

## TERMS OF REFERENCE

### I. PROJECT TITLE

Underwater Content Development – Objectif Atlantide Dive Destination Survey and Media Familiarization Tour

### II. PROJECT DURATION

December 1 to 11, 2022

### III. DESCRIPTION

Objectif Atlantide is a French association founded in 1989 that organizes annual themed recreational scuba diving events entitled “Fun Explorers” in various dive destinations such as Thailand, Malaysia, and Spain, to entice French divers to visit dive destinations and discover them with a different perspective.

The Fun Explorers event is an underwater “critter hunt” contest where groups of 2 members are presented with a mystery that they must solve through gathering clues from observing the unique marine life found in the destination. Winners will receive prizes such as scuba diving packages, air tickets, and dive gear and equipment.

Previous editions held in Cabilao in 2018 and Puerto Galera in 2019 were participated in by around 25 to 30 paying participants from Europe. The said groups were joined by French celebrities such as Olympic swimming icon Camille Lacourt, and freediving world record holders Alice Modolo and Arthur Guerin-Boeri, to further expand reach and boost awareness on the destinations featured.

The Objectif Atlantide team will participate in a ten-day dive destination survey and media familiarization tour of El Nido and Moalboal, to determine the viability of hosting future editions of the Fun Explorers event in these dive destinations. The activity will be composed of the following components:

1. Dive Destination Survey - conducted by Objectif Atlantide’s resident marine biologist to document the destination’s underwater flora and fauna and develop the next event’s theme around the destination’s biodiversity.
2. Media Familiarization Tour - for a representative from a French media outlet to generate content and provide exposure on the destinations through editorial features and ad placements for pre-event promotions.

### IV. MINIMUM REQUIREMENTS

1. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS);
2. Must be willing to provide services on a send-bill arrangement;

### V. SCOPE AND WORK DELIVERABLES

#### 1. UNDERWATER PHOTO CONTENT DEVELOPMENT

- A. Deliver a minimum of 15 underwater photos per destination with below guidelines:
  - i. El Nido, Palawan
    - a. Minimum Resolution: at least 300 dpi, suitable for large format printing (at least 20 ft width print size)

- b. Photos must depict Philippine diving as having the richest marine biodiversity with each destination offering diverse diving experiences for all types of divers
  - ii. Moalboal, Cebu
    - a. Minimum Resolution: at least 300 dpi, suitable for large format printing (at least 20 ft. width print size)
    - b. Photos must depict Philippine diving as having the richest marine biodiversity with each destination offering diverse diving experiences for all types of divers
- B. Licensing agreement must cover non-exclusive commercial use in official Department of Tourism marketing and promotions activities. This includes use in advertisements, brochures, digital marketing activities (social media and website), product presentations, and on-site trade and consumer fair booths, in perpetuity.
- C. Final output must be professionally post-processed, color-graded, and color-corrected.

## **2. UNDERWATER VIDEO CONTENT DEVELOPMENT**

- A. Conceptualize, shoot, and produce the following destination videos:
  - i. El Nido, Palawan (December 1 to 6, 2022)
    - c. Minimum Length: 2 minutes
    - d. Minimum Resolution: 1080P
      - a) Video concept must abide by the following guidelines:
        - a. Depict Philippine diving as having the richest marine biodiversity with each destination offering diverse diving experiences for all types of divers
        - b. Highlight the following sites / marine life (subject to change depending on dive shop recommendation / weather conditions at the time of filming):
          - i. South Miniloc
          - ii. North Rock
          - iii. Helicopter Island
          - iv. Entalula Island
          - v. Paglugaban
          - vi. Aerial shots of island hopping sites
  - ii. Moalboal, Cebu (December 7 to 11, 2022)
    - a. Minimum Length: 2 minutes
    - b. Minimum Resolution: 1080P
      - a) Video concept must abide by the following guidelines:
        - a. Depict Philippine diving as having the richest marine biodiversity with each destination offering diverse diving experiences for all types of divers
        - b. Highlight the following sites / marine life (subject to change depending on dive shop recommendation / weather conditions at the time of filming):
          - i. Pescador Island
          - ii. Panagsama Beach
          - iii. Tuble Marine Sanctuary
          - iv. Ronda Marine Sanctuary
          - v. Kasai Point

