



Part B: - SCOPE OF WORK - SAT Tender 244/24 - Global Creative, Content and Brand Design tender

Bid Description	
Global Creative, Content, and Brand Design tender for South African Tourism Head Office	
Bidder Name:	
CSD MAA number	N/A
Tender Number:	SAT Tender Number 244/24
Compulsory Briefing Session date:	29 April 2024 at 10am (SA time)
Meeting link for Compulsory briefing Session:	Video call link: https://meet.google.com/tjj-hwtc-csa Or dial: (ZA) +27 10 823 0723 PIN: 860 838 444# More phone numbers: https://tel.meet/tjj-hwtc-csa?pin=9526880534371 Or join via SIP: sip:9526880534371@southafrica.net
Closing Time:	12h00
Closing Date and Time:	20 May 2024 at 12 pm (SA time) (No late submission will be accepted)
Bid Submission Address	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net

	<p>Bidders are required to complete all the fields before submitting on the above link before uploading a PDF version of the entire proposal; 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, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.</p>
Contact Person	Raymond Mabueta
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 THE CONTRACT.

1. CLOSING DATE

The closing date for submitting proposals is **20 May 2024 at 12h00 pm**. No late submissions will be accepted.

2. PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

2.1 South African Tourism has 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 in the system to RSVP to tender briefings and 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. With immediate effect, interested bidders should consider registering and submitting their bid proposals on the portal, which has been developed and implemented for this purpose.

2.2 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 should regularly check the following links for any updated information or amendments regarding this tender before the deadlines.

<http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://e-procurement.southafrica.net>

- 2.3 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.
- 2.4 Tenders must be completed in black ink where mechanical devices, e.g., typewriters or printers, are not used.
- 2.5 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 official of the bidder(s) can make inquiries, in writing, to the specified person, Raymond Mabueta, 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 will communicate technical inquiries through the nominated official in writing **by 03 May 2024 at 12h00.**

All responses will be published by **05 May 2024 at 12h00.** on the following link:

<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 months (36) month 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. GENERAL OVERVIEW

The role of a Destination Marketing Organization (DMO) is increasingly shifting with the ever-changing consumer and sector demands. In addition, the Covid-19 global pandemic has accelerated digital

adoption and technology transformation, with users needing to resort to online, digital, and technology to access physical products and services they would otherwise purchase.

SA Tourism is operating in a high-performance marketing environment. 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 Global Creative, Content, and Brand Design agency over the next 3 years.

SA Tourism is a marketing organization that has a lean organizational structure to ensure maximum capacity utilization. The services required through this tender are core functions. They form part of the overall consumer and trade marketing for SA Tourism to drive positivity and consideration and ultimately grow arrivals to South Africa. The service of a creative, content, and brand design agency is essential to the output of SA Tourism.

Creative, Brand Design, and Content services are required to create a brand strategy, concept development, market-ready creative, and the associated marketing collateral. To ensure that the Brand & Marketing business unit can deliver its mandate of promoting tourism to South Africa by marketing the country as a tourism and business events destination.

Through this process, SA Tourism aims to have a single-minded brand approach, with one unifying message for SA Tourism, creating brand/creative strategy, concept development, market-ready creative, multi-channel content production, and the associated marketing collateral.

6. SOUTH AFRICAN TOURISM MANDATE AND RECOVERY PLAN

The mandate of the Tourism Act is to provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents, and its visitors. It is a common cause that tourism is a key strategic industry in terms of National Tourism Sector Strategy documents as it supports government objectives of alleviating the triple challenges of unemployment, poverty, and inequality. The South African Tourism industry's annual target is to achieve 21 million international tourist arrivals and 2 million jobs in the country by 2030.

The key business objectives are:

- To ensure a strong presence in key markets for South Africa to be top of mind, accelerating recovery of the annual target of 21 million visitors by 2030.
- Inspire potential and repeater travellers to book trips by leveraging and shifting purchasing behaviour to deliver on the brand index.
- Reclaiming sector leadership and positioning South African Tourism as the authority to achieve the corporate brand index target.

7. SOUTH AFRICAN TOURISM BUSINESS UNITS

The scope of SA Tourism's business includes four distinct areas of business focus and delivery, with different target markets and segments:

Segments:

A. DESTINATION BRAND - THE COUNTRY SOUTH AFRICA

- International Leisure tourism (travel trade and consumer) and Domestic leisure tourism (travel trade and consumer).
- Business events are held through the delivery unit of the South African National Convention Bureau (meetings, incentives, conferences, exhibitions).

