

**TERMS OF REFERENCE**  
CREATIVE AGENCY  
Philippine Tourism Branding

**I. Project Title**

The development of an integrated marketing communications campaign refreshing and updating the *“It’s more fun in the Philippines”* brand.

**II. Background**

In January 2012, the Department of Tourism launched the country’s new tourism brand called *“It’s more fun in the Philippines”* (IMFITP).

The brand aims to position the Philippines distinctly as a “more fun” travel destination by customizing and mounting an integrated and aggressive tourism brand and awareness campaign in key international source markets. Much has been achieved by the branding since its launching in 2012, and to ensure consistency in message development and sustain the tourism brand, there is a need to develop and implement new creative materials based on the updated products and services covered by the National Tourism Development Plan’s (NTDP) tourism product portfolio, as showcased by the different regions of the country.

As such, the DOT now seeks to appoint an experienced creative agency that will help design, execute, and implement the DOT’s integrated marketing communications campaign in various forms such as digital, broadcast, outdoor/out-of-home, print, etc., to enhance the country tourism brand.

**III. Objectives**

For 2019, there is an opportunity for the country to develop new marketing materials featuring specific products and unique experiences only the Philippines can offer to be aired in specific markets to be determined by DOT.

Under a title to be proposed by the creative agency, the new integrated marketing communications campaign seeks to complement the brand by conceptualizing and producing new materials that will (i) highlight the Philippines as premier hub for the identified products, (ii) attempt to own an entire imagery of a product and associate it completely with the Philippines, and (iii) sustain a general awareness level for the Philippines as the “more fun” travel destination. These products and experiences do not have to be endemic to the country, as long as the core factor that makes them special and distinct is identified.

**IV. Scope of Work, Deliverables and Budget Allocation**

1. The Approved Budget of Contract (ABC) for the project is Two Hundred Fifty Million Philippine Pesos (Php 250,000,000.00) inclusive of all applicable taxes, commissions, bank charges, and other fees as may be incurred in the process.
2. The budget is broken down in the matrix below. This is inclusive of all edit-downs/resizing, printing fees, costs for photography and/or stock photos, computer graphics, talent and soundtrack fees, translation to different languages, and all agency service fees in no case shall exceed 12% of the production fees.
3. The breakdown of the media and production budgets, including the number of the advertising materials, may be modified upon recommendation of the winning agency,

subject to the written approval of the DOT, to achieve the objectives of the campaign and have optimal media exposure for the same.

Scope of Work	Deliverables
<p>Conduct and submit to the DOT a research on relevant demographic and psychographic information about the following markets:</p> <ul style="list-style-type: none"> <li>a. Korea (Seoul and Busan)</li> <li>b. USA and Canada (including overseas Filipino communities in North America)</li> <li>c. Japan (Tokyo, Osaka, Nagoya, Fukuoka)</li> <li>d. Australia</li> <li>e. Asia Pacific (ASEAN countries, Hong Kong, Taiwan, Macau, Indonesia, Singapore, Malaysia, Thailand, Vietnam)</li> <li>f. Major European Countries               <ul style="list-style-type: none"> <li>· First Priority – United Kingdom, Germany, France</li> <li>· Second Priority – Russia &amp; the CIS, Spain, Scandinavian countries, Israel</li> <li>· Third Priority – Italy, Switzerland, Netherlands, Turkey, etc.</li> </ul> </li> <li>g. India (New Delhi, Mumbai)</li> <li>h. Middle East (Dubai, Abu Dhabi, Doha, Riyadh)</li> <li>i. China (Beijing, Shanghai, Guangzhou)</li> </ul> <p>and design a comprehensive media strategy and campaign concept to best present the Philippines as a “more fun” travel destination and align the campaign in these markets in terms of reach, frequency and penetration.</p>	<p>Approval of final comprehensive media strategy and campaign concept to best present the Philippines as a “more fun” travel destination and align the campaign in these markets in terms of reach, frequency and penetration.</p> <p>This may include a new country tourism brand logo and a campaign logo.</p> <hr/> <p>Preparation and production of creative materials needed in all placements, subject to the approval of the DOT, for implementation of all creative works vis-à-vis the media plan.</p> <hr/> <p>Regular updating on the cost estimates on the production of creative materials and media plans proposed for the campaign and the related costs in applying the same in various media platforms.</p> <hr/> <p>Conceptualization and production of additional materials and respective communication strategies, as may be necessary, subject to additional funds and a separate agreement with the DOT.</p>
<p>Production and implementation of TVC-ready audiovisual materials for the NTDP tourism product portfolio:</p> <ul style="list-style-type: none"> <li>a) Nature-based Tourism (Nature Recreation and Adventure)</li> <li>b) Cultural Tourism</li> <li>c) Health, Wellness and Retirement</li> </ul>	<p>(40) AVPs on the (10) Tourism Products</p> <p><i>Details:</i></p> <p>(4) AVPs for each of the (10) Tourism Products</p> <ul style="list-style-type: none"> <li>*3-minute AVP</li> <li>*60-second AVP</li> <li>*30-second AVP</li> <li>*15-second AVP</li> </ul>

