

**Department of Tourism  
Tourism Regulation, Coordination and Resource Generation  
Terms of Reference**

**CONSULTANCY SERVICES OF A MARKETING FIRM**

**I. Background and Rationale**

Pursuant to Republic Act No. 9593, the Department of Tourism (DOT) and its attached agencies are strengthened to effectively contribute to socio-economic growth by generating investment, foreign exchange and employment, as well as enhanced sense of national pride.

Based on Section 10 of RA 9593, the responsibilities of the Office of Tourism Regulation, Coordination and Resource Generation (TRCRG) include: a) formulate and enforce standards for the operation and maintenance of tourism enterprises, prescribing minimum and progressive levels of operating quality and efficiency consistent with local and international standards; b) development of training modules and conduct of tourism skills seminars; c) evaluation of tourism projects in accordance with standards and endorsement to appropriate government agencies for them to avail of incentives; d) supervision and management of DOT Regional Offices.

Undertaking the work programs of the TRCRG effectively necessitates working with various stakeholders in ensuring that the standards are enforced and accreditation promoted; that quality of tourism services are adhered to; that such programs and undertakings of the sector are properly communicated to its stakeholders; that should problems needing reputation management and/or crisis communication arise, the sector will be able to handle these situations with less or no reputation damage to DOT and the tourism efforts as a whole; and programs and projects that need to have strong public relations component for promotions and adequately managed.

**II. Objectives**

The campaign aims to propagate the ILOG Program as well as other programs and special projects of the TRCRG such as but not limited to the Philippine Tourism Quality Seal (PTQS). IT may also cover major projects such as the Progressive Accreditation System (PAS), Filipino Brand of Service (FBS) and the Tourism Industry Skills Program (TISP) through a strategic marketing and communications campaign and a dedicated website.

**III. Scope of Work:**

The Agency should provide the advertising concepts and designs of promotional materials to be used, and assist in its production and implementation. The Agency is also expected to recommend a media strategy, detailing the advertising placements and execution of the campaign taking into consideration its nationwide scope. This integrated campaign shall cover tri-media and all other consumer touch points, including innovative channels that will help the TRCRG reach its objectives for this campaign:

1. Strategic framework and integrated communication plan for the regular and special projects of the TRCRG i.e., ILOG Tourism, Tourism Quality Seal Campaign among others, and its succeeding phases.
2. Creative Services. This covers design and production of advertising materials including campaign logo, above the line (ATL) materials, below the line (BTL) materials, point of sale (POS), OOH (out-of-home) and collaterals, and digital and online activities.
3. Media Strategy. This covers all media types for the campaign launch and recommended plans moving forward in the succeeding phases of the campaign after the six-month contract period. This includes the following components, which may be done with the assistance of a third-party media entity contracted by the creative agency:
  - a. Recommend an effective media strategy and the most appropriate media plan that will achieve the objectives of the campaign
  - b. Suggest appropriate metrics to be used in gauging the success rate of each campaign
  - c. Coordinate and negotiate with all media for rates, spots, bonuses, etc.

#### IV. Deliverables

Activity	Dates
<p>Integrated communication plan detailing activities and specific tasks in fulfilling the project's scope of work and objectives, including cost estimates on the production of creative materials and media plans proposed for the campaign, as well as applying said campaign in various media platforms through the proposed media plan;</p> <p>The communication plan may include but is not limited to<sup>1</sup>:</p> <ul style="list-style-type: none"> <li>• New campaign logo and theme</li> <li>• Above-the-line advertising materials               <ul style="list-style-type: none"> <li>○ Audio-video presentation/s (AVPs) which are convertible to be compatible as television commercials (TVCs) with their respective edit downs - 30sec, 1min, 3 min long</li> <li>○ Print ads</li> </ul> </li> </ul>	<p>Finalization of creative concepts for the program (7 days from notice to proceed)</p>
<p>Production of advertising materials including high-resolution photos of print ads/ AVP and</p>	<p>30-60 days after final approval of the integrated communications</p>

