations are adhered to regarding personal information		
Bidders must have specific experience and submit at least three recent references (in a form of written proof(s) on their client's letterhead including relevant contact person(s), office telephone & fax number, website and email address) where similar work were undertaken.		
Provide all management fees and detailed resource rate cards include media strategy		

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):

Phase 2 - Desktop technical, functional evaluation- A bidder will be evaluated out of 100% and must score a minimum threshold of 70% to qualify for Phase 3.

Phase 2 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. Media bidders relevant experience to the assignment specifically demonstrating capacity and how long they have been in business. Rating: Number of relevant years (bidder): <ul style="list-style-type: none"> • 3-4 years = 1 	5	

<ul style="list-style-type: none"> • >4-6 years = 2 • >7 years = 3 <p>Non Scoring</p> <ul style="list-style-type: none"> • No submission • Less than 3 years relevant experience <p>Bidder must submit the company registration document and company profile.</p>		
<p>2. A capability pertaining to media strategy, planning and buying. The media principles/model of the organisation. Bidder must have experience in the below areas.</p> <p>A) Data driven, information tool B) Programmatic aspects (all platforms)</p> <ul style="list-style-type: none"> • 1 example of media strategy = 1 • 2-3 example of media strategy = 2 • >3 example of media strategy = 3 <p>Bidder must submit relevant (anonymous) examples to show a media strategy for previous clients, implemented. The examples have to be presented as a pdf presentation covering criteria rated A-B above.</p> <p><u>Non scoring:</u> Strategy that does not relate to media/this scope of work. Media Strategy that does not cover any of the above criteria rated A-B.</p>	5	
<p>3. Proposed solution to meet minimum scope of work: media strategy and proposal to best affect media positively in the region.</p> <p>Integrated media proposal approach reflecting a clear understanding of destination brands' challenge, our marketing objectives, the fragmented media landscape, and the consumer media behaviour, both digital and traditional media. Proprietary media tools for assessing media impact and success.</p> <p>This criteria will be evaluated in line with the “Functional Evaluation Matrix” on the table below.</p>	35	
<p>4. A strategic approach to media model and local interpretation of the global communication strategy. Work plan and tools for project management.</p>	25	

<p>This criteria will be evaluated in line with the “Functional Evaluation Matrix” on the table below.</p>		
<p>5. Examples of case studies from brief to media strategy, planning, and execution with results.</p> <p>Rating:</p> <ul style="list-style-type: none"> • 3 case studies = 1 • 4 – 5 case studies = 2 • Over 5 case studies = 3 <p>Non-Scoring:</p> <ul style="list-style-type: none"> • No submission • Case studies that are less than 3 in total • Case studies not relating to brief media strategy, planning, and execution as outlined in this scope of work. 	15	
<p>6. Expertise and experience of the proposed team: Proven experience of the proposed team to be deployed to the project. Number of relevant years and level of experience of the proposed team member. An abridged CV that includes key skills, clientele, and work experience.</p> <p>The proposed team must have at least 6 relevant years (as a team) of experience in the field. The team must have a minimum of 3 people.</p> <p>Rating:</p> <ul style="list-style-type: none"> • 3 proposed team members = 1 • 4 proposed team members = 2 • 5 or more proposed team members = 3 <p>Non-Scoring:</p> <ul style="list-style-type: none"> • Less than three proposed team members • Proposed team members who do not meet 6 years combined experience. 	15	
<p>Total Points</p>	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 & 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 2** will be further evaluated on comparative pricing.

The bidder who has the 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.

A detailed cost breakdown (inclusive of VAT) based on your understanding of SAT's full requirements under this tender. Where unsure, as much detail as possible should be provided. Also clearly indicate any once-off cost. The cost should be shown for 3 years and for 5 years but where each respective year is clearly defined.

END