B. CORPORATE BRAND - THE ENTITY SOUTH AFRICAN TOURISM

- South African Tourism
- Quality assurance of tourism establishments through the delivery unit of the Tourism Grading Council of South Africa.
- NCB Bid Support

C. LEISURE TOURISM FOCUS

At the heart of the leisure marketing strategy of SA Tourism lies a critical choice - about 'where to play,' i.e., where we must grow or defend our market share and invest for future returns.

With more than 200 countries and limited resources, we must focus on markets where we are most likely to earn returns and not narrow niche opportunities where the risk is higher and the economic impact less. Given the rapidly changing global tourism and travel markets, SA Tourism undertakes a rigorous and data-driven assessment of all the global markets with a 'fresh eye.'

Our choices about where to focus include but not limited to the following markets:

Central Europe Hub

- Germany
- Switzerland
- Austria

UK Hub

- UK
- Ireland

South Europe Hub

- France
- Italy
- Portugal
- Spain

North Europe Hub

- Netherlands
- Belgium
- Sweden

North America

- Canada
- USA

Central & South America

- Argentina
- Brazil

Australasia

- Australia
- New Zealand

North Asia

- China (incl. Hong Kong)
- Japan

South East Asia / Middle East

- India
- Turkey
- Singapore
- Malaysia
- UAE

West Africa

- Nigeria
- Ghana

East Africa

- Kenya
- Tanzania
- Ethiopia
- Uganda

Central Africa

- Angola
- D.R. Congo

Africa Land

- Botswana
- Lesotho
- Malawi
- Mozambique
- Namibia

- Swaziland
- Zambia
- Zimbabwe

The results of the analysis are then organised into categories in each regional portfolio which informs the nature of the marketing approach to be adopted in each case.

Aligned to the National Development Plan (NDP), the National Tourism Sector Strategy (NTSS), SA Tourism's strategy seeks to achieve the following:

- Increase the number of travellers; grow the number of travellers overall as well as increase the length of stay of potential visitors
- Improve the tourism revenue contribution and create additional jobs.
- Improve seasonality and geographic spread

It is against the different nature of the growth challenges in each market that SA Tourism has invested in in-depth consumer market research to ensure that our marketing efforts are focused on the highest-yield consumer segments (who are interested and positive about our country) and against the drivers of growth that are appropriate in each chosen market. South Africa, being a long-haul market for major tourism source markets, focuses on people who are worldly, well-travelled, and interested in other cultures. On the other hand, regional travel is driven mainly by the purpose of travel, and new reasons for travel need to be developed.

D. TOURISM GRADING COUNCIL SOUTH AFRICA (TGCSA) - QUALITY ASSURANCE

As mandated in the Tourism Act No.3 of 2014, South Africa should have a national system of grading for tourism to maintain or enhance the standards and quality of tourism services, facilities, and products. As such, the TGCSA which was established in 2002, aims to strengthen the South Africa tourism brand by implementing a recognizable and credible globally bench-marked system of quality assurance for tourism experiences which can be relied upon.

The strategic objective of the TGCSA is to increase the number of graded accommodation establishments and rooms in South Africa, thus contributing to the intentions of the Tourism Act as well as the NTSS (National Tourism Sector Strategy) in providing domestic and international tourists with a memorable experience of South Africa as a tourism destination, which will lead to an increase in tourists and thus a larger contribution to GDP.