- vi. Sardine Ball
- vii. Airplane Wreck

- D. Licensing agreement must cover non-exclusive commercial use in official Department of Tourism marketing and promotions activities. This includes use in all media channels (TV, digital, on ground and virtual events), product presentations, and on-site trade and consumer fairs, in perpetuity.
- E. Final output must be professionally post processed, color-graded and corrected, and inclusive of audio scoring, ready for web broadcast and commercial use.

**3. OTHER REQUIREMENTS**

- A. Proposal must include the use of diving and camera equipment necessary for the above requirements
- B. First draft must be submitted within one (1) week after the project and must allow for at least two (2) rounds of revisions within reasonable expectations and within the scope of the original video concept
- C. Final output must be submitted in a 1TB external hard drive
- D. Production team assigned to travel must be limited to a maximum of 3 pax, but may include back-of-house staff for post-processing
- E. Travel arrangements for 3 pax shall be shouldered by the DOT and will include the following:
  - i. Roundtrip domestic air tickets from Manila to destination (El Nido and Cebu)
  - ii. Airport transfers within El Nido and Cebu
  - iii. Accommodation (on triple room sharing) in El Nido and Cebu
  - iv. Meals (breakfast, lunch, and dinner) in El Nido and Cebu
  - v. Dives (max of 10 dives per person per destination, dive schedule based on project itinerary)
- F. Expenses outside of the above travel arrangements must be shouldered by the service provider.

**VI. BUDGET**

The Approved Budget for the Contract (ABC) is **EIGHT HUNDRED EIGHTY FIVE THOUSAND TWO HUNDRED NINETY (P 885,290.00)** and should cover all requirements enumerated above.

**VII. SHORTLISTING CRITERIA**


<b>A.</b>	<b>APPLICABLE EXPERIENCE OF THE CONSULTANT</b>	
<b>1.</b>	<b>Relevance of Company Portfolio to the Project</b>	
	Bidder has completed 5 or more Underwater Video Production projects.	40
	Bidder has completed 3 to 4 Underwater Video Production projects.	30
	Bidder has completed 1 to 2 Underwater Video Production projects.	20
	Bidder has no experience implementing Underwater Video Production projects.	0
<b>B.</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	
<b>1.</b>	<b>Work Experience – Underwater Video Production</b>	

	All assigned personnel have experience working on at least 2 Underwater Video Production projects.	30
	At least 2 assigned personnel have experience working on at least 2 Underwater Video Production projects.	20
	At least 1 assigned personnel has experience working on at least 2 Underwater Video Production projects.	10
	All assigned personnel have no experience working on Underwater Video Production projects.	0
<b>2.</b>	<b>Dive Certification</b>	
	All assigned personnel are certified divers (i.e., Open Water Diver, Advanced Open Water Diver, Rescue Diver, Dive Master, Dive Instructor).	20
	At least 2 assigned personnel are certified divers (i.e., Open Water Diver, Advanced Open Water Diver, Rescue Diver, Dive Master, Dive Instructor).	15
	At least 1 assigned personnel is a certified diver (i.e., Open Water Diver, Advanced Open Water Diver, Rescue Diver, Dive Master, Dive Instructor).	10
	None of the assigned personnel are certified divers.	0
<b>C.</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	
<b>1.</b>	<b>Number of on-going similar and related projects relative to capacity</b>	
	No on-going similar and related projects with contract cost equal or greater than the ABC.	10
	1 to 2 on-going similar and related projects with contract cost equal or greater than the ABC.	5
	<b>Total</b>	<b>100</b>
	<b>Passing Rate</b>	<b>70</b>

**VIII. CONTACT PERSON**

Contact Persons : **Celstine Sy**  
Email Address : [ctsy@tourism.gov.ph](mailto:ctsy@tourism.gov.ph)

**APPROVED BY:**

  
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