

**TERMS OF REFERENCE**  
Consulting Services of an Agency for  
Philippine Tourism Branding

**I. Project Summary**

The development of an updated branding campaign for the Philippine Tourism brand under the Department of Tourism.

**II. Overview and Background**

The Department of Tourism (DOT) pursuant to Republic Act No. 9593 otherwise known as the Tourism Act of 2009 shall undertake the development and implementation of a branding campaign that shall highlight the competitive advantage of the Philippines as an international and domestic tourist destination.

President Bongbong Marcos' pronouncements during his first State of the Nation address last July 25, 2022, stated that the tourism sector plays an invaluable role in the promotion of the Filipino brand; the brand should spark a sense of pride and reaffirm the strong sense of identity among Filipinos and should be made known to our international market. Moreover, he also cited that tourism is not only an important economic development tool but the abundance of opportunities that the tourism sector creates in terms of regular employment and job creation is undeniable.

In line with this, the Department of Tourism takes responsibility in the development and creation of a branding campaign that encapsulates the Filipino identity and rich cultural heritage. In addition, the Philippine Tourism brand campaign should also reflect equal opportunities to tourist destinations across the country and its role in the economic development.

As such, the DOT now seeks to engage the services of an experienced agency that will help design, execute, and implement the DOT's Philippine Tourism branding campaign; this campaign will include a creative communications plan that will reflect the updated Philippine Tourism brand.

**III. Objective**

For 2022, since the tourism industry is reviving and the travel demand finally shows signs of significant increase there is an opportunity for the country to develop an updated branding campaign reflecting our Filipino identity, heritage, and culture.

Under a brand campaign to be proposed by the creative agency, the updated branding campaign seeks to (i) spark the sense of pride in our Filipino identity and rich cultural heritage through a country brand (ii) introduce a Filipino brand that is unique, attractive, and creative and (iii) promote the integral role of tourism in the economic development.

**IV. Scope of Work and Deliverables**

Scope of Work	Deliverables
Conduct of Market Research - study to support the proposed tourism branding campaign the agency is going to present	Conduct a market research that is achievable within 3 weeks (or less) on relevant demographics; this should include, but not limited to:  a. Who are we targeting? b. Does the brand resonate among its target audience?

	<p>c. How will the branding campaign reach its target market and its desired results?</p> <p>The research should include demographics of audience (e.g. sex, age, social economic status, etc.)</p> <p>The research results should also include sex-disaggregated data such as:</p> <ul style="list-style-type: none"> <li>a. Number of respondents by sex</li> <li>b. How does the brand communicate its main message among different genders</li> </ul>
<p>Formulation of the Philippine Tourism Branding</p>	<p>Presentation of the big campaign idea and all its components</p> <p>Proposal of an updated branding campaign of Philippine Tourism</p>
<p>Creation of an overall branding campaign for the updated Philippine Tourism Branding</p>	<p>Development of a brand name, key visuals, logo and all pertinent branding features that reflects the Filipino brand in line with the country's tourism initiatives</p> <p>Development of a strategic framework for the Philippine tourism brand and how it shall be used and communicated to its key stakeholders and target audiences</p> <p>Development of branding guideline manual</p>
<p>Conceptualization of all forms of materials covering the updated tourism branding</p>	<p>Proposed creative materials in all forms and applicable to all touchpoints that will reach the target audience (tv, radio, print, OOH, digital)</p>
<p>Production and implementation of creative materials</p>	<p>Production of at least 3 and maximum of 5 AVPs discussing the Philippine Tourism branding with a material length of no more than 120 seconds per video that can be reformatted for computer, lcd, and digital use and can be used in international and domestic promotions and roadshows.</p> <p>Production of at least 2 and maximum of 3 60-second TVCs that would have a reformatted version for TV, digital,</p>