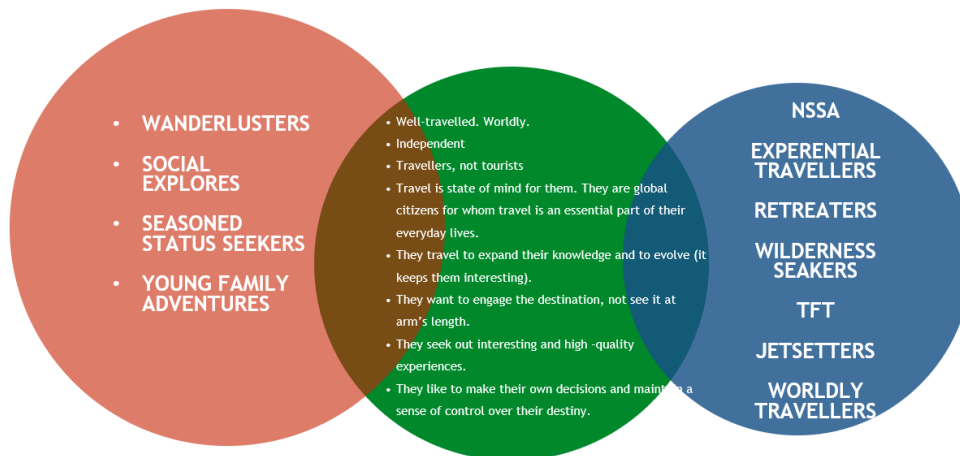
8. TARGET AUDIENCE

SA Tourism targets travellers, not tourists, and travel is a state of mind for them. They are global citizens for whom travel is essential to their everyday lives. They want to engage our destination and seek out interesting and high-quality experiences. They are adventurous and open to new experiences; these

people seek to escape the mundane of everyday routine. At a deeper level, they strive for opportunities to enrich their lives; ultimately, they are explorers at heart.

The target audience are consumers: Repeaters and First-timers, from Millennials (25-35 years old) to pensioners (over 60). Every kind of groups are taken into consideration: family, friends, lone travellers, couples.

SA TOURISM PRIME PROSPECT - TRAVELLER MINDSET



9. BUSINESS PROBLEM

Business problem 1: South African Tourism brand strength

There is an urgent need for South African Tourism to drive a single brand message which requires an end-to-end solution that includes:

- Brand strategy and plans
- Brand toolkits
- Brand campaign
- Brand content
- Brand creative
- Brand messaging

This is critical for the contribution to the brand strength index. South Africa does not index as highly as Australia, the US, France, or Thailand in terms of brand strength. The difference between South Africa and Australia's next highest competitor, is vast at 8,6 points.

South African Tourism has fallen behind in brand tracker performance for awareness and positivity.

Business problem 2: guaranteeing 16 million of 21 million arrivals by 2030

South African Tourism must deliver the arrivals target of 21 million visitors by 2030. Based on current projections, South Africa should have reached 16 million international arrivals by 2030. These arrivals may be under pressure in these uncertain times of digital disruption and legislative, political, and socio-economic change. SMART brand and marketing strategies and tactics are required to influence the programs to drive these targets.

Business problem 3: The role of South African Tourism in the digital age needs urgent attention

South Africa's digital capabilities requires a major overhaul to be in touch with the current best practices in the digital world. The use of technology and platforms in the customer journey is not identified and requires specific strategic intervention to ensure travellers are engaged at every step of the way.

Business problem 4: Business, Events and Leisure tourism campaigns by region and category

There is a lack of creative direction and content for business, events, and leisure tourism campaigns. Furthermore, a clear direction for applying these campaigns and content is missing to drive the fulfilments of this work in region and category.

Business problem 5: Barriers to travel and the customer journey

Key barriers in the customer journey affect our ability to deliver arrivals. These barriers include concerns for my personal safety, uncertainty about the political climate, concern about health risks, too expensive to get there, and too expensive once there.

10. SCOPE OF WORK

South African Tourism aims to position South Africa as the preferred leisure and business events destination.

Achieving this requires that we communicate directly with targeted leisure and business events travellers, to create top of mind awareness building relations across the tourism value chain of stakeholders, product, and channel to sell the destination effectively. The multiple audience segments are complex across the value chain and interconnected, depending on the identified audience definitions. To effectively build destination awareness and positivity, we require a digitally focused, integrated marketing creative agency that will be on a retainer/variable to sustain day-to-day platform management, delivering on the below:

- Global strategy and creative development, planning, and campaign management.
- Creative development that includes bespoke and fit-for-purpose content, inclusive of all platforms and channel support.
- Creative that expands on the strategically developed communication and campaigns to ensure engaging and helpful content as well as allowing for a maintained channel management that responds to all potential travellers and optimises the content and information available in order

to ensure a streamlined cross channel journey that drives consideration for South Africa as a chosen destination.

- Cross channel digital platform design with customised, channels specific creative through the customer journey.
- Leverage SA Tourism tools to maintain IP measurements and overall execution of analytics localisation. This is an essential requirement to ensure the localisation of strategy.
- Profile key SA Tourism-owned platforms, such as Africa's Travel Indaba and Meetings Africa, to entrench market dominance and message the quality and diversity of products available to global buyers.