<ul style="list-style-type: none"> <li>d) Meetings, Incentive Travel, Conventions, Exhibitions and Events (MICE)</li> <li>e) Sun and Beach</li> <li>f) Cruise and Nautical Tourism</li> <li>g) Education</li> <li>h) Leisure and Entertainment</li> <li>i) Diving and Marine Sports and</li> <li>j) Farm &amp; Culinary Tourism</li> </ul>	<p>All AVPs are expected to have a maximum of 5 translations and subtitle files as required by the DOT and must be open to edits as required by the media censorship boards where the AVPs are to be used.</p> <p><i>Optional:</i>  (1) 30-second radio advertisement per Tourism Product if material is appropriate</p>
<p>Production and implementation of audiovisual presentations for the 16 Philippine regions.</p>	<p>(64) AVPs on the (16) Regions</p> <p><i>Details:</i>  (4) AVPs for each of the (16) Regions</p> <ul style="list-style-type: none"> <li>*3-minute AVP</li> <li>*60-second AVP</li> <li>*30-second AVP</li> <li>*15-second AVP</li> </ul> <hr/> <p>All AVPs are expected to have a maximum of 5 translations and subtitle files as required by the DOT and must be open to edits as required by the media censorship boards where the AVPs are to be used.</p> <p><i>Optional:</i>  (1) 30-second radio advertisement per Region if material is appropriate</p>

<p>Production and implementation of a TVC-ready omnibus audiovisual presentation.</p>	<p>(3) AVPs on the omnibus material</p> <p><i>Details:</i>  (1) 5-minute AVP  (1) 2-minute AVP  (1) 45-second AVP</p> <p>All AVPs are expected to have a maximum of 5 translations and subtitle files as required by the DOT and must be open to edits as required by the media censorship boards where the AVPs are to be used.</p> <p><i>Optional:</i>  (1) 30-second radio advertisement if material is appropriate</p>
<p>Production and implementation of radio advertisements.</p>	<p>(20) Radio Advertisements</p> <p><i>Details:</i>  (5) unique 30-second radio ad concepts and at least (4) translations each as required by the market.</p>
<p>Design and layout of out-of-home materials as required.</p>	<p>Layouts which must be designed based on designated placement by the appointed media planning and placement agency.</p> <p>The print ads are expected to have a maximum of 5 translations and resizing as required by the DOT.</p>
<p>Production of Philippine tourism brand book.</p>	<p>(1) Digital version of the brand book  (1) Ready to print version of the brand book</p> <p><i>Details:</i>  Proposal of the brand book specs will be provided by the agency and approved by DOT.</p>
<p>The agency should provide creative services and assist in the design and layout of print advertisements as required.</p>	<p>(20) print ads which must be designed based on designated placement by the appointed media planning and placement agency.</p> <p>The print ads are expected to have a maximum of 5 translations and resizing as required by the DOT.</p>