<sup>1</sup> Subject to further agreement between the DOT and the winning agency, taking into consideration the winning agency's recommendations

website.  *DOT to shoulder costs (transportation, meals and accommodations) of out-of-town shoots	plan, storyboards and concepts
All concepts must be screened for cultural sensitivity, where the final outputs will be shown or published;	15 days after production
Regular and timely client servicing reports must be submitted, which may include but are not limited to contact reports (minutes of meeting), progress reports, documentation of workshops/consultations, and post event reports;  Reports shall include: <ul style="list-style-type: none"> <li>○ Monitoring and evaluation of the implementation media plan</li> <li>○ Compilation of data and information collected, reviewed, validated, and analyzed in relation to the project, including multi-media materials such as videos, audio recordings, and/or photographs;</li> </ul>	Monthly reports to be submitted on or before the 5 <sup>th</sup> day of the month
Conceptualization and production of additional materials and respective communications strategies, subject to additional funds and a separate agreement with the DOT.	As necessary
Launch of the ILOG Program	January 2018

#### V. Qualifications/ Eligibility Criteria:

Stage 1- Submission of eligibility documents

Stage 2- For short-listed bidders, show a brief credentials presentation and proposed Philippine Tourism Quality Seal campaign plan

(Note: Eligibility criteria will be rated on a pass or fail rating system i.e. Agencies who do not pass Stage 1 will not proceed to Stage 2 which is the creative presentation)

<b>Criteria</b>	<b>Required supporting documents</b>
Must be an active and in good standing member of the Association of Accredited Advertising Agencies – Philippines (4As)	Submit a certificate of good standing from the 4As
The agency to be selected must be a full-service advertising agency, with resources for strategic	-Company profile with list of services offered

thinking, advertising (from creative conceptualization to final art production), including digital advertising, and activation or public relations. The agency 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 and conceptualization and implementation of the media strategy.	-List of previous joint venture arrangements with other suppliers (i.e. production houses, research agencies, PR agencies, media agencies, etc)
The agency must be capable of advising the client on how to focus the communication, how to appeal the target audience, what information or messages to highlight and how to make these attractive and effective, how to optimize the budget, what advertising combinations would be most persuasive, and the like	-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
Won at least one major award locally or internationally for an advertising/PR/IMC campaign in the last five (5) years	-List of awards/citations received by the Agency; Please include awards for an advocacy campaign, if any
The agency must have been in existence for at least three (3) years, and must have undertaken a nationwide campaign. For agencies who have existed for more than three (3) years, they must have undertaken a nationwide campaign during the last five (5) years.	-Documentation that certifies term of existence -Documentation that certifies having undertaken a nationwide campaign not more than five (5) years ago

**VI. Minimum Required Personnel:**

<b>Required Personnel</b>	<b>Indicate years of experience in handling nationwide campaign</b>
Account Manager	
Account Director	
Strategic Planner	
Art Director	
Copy Writer	
FA Artist	
Managing Supervisor	
Creative Director	

**\*\*\*NOTE: Bidders may recommend additional personnel deemed fit for the team**

**VII. Campaign Presentation:**

1. Short-listed bidders will be required to present their marketing and communications proposal to members of the Bids and Awards Committee (BAC) and the TRCRG.

2. A maximum of one (1) hour will be given per agency for their presentation.
3. Creative materials to include logo and theme/tagline, concept/story board for one (1) AVP or TVC per campaign part and series, and at least two (2) supporting advertisements executed in two (2) different mediums each.
4. Comprehensive media strategy for the implementation of the campaign from launch in November 2017 until the end of the contract period in April 2018 and a media plan for at least one year thereafter
5. The presentation will be rated by the BAC members individually, and ratings will be averaged to arrive at a final score per agency. Ranking will be done based on the scores.

### **Criteria for Rating:**

- 1. Message (45%)**
  - a. Strategic: achieves objective of promoting the quality seal (15%)
  - b. Significance of the message (15%)
  - c. Clear and easily understood (15%)
- 2. Creative Rendition (30%)**
  - a. Original / innovative idea (10%)
  - b. Visual impact (10%)
  - c. Reflects the DOT's brand of fun (10%)
- 3. Over-all impact (25%)**
  - a. Recall (10%)
  - b. WOW factor (15%)

TOTAL – (100%)

### **Ownership:**

All creative concepts and original materials formulated and designed in conjunction with this project shall be owned by DOT with full and exclusive rights on future use thereof both in the Philippines and internationally.

### **VIII. Project Duration:**

The project duration shall be six (6) months and campaign implementation will commence within the year.

### **IX. Project Cost:**

The Approved Budget Cost (ABC) is Five Million Pesos (PhP5,000,000.00) inclusive of all out-of-pocket expenses, applicable taxes and covering both production fees and media placements.