

**PART B: SCOPE OF WORK****SA Tourism Tender Number SAT 241/24 CENTRAL EUROPE MEDIA PLANNING AND BUYING AGENCY**

Bid Description	
SAT 241/24 CENTRAL EUROPE MEDIA PLANNING AND BUYING AGENCY FOR A PERIOD OF 36 MONTHS	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SA Tourism Tender number SAT 241/24
Closing Time:	12h00 (Central Europe Time)
Closing Date:	23 April 2024 (No late submission will be accepted)
Non- Compulsory Briefing Session:	N/A
Contact Person	Thembelihle Nyide
Bid Submission Link	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
Email Address	tenders@southafrica.net

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.

1 CLOSING DATE

The closing date for the submission of proposals is 25 April 2024 at 12h00 (Central Europe Time). No late submissions will be accepted.

2. TENDER SUBMISSION LINK

South African Tourism have developed and implemented an online e-procurement Portal, enabling bidders to respond to procurement opportunities as and when they are issued by South African Tourism.

The portal is the official portal for South African Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables a bidder to register as a supplier on the system to RSVP to tender briefings, and to submit tender responses on the portal.

The Portal's URL (<https://e-procurement.southafrica.net>) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox, and Safari. Interested bidders should, with immediate effect, consider registering and submitting their bid proposals on the portal, which has specifically been developed and implemented for this purpose.

The supplier user manual can be viewed and downloaded on South African Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>.

All bidders should, therefore, take note that the physical drop-offs and courier of bid responses to South African Tourism's physical address are no longer permitted.

Prospective tenderers must periodically review both <http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://e-procurement.southafrica.net> for updated information or amendments about this tender before due dates.

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.

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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 at tenders@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 **12 April 2024 at 12h00 (Central Europe Time)**.

All responses will be published by **15 April 2024** on the following links:

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

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 contract period.

4 DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) months 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.

5 DETAILED SCOPE OF WORK

5.1 Background

SA Tourism is operating in a high-performance marketing environment in Central Europe. To reach the goals for South Africa and break through the highly cluttered consumer environment, SA Tourism focuses its marketing on high return-on-investment activities to maximize budget effectiveness. To this extent, SA Tourism needs an innovative and local media buying, planning and strategy agency to assist the organization in making a tailor made and target orientated development and execution of a fully integrated media plan for Germany, Austria and Switzerland over the next 3 years.

The Marketing Investment Framework of SA Tourism informs the market selection and investment in the relevant set of markets to achieve the targets and grow tourism arrivals to South Africa. The Central Europe Hub with the office in Frankfurt, Germany, is responsible for the German, Austrian and Swiss markets. Although geographically located as neighboring countries, consumer insights and consumer journeys from awareness, consideration to booking a trip to South Africa are different. There is a need to address the consumer directly and with the tonality and nuance of relevant targeted content that triggers desire with the consumer. The trade landscape within the 3 markets also varies, only few operators' market and sell across border, due to the specific legislative requirements as well as the market diversity.

Objectives of the Supply Side Audit:

5.2 Scope of work

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5.2.1 SA Tourism is therefore inviting proposals from reputable service providers in a bid to be appointed as the preferred “Media Strategy, Planning and Buy Agency” for South African Tourism Central Europe. The appointed service provider should be based in Germany and will localise the South African Tourism global brand positioning as conceptualised by the SA Tourism global brand and marketing team and its agencies to meet the following key principles:

- Develop optimum media planning and strategy for Central Europe in line with the brand guidelines and communications strategy.
- Achieve reach and connect with key target groups in the long-haul travel segment in Central Europe.
- Develop of optimized trade media plan based on a Trade market analysis.
- Monitor, optimise and analyse media investments on a continuous basis
- Implement ad serving technology to maximise all digital media buying efforts
- Increasing our Brand’s spontaneous awareness and positivity to increase arrivals and spend to South Africa from Central Europe

5.2.2 The entire project management and execution of Media strategy, planning and buying

5.2.2.1 Media strategy, planning and buying

- a) Create, implement and monitor the Media strategy for the Central Europe Hub as part of the integrated marketing and PR strategy and plan.
- b) Handle and optimise the media buy with best rate inventory management of placement to track and report through digital SA Tourism's data studio dashboard
- c) Create optimisation frameworks with set KPIs and monitor progress, report on live SA Tourism data studio dashboards
- d) Manage Performance of creatives with the appropriate ad serving technology and relevant digital production agency of SAT and optimise accordingly
- e) Implement brand digital media tagging guidelines including: UTM tracking on URL's and google adserving tags
- f) Work with the SAT "Integrated Marketing and PR Services" Agency and "Digital Activation Agency" for the annual integrated marketing plan (consumer and trade facing) and the Global Brand and Marketing team and its agencies.
- g) Access to market research relevant to the consumer buying cycle also specific to tourism and Destination South Africa and report thereof
- h) Target audience research whether integrated in the media buy or specific needed to inform the overall integrated marketing plan for the Region
- i) Work within the GDPR framework and advise on relevant legislation or regulations

6. Additional Information

6.1 All documents and completed annexures of the Request for Proposal (RFP) in sequential order as they have been issued where bidders are required to:

- a) Initial each page of the Request For Proposal (RFP) to confirm that they have read and understood the contents of the bid
- b) Duly completed (and signed where relevant) all Standard Bidding Documentation (SBD's) as required from section 9 onwards, including Annexure A-K and provide certificates where relevant.

Should these documents not be included and signed where applicable, the bidder may be disqualified on the basis of non-compliance/ non-responsiveness

- 6.2 Credentials against the proposed scope of services, including a cover letter introducing your company and any information which will demonstrate:
- a) Bidders' capability to provide the required services, this may include but not limited to resources e.g. equipment, staff, asset register, global footprint etc. in line with SAT's request for proposals (RFP);
 - b) Description and location of proposed premises where the actual services will be delivered from (SAT may perform site inspections of the proposed premises of shortlisted bidders);
 - c) Proof of previous relevant experience;
 - d) An anonymised detailed cost breakdown of a previous project delivered for EUR 100k
 - e) An anonymised detailed cost breakdown of a previous project delivered for EUR 250k
 - f) Proposal in line with your understanding of what the scope of work entails and any additional information which you deem valuable for consideration during the bid evaluation process;
 - g) Any value added services you are able to offer relevant to this scope of services;
 - h) Proposed team structure and skills of team members who will be assigned to this contract should you be the successful bidder;

END