

## **TERMS OF REFERENCE**

### **MARKETING COMMUNICATION PROGRAM OF NCR THROUGH DEVELOPMENT AND PRODUCTION OF AUDIO VIDEO PRESENTATION**

#### **I. PROJECT DESCRIPTION**

The DOT-NCR Regional Office is producing an Audio Video Presentation (AVP) to promote and market the tourism products and sites of Metro Manila. The AVP aims to portray the gritty bustle of the National Capital Region (NCR) as a montage of people, places, heritage places, food and cultural treasures, in the midst of ordinary, daily life and through various conveyances (MRT, bicycle, kalesa, on foot, etc.). Likewise, it aims to convey that the Region capitalizes on its strength as the center of tourism and travel business in the country.

#### **II. BACKGROUND**

Video is a common medium in the lives of tourists all over the world. In addition to being the second-largest search engine behind Google, Youtube, the hub of video content, also enables 5 billion people to watch videos daily. Video is not going away and will only rise in popularity.

Travel video content viewing is very common in the travel business. Online videos are seen by consumers from awareness to purchase, primarily to help them decide where to go. When seeking for things to do in a given location, 63% of leisure and business travelers use travel videos in all their formats. After all, travel is a subjective experience. Tourists look for different aspects while choosing their next destination: the destination itself, the variety of activities, the landscapes, the atmosphere of the place, the local community's friendliness, access facilities, gastronomy and different accommodation options. Yet, all travelers are looking for something specific. There is not better way to present tourism experiences than travel video marketing.

Undoubtedly, video provides a more complete and in-depth perspective of the trip experience, and it can address issues that prevent a traveler from clicking the "purchase" button.

By 2021, video will account for 80% of all consumer Internet traffic, according to Cisco. Marketing-related video and film growth is and will continue to be rapid. Video is such a powerful marketing tool because of its enormous reach. According to Dr. James McQuivey of Forrester Research, the value and impact of one minute of video are comparable to those of 1.8 million words. In tourism, we are selling not just only the destinations but also the experience, emotion and the feeling when you are travelling and through a video is the best medium to convey this.

Tourism video marketing is a new and evolving manner for tourism organizations to market their destination. Videos can be used in many approaches, including on social media, TV commercials, or embedded at the website of an organization. It works by showcasing the best of what a location has to offer. With a story, we can let the viewers experience all the beauty that is waiting for them at their next vacation spot. It is also an effective way to reach a wider audience as it can cross international borders by simply sharing in different social media platforms.

The DOT-NCR last produced a promotional video in 2019 heralding the four common attractions of the 17 local government units of Metro Manila, namely urban, shopping, food and interesting finds. While it highlighted a uniform music all throughout the four types, it needs a different approach altogether given the varied types of tourists visiting the country's capital. It needs to reestablish and connect with its brand personality depending on the type of product it wants to offer. This is quite challenging given the multi-faceted character of Metro Manila. Creating just any video would not improve DOT-NCR's tourism marketing.

In order for the regional office to produce a short but quality, engaging, and informative video, it is best to hire a multi-awarded film maker who can create a tourism video with a short story of the gritty bustle in Metro Manila.

**The required advertising material must be one-and-a-half to two-minute-long promotional video which best shows the true character of the megacity in a positive light.**

Below are the different images that will be featured in the said video, but not limited to:

- The Ancestral Homes of Hidalgo Street
- Quiapo Church
- Jones Bridge
- Ongpin Street
- Sta. Cruz Church
- Street Foods
- Pasig River Scenes
- Monuments
- Artists, Dancers, Musicians, and Personalities
- AMP Big Band in a Performance
- Malate District
- Paco Park
- Korea Town
- Karaoke Bar
- Karinderya
- Poblacion District
- Makati Ayala Triangle
- BGC Hustle
- BGC Murals
- Cubao X
- Quezon City Circle
- Coffee Culture
- Other Murals and Street Arts
- New Manila Old Homes
- Ocampo Pagoda
- Kendo or Martial Arts Scenes
- Runners in Luneta Park or BGC
- Church Devotees
- Sta. Clara Convent
- San Sebastian Church
- UP Scenes
- Weekend Markets
- Marikina Riverbanks
- Craftsmen (Sapatero, Balut, Etc.)
- Art Deco Structures
- Metropolitan Theatre
- View from High-Points (Cloud 9, SEDA BGC, Etc.)

### **III. OBJECTIVES**

- a. To implement a marketing communication program for NCR through the development and production of AVP showcasing the gritty bustle or Metro Manila as a montage of people, places, heritage places, food and cultural treasures, in the midst of ordinary, daily life and through various conveyances (MRT, bicycle, kalesa, on foot, etc.); and
- b. To showcase Metro Manila's competitive tourism products for both domestic and international markets.

### **IV. SCOPE OF WORK/DELIVERABLES**

SCOPE	DELIVERABLES/QUALIFICATIONS
Develop and produce an Audio Video Presentation (AVP) to promote and market the tourism products and sites of Metro Manila. The AVP aims to portray the gritty bustle of the National Capital Region (NCR) as a montage of people, places, heritage places, food and cultural treasures, in the midst of ordinary, daily life and through various conveyances (MRT, bicycle, kalesa, on foot, etc.).	<ol style="list-style-type: none"> <li>1. Must be an award-winning filmmaker</li> <li>2. Two-minute promotional video highlighting the innate characters of Metro Manila using a montage of people, places, heritage places, food and cultural treasures whilst in the midst of ordinary daily life and through public conveyances.</li> <li>3. Must use a combination of shots: time-lapses, tracking shots, wide and macro shots</li> <li>4. Use of industrial and urban sounds, highlighting the nuances of street life, with an underlying inconspicuous rhythm which serves and symbolizes the heartbeat of the city</li> <li>5. Use of color-grading to underscore the real face of the city – fully alive yet mature with the end-view of compelling the viewers to appreciate the beauty and essence of Metro Manila and encouraging them to visit the City.</li> <li>6. Use of an essay to fully showcase the hustle and bustle of Metro Manila</li> <li>7. Must be delivered on the 1<sup>st</sup> Quart of year 2023 – preferably on or before 06 February 2023</li> <li>8. Must be within the approved ABC</li> </ol>

**V. PROJECT DURATION**

1. Shoot Duration : January 16-25, 2023
2. Progress Report : Twice during the shoot and twice after the shoot period
3. Submission of Raw/  
Final Output : February 06, 2023

**VI. BUDGET ALLOCATION**

The Approved Budget of Contract (ABC) is One Million Pesos (Php1,000,000.00) inclusive of all applicable taxes, agency service fees, and other fees as may be incurred in the process.

**VII. TERMS OF PAYMENT**

Send-Bill Arrangement of the total amount after completion and submission of final output

**VIII. LEGAL REQUIREMENTS**

- a. Must show proof of PHILGEP's membership;
- b. Must submit current Mayor's/Business Permit documentation;
- c. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement;
- d. Latest Income/Business Tax Return.

**IX. CONTACT PERSON**

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