<p>The agency should provide creative services and assist in the design and layout of a Philippine tourism map and regional tourism maps.</p>	<p>(17) designs and layouts of tourism maps</p> <p><i>Details:</i>  (1) A2-sized Philippine tourism map  (16) B1-sized regional maps  -----  The maps are expected to be have a maximum of 5 translations as required by the DOT.</p>
<p>Production of Regional Tourism Maps</p>	<p>(224,000) copies of the Regional Maps</p> <p><i>Details:</i>  *16,000 copies at 1,000 per region for the 16 Regional Offices  *8,000 copies at 500 copies x 16 regions for the Head Office  *200,000 copies at 500 copies x 16 regions for the 25 Overseas Offices</p>
<p>Production of Philippine Tourism Map</p>	<p>(22,500) copies of the Philippine Tourism Map</p> <p><i>Details:</i>  *8,000 copies at 500 per region for the 16 Regional Offices  *2,000 copies for the Head Office  *12,500 copies at 500 copies for each of the 25 Overseas Offices</p>
<p>Towards the completion of the engagement, assess the outcome of the campaign and aid the DOT in the crafting of the succeeding campaign incorporating the insights and recommendations from the evaluation of creative materials made during the period of engagement.</p>	<p>Provide at no cost to the DOT upon the completion of the contract, a full-day workshop with a marketing consultant to be nominated by the chosen creative agency with select DOT employees. The objective of which is to initiate the development and set guidelines of subsequent branding campaigns based on recent data, new learnings, and best practices. The expected output of this workshop may be used as the basis for the next branding TOR.</p>

**V. Milestones**

1. The initial launch of the campaign will be on February 2019 and to be implemented until May 31, 2019.
2. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Payment %
Upon approval of campaign concept and timelines	20%
Upon approval of all storyboards for AVPs/TVCs/Radio	20%
Upon completed production of all creative materials	50%
Upon acceptance of the Terminal Report	10%
<b>Total</b>	<b>100%</b>

**VI. Qualifications**

**Stage 1-** Submission of eligibility documents

**Stage 2-** For short-listed bidders, show a brief credentials presentation and the proposed advertising and media campaign following the guidelines set in Section VIII.

*Note: Agencies who do not pass Stage 1 will not be proceed to Stage 2, which is the creative presentation.*

Qualification	Requirements
<p>The agency to be selected must be full-service creative agency, with resources for insight gathering, strategic thinking, advertising and digital advertising (from creative conceptualization to final art production), and activation or public relations.</p> <p>The agencies must be duly established in the Philippines, and may have a tie-up or joint venture arrangement with other local agencies to execute production of advertising materials. It may also have a joint venture with a global media agency for the strategic planning and conceptualization of a media strategy and its appropriate implementation through media placements.</p>	<ul style="list-style-type: none"> <li>✓ Company profile with list of services offered.</li> <li>✓ List of previous joint venture arrangement with other suppliers (i.e., production houses, research agencies, PR agencies, media agencies, etc.)</li> </ul>
<p>The agency must be capable of advising the client on how to focus the communication, how to appeal the specific target audiences, what information or messages to highlight and how to make these attractive and effective, how to optimize budget, and what advertising combinations would be most persuasive, and other inputs hinged on local market insights.</p>	<ul style="list-style-type: none"> <li>✓ Credentials presentation reflecting the roster of clients, including one (1) short case study of successful advocacy campaign done in the past 5 years, if any</li> </ul>
<p>Won at least one international award, or a local award given by any award-giving body in existence for at least 5 years</p>	<ul style="list-style-type: none"> <li>✓ List of awards/citations received by the agency; please include awards for an advocacy campaign if any</li> </ul>
<p>The agencies must have been existing for at least (5) years, and must have undertaken an nationwide campaign during the last three (3) years, with a total ABC of at least One Hundred Twenty Five Million Pesos (125,000,000.00)</p>	<ul style="list-style-type: none"> <li>✓ Documentation that certifies terms of existence</li> <li>✓ Documentation that certifies having undertaken an international campaign not more than 3 years ago</li> </ul>