10.1 CONTENT AND CREATIVE REQUIREMENTS

Content and creative agency will be responsible for all content, including but not limited to South African Tourism's corporate and destination segments; partners, collaborators, and stakeholders; business units, proprietary properties, and platforms:

National Convention Bureau (NCB), Tourism Grading Council of South Africa (TGCSA), Africa's Travel Indaba, Meetings Africa, and SA Specialist.

The requirements for the fulfilment of this service include but are not limited to:

A. Content strategy and execution

Provision and creation of content that is qualified as follows:

- Excellent research and writing skills are essential for all content: Long-form, short-form, social, audio-visual, interactive, white papers, data visualisation, design, and layout, etc
- Content production capabilities suitable for all platforms
- Concept development through highly experienced and skilled analytical and insights development capabilities
- A content management platform and archiving system must be accessible to South African Tourism regional offices, stakeholders, media outlets, and partners.
- Appropriate digital archiving of content that is adequately catalogued, easy to find, and easily retrievable from the archive
- Quality assured, quick turnaround content with multi-media, distribution, transmission, and syndication capability for all SA Tourism platforms, core markets, embassies, stakeholders, media outlets, partners, and 3rd parties
- Editing and deployment capability: complete edit suites for audiovisual; design, animation, and motion graphics; and complete photographic editing and DTP skills
- All content must be customisable/translatable per region
- Management of all associated rights and licensing
- Performance, usage, tracking, insights and measurement of all content to indicate which content types perform well, how content should be optimised and which channels and mediums perform best.

B. Creative strategy campaigns and execution

The appointed agency will be responsible for, but not limited to:

- Creative and campaign development across all channels including but not limited to global media buy, Digital and in collaboration with the specialised appointed agencies
- Localisation of the global creative campaign, reflective of country translated assets covering all platforms.
- Global campaign planning project management and regional operational agency capabilities, integrating work streams within the SA Tourism asset management system to store creative, usage rights management, commentary for ease of auditing and tracking of all assets used globally
- The development of Creative Conceptualisation against brand corporate identity and relevant communications strategies with asset roll-out for both owned and participation trade platforms.

C. Brand strategy and execution

Brand strategy will encompass various elements designed to build and strengthen a brand's identity, reputation, and market position for SA Tourism. These elements typically include but are not limited to:

- Brand Identity: Defining the visual and verbal elements that represent the brand, such as logo, colour palette, typography, imagery, and tone of voice.
- Brand Positioning: Identifying the brand's unique value proposition and determining how it will be positioned relative to competitors in the minds of consumers.
- Target Audience: Understanding the demographics, psychographics, and behaviors of the target audience to tailor messaging and offerings effectively.
- Brand Messaging: Developing key messages communicating the brand's values, benefits, and personality to its target audience.
- Brand Guidelines: Establishing guidelines for how the brand should be presented across various channels and touchpoints to maintain consistency and integrity.
- Brand Experience: Ensuring that every interaction with the brand, whether through products, services, advertising, or customer service, reflects its values and reinforces its identity.
- Brand Storytelling: Crafting narratives that engage and resonate with consumers, connecting them emotionally to the brand and its mission.
- Brand Monitoring: Continuously assessing brand performance, perception, and sentiment through market research, social listening, and other feedback mechanisms.
- Brand Evolution: Adapting the brand strategy over time in response to changing market conditions, consumer preferences, and business goals.
- Brand Review: Reviewing the efficacy of the brand and campaigns.

Overall, a comprehensive brand strategy aims to create a cohesive and compelling brand experience that fosters consumer loyalty, trust, and advocacy.

D. Design strategy and execution

Design strategy refers to the deliberate and systematic approach to incorporating design principles and practices into the overall marketing efforts of South African Tourism. It will involve aligning design decisions with marketing objectives to enhance brand perception, drive consumer engagement, and achieve desired business outcomes.

10.2 BRAND DESIGN REQUIREMENTS

The brand design will include, but is not limited to, recategorization of South African Tourism's corporate and destination segments, which will comprise South African Tourism's business units, products, and proprietary platforms: National Convention Bureau (NCB), Tourism Grading Council of South Africa (TGCSA); Africa's Travel Indaba; Meetings Africa; SA Specialist; partners and all stakeholders. The application of all brand design includes but is not limited to South Africa, global, and regional implementation across all brand elements.