**VII. Minimum Required Personnel**

<b>Required Personnel</b>	<b>Minimum Years of Experience in Handling Nationwide Accounts</b>
1. Account Manager 1	5 years
2. Account Manager 2	5 years
3. Account Manager 3	5 years
4. Strategic Planner	5 years
5. Account Director	5 years
6. Art Director	5 years
7. Copy Writer	5 years
8. Content Writer for all Digitals Assets	5 years
9. FA Artist	5 years
10. Managing Supervisor	5 years
11. Digital Strategies	5 years
12. Creative Director	5 years

*Note: Bidders may recommend additional personnel deemed fit for the Team*

**VIII. Campaign Presentation**

1. Short listed bidders who will be declared compliant with the technical requirements on the opening of bids will be required to present their proposed campaign to the members of the Bids and Awards Committee (BAC), DOT executives and other tourism stakeholders that the DOT will invite during the pitch presentation.
2. A maximum of forty-five minutes (45 minutes) will be given for each agency for its presentation excluding the question and answer portion with BAC Members and such other individuals to be invited by the DOT.
3. Creative materials include, but are not limited to,
  - a. A refreshed creative study using the same 2012 Philippine tourism brand “It’s More Fun in the Philippines”;
    - i. Big Idea
    - ii. Logo design
    - iii. Key visual
  - b. A proposed omnibus AVP concept and storyboard that would highlight any of the following programs of DOT:
    - i. Health, Wellness and Retirement
    - ii. Cruise and Nautical Tourism
    - iii. Education
    - iv. Leisure and Entertainment
  - c. A proposed TVC concept and storyboard that would highlight any of the following Philippine regions:
    - i. Region IV-A
    - ii. Region V
    - iii. Region VI
    - iv. Region IX
    - v. Region X
    - vi. Region XII

vii. CAR

4. Proposal on agency service fees, which will be commission-based. This proposal shall reflect a total commission on production which shall be maximum of twelve percent (12%) of the total production fees;
5. The presentation will be rated by BAC members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.

**IX. Criteria for Rating**

**A. Eligibility Check and Shortlisting Criteria and Rating (80% passing score)**

<b>I</b>	<b>APPLICABLE EXPERIENCE OF THE CONSULTANT</b>	<b>60%</b>
A.	<i>Appropriateness of the agency for the assignment</i>	20
	Full service creative agency	20
	Production House, PR Agency or Consulting Agency only	10
	Others	5
B.	<i>Extent of network of the agency</i>	10
	National	10
	Regional	4
C.	<i>Number of Similar Projects Completed in the last 3 years</i>	10
	At least one nationwide campaign	10
	At least one regional campaign	4
	No campaign	0
D.	<i>Years in Existence</i>	10
	5 years & above	10
	Below 5 years	0
E.	<i>Projects handled in last 3 years</i>	10
	At least one project with contract cost equal or greater than 125M	10
	At least one project with contract cost less than 125M	0
<b>II</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	<b>20%</b>
A.	<i>Years of Experience in Similar Projects</i>	20
	5 years and above	20
	3-4 years	10
	below 3 years	0
<b>IV</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY (20)</b>	<b>20%</b>
	Number of on-going similar and related projects relative to capacity	20
	3 or more projects with contract cost equal or greater than 125M	5
	2 projects with contract cost equal or greater than 125M	10
	1 project with contract cost equal or greater than 125M	15
	no project with contract cost equal or greater than 125M	20
<b>TOTAL</b>		<b>100%</b>

**B. Technical Bid/Proposal Criteria and Rating (70% passing score)**

CRITERIA			RATING
<b>A.</b>	<b>Quality of Personnel to be assigned to the project</b>		<b>20%</b>
	I.	Minimum Required Personnel	10%
	II.	Minimum of 5 years working experience in handling nationwide accounts	10%
<b>B.</b>	<b>Expertise and Capability of the Firm</b>		<b>30%</b>
	I.	Full-Service Capabilities	
		Research or Insight Gathering	2%
		Creative Conceptualization	2%
		Strategic Marketing	2%
		Public Relations	2%
		At least one (1) completed project via Joint Venture Agreement	2%
	II.	Experience and Credentials	
		At least one (1) successful campaign the agency has launched within 5 years	5%
		At least one (1) international or local award by an award-giving body in existence for at least 5 years	5%
		Must have been existing for at least 5 years	5%
		Must have undertaken an international/ national campaign within 3 years	5%
<b>C.</b>	<b>Plan of Approach and Methodology</b>		<b>50%</b>
	I.	Messaging	
		Identification of inherently Filipino products and experience	5%
		Creative association of one product or experience in the Philippines	5%
		Integration of product or experience to the "More Fun" Campaign	5%
		Relevance and relatability of target market	5%
	II.	Creative Rendition	
		Originality	5%
		Visual Impact	5%
		Adherence to "More Fun" brand equity	5%
	III.	Over-all Impact	15%
<b>TOTAL</b>			<b>100%</b>

**X. Other Terms and Conditions**

1. The Approved Budget of Contract (ABC) for the project is Two Hundred Fifty Million Philippine Pesos (Php 250,000,000.00) inclusive of all applicable taxes, commissions, bank charges, and other fees as may be incurred in the process;
2. The DOT reserves the right to adjust budget allocation for the project, as it may deem necessary and proper, to achieve optimal exposure;
3. All advertising and creative concepts and original materials (raw and edited) formulated and designed in conjunction with this campaign shall be owned by DOT, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally. This should be submitted to the DOT in a sturdy hard drive/s;
4. Material/s produced by the winning bidder should be original and aligned with the DOT's advocacies such as Gender and Development and barrier-free tourism;
5. All and each of the materials produced during the period of engagement shall be amenable to edits at no cost to the DOT for a maximum of 5 revisions in a span of 5 years, whichever comes first.

Segments of this campaign not implemented for whatever reason shall be revised or modified by the winning agency and no cost on the part of the DOT and for the purpose of modifying said segment(s) for future implementation;

6. Winning agency shall be subject to the assessment by the DOT according to the effectiveness of delivery of any part or phase of the campaign. The DOT reserves the right to terminate the services of the winning agency should any part of the deliverables be unsatisfactory;
7. Should the DOT find cause to rescind or terminate the campaign, the DOT may negotiate the contract starting with the second lowest calculated/highest rated bidder for the project, in consideration of the bidder's original bid price. If the negotiation fails, then negotiation shall be done with the third lowest calculated/highest rated bidder at its original price. If the negotiation fails again and in cases where there are no other bidders, a shortlist of at least (3) eligible agencies shall be invited to submit their bids, and negotiation shall be made starting with the lowest calculated/highest rated bidder;
8. Any difference between the budgets indicated and the actual cost incurred for the campaign may be applied to payment for the performance by the winning agency of services for such works and/or adjustments within the scope of this phase of the campaign, which the DOT may require the winning agency to perform during the implementation of a sub-campaign, at the election of DOT;
9. The compensation to be paid for the services of the selected creative agency on production cost shall be pegged at the maximum amount of 12% of the production and execution cost of the campaign, which amount shall be reflected on the final cost estimate for the production and/or execution of any segment of the campaign (e.g.,

production cost of TVCs, print ads, cost to execute activation and the like).The amount of the compensation to the selected agency shall be all-inclusive for its services.