The successful bidder will work with the office of the Chief Marketing Officer in the development of the South African Tourism brand identity projects, including but not limited to:

A. Brand architecture:

Review and recommendation for South African Tourism's brand architecture, including but not limited to the following areas:

- Corporate vs. Destination brand identity and its application to all regions and campaign elements
- South African Tourism business units, products and proprietary platforms which have developed over the years including but not limited to: National Convention Bureau (NCB), Tourism Grading Council of South Africa (TGCSA); Africa's Travel Indaba; Meetings Africa and SA Specialist.
- South African Tourism sub-branding, endorsement branding, indirect branding, cobranding and individual branding.
- The digital expression of the brand as it relates to all South African Tourism digital properties, products, and all digital brand applications.

B. Naming conventions

Review and recommendation for South African Tourism's naming conventions for sub-branding, endorsement branding, indirect branding, co-branding, and individual branding. i.e., how the brand resolves for all applications and contexts.

C. Brand identity and design language

Development of an overarching, design thinking lead, unified brand identity and language across all marketing implementations and output. Development of a strong, multi-platform visual design language inclusive but not limited to photography/visual/images; iconography; iconographic messaging; packaging; activation elements; digital brand -interactive, digital, and web; colour usage; digital design: video/motion and data visualization for use across all business units, products, proprietary platforms and application in all South African Tourism markets.

As South African Tourism brand outputs are concentrated mainly in an online and digital space, this design system must consider the available tools to express the brand identity in a digital world.

Full brand identity toolkits must be included with clear instructions and examples of how to apply the brand identity to all situations. A strong emphasis on photographic and visual language is critical. Please note that the logo will not be changed.

Elements including but not limited to:

- i. Primary corporate identity elements: stationery, presentations, letterheads, business cards, etc.
- ii. 8-point event toolkit
- iii. Exhibitions stands for global usage
- iv. Advertising - print, digital, mobile, website
- v. Internal brand content creation toolkits
- vi. External agency branding and design guidelines
- vii. Fully integrated brand CI for all brands and platforms for both online and offline implementations
- viii. Internal comms newsletter
- ix. Trade toolkits

D. Brand management system:

A brand management system that can be used across all South African tourism markets for the dissemination of brand guidelines, reviews, and approvals for brand application. The system must be available in multiple languages and apply business rules with triggered workflow and performance reporting.

The winning bidder must be able to scope the brand requirements, train SA Tourism staff on usage, and report on system usage.

The system must decentralize brand elements and be available to the full South African Tourism ecosystem, including hubs, partners, media partners, and stakeholders.

11. PROPOSAL DETAILS

Proposals from bidders should demonstrate their understanding of the brief and ability to successfully deliver on all the requirements outlined above. SA Tourism expects to receive several proposals; for our bid committee to evaluate the proposals effectively, prospective bidders must include information relevant to the following six topics.

A. Introduction

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

B. Creative, Brand, and Content 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
- Showcase innovation in trade platform businesses that may apply to the sector
- Describe any competitive advantages that differentiate you from your competitors

C. Solution overview

- Briefly describe your understanding of SA Tourism's needs and the challenges. In doing so, please do not paraphrase or repeat the content of this RFP
- 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 SA Tourism'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
- Outline the reporting structure and how each team member would liaise with all of the already appointed agency specialisations:
 - Management agency

12. 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 campaigns creation and management. All credentials should highlight your concept development, creative capabilities, and 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 client
- Solution delivered by your agency with supplementary graphics and/or URLs where appropriate

With reference to the above tender, the contract period for the successful bidders will be three years. We, therefore, are inviting the shortlisted bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline.

Please note that this tender is for an agency South African Tourism will use on a retainer basis. While quoting its estimates, the agency must consider the above scope of work and provide solutions to the business problems listed above. The price quoted by the agency during submission will be used for the evaluation.

A detailed price schedule should be included in the proposal where the following should be considered:

- Agency fees basis retainer, i.e., responsibilities, levels of seniority, creatives, client service, strategy, production management, etc.
- Mark-up policy on external costs, i.e., third-party production, etc.
- SA Tourism reserves the right to contact or verify provided third-party costs through its appointed cost consultant agency, internal/external Audit, or South African Tourism officials by any means necessary.
- Annual fee increase proposal over the 3-year term
 - Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where gratuitous services and inter-agency agreements are applied, i.e., total transparency for all commercial deals relating to South African Tourism
 - A full disclosure of joint ventures and/or consortiums
 - Indicate any once-off costs that may occur

It is however important to note that South African Tourism will enter into a contract with the preferred bidder on a retainer fee model basis.