	<p>and cinema use as well as shorter 30 second, 15 second, and 5 second edit-down for TV and Digital Ads</p> <p>Design and layout of various materials using the approved tourism branding for different media formats and touchpoints.</p> <p>Others as may be applicable and suggested by the bidder</p>
Mounting of on-ground executions	Execution of at least 2-3 on-ground events covering the press con, pre-launch and main launch of the updated Philippine branding (event coverage should include full production execution, implementation of event, hiring of influencers, performers, event coverage, food, ingress, egress, and all necessary details and key features of all on-ground events)
Reporting of issues, concerns, and other related matters concerning the development of the campaign.	Submit regular reports detailing work progress, issues, concerns and recommend next steps in relation to the project
Assessment of the campaign	<p>Towards the completion of the engagement, assess the outcome of the campaign and aid the DOT in the crafting recommendations incorporating insights and feedback from the evaluation of creative materials made during the period of engagement for the succeeding campaign.</p> <p>Provide at no cost to the DOT upon the completion of the contract, a 1-2 day workshop with a marketing consultant to be nominated by the chosen creative agency with DOT officials and employees involved in the campaign. (The expected output of this workshop may be used as the basis for succeeding marketing Terms of References)</p>

**V. Project Duration and Budget Allocation**

- A. The project shall run for six (6) months upon the receipt of Notice to Proceed.
- B. The Approved Budget of Contract (ABC) for the project is **Fifty Million Pesos (Php 50,000,000)**; budget is inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.

- C. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones.

<b>Milestones</b>	<b>Payment %</b>
Upon submission of the market research and initial presentation of the proposed tourism branding campaign all within the first month of the contract duration	10%
Upon submission and approval of campaign concept and timelines	10%
Upon submission and approval of all storyboards for AVPs/TVCs/other media materials	30%
Upon submission and acceptance of all completed creative materials	40%
Upon acceptance of the Terminal Report all within the end of contract duration	10%
<b>Total</b>	<b>100%</b>

## VI. Minimum Required Personnel under the agency

Required Personnel	Minimum Years of Experience in Handling Nationwide Accounts
1. Managing Director	10 years
2. Account Manager	8 years
3. Junior Account Manager	3 years
4. Creative Director	10 years
5. Art Director	10 years
6. Senior Copy Writer	8 years
7. Junior Copy Writer	3 years
8. Senior Graphic Artist	8 years
9. Junior Graphic Artist	3 years
10. Public Relations Manager	10 years

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

## VII. Criteria for Rating

### Stage 1 – Submission of Eligibility documents

### Stage 2 – 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), Technical Working Group (TWG), 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, which will be a maximum of fifteen minutes (15 minutes) with BAC Members, TWG Members, selected DOT officials, tourism stakeholders and other individuals to be determined and invited by the DOT.

Creative materials include, but are not limited to,

- A reconceptualization and rebranding creative study for the Philippine Tourism Brand that would include the following:

- i. Big Idea
- ii. Logo design
- iii. Key visuals
- Proposed omnibus AVP concept and storyboard that would present the updated Philippine Tourism branding and all its component
- Proposed TVC concept and storyboard that would highlight the updated Philippine Tourism branding.

3. The presentation will be rated by TWG members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.

**A. Eligibility 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
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
D.	<i>Years in Experience</i>	10
	5 years and above	10
E.	<i>Project Handled in the last 3 years</i>	10
	At least one project with contract cost equal or greater than 50M	10
	At least one project with contract cost less than 50M	0
<b>II.</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	<b>20%</b>
A.	<b>Years of Experience in Similar Projects</b>	20
	<b>Compliant to the minimum work experience in section VI</b>	20
	<b>Below the minimum years of experience in section VI</b>	0
<b>III.</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>20%</b>
	<b>Number of on-going similar and related projects relative to capacity</b>	
	3 or more projects with contract cost equal or greater than the budget allocated	15
	1 – 2 projects with contract cost equal or greater than the budget allocated	5
	<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.	For senior and managing positions - handled at least 10 campaigns that are related to brand management/ marketing campaigns	10%

	II.	For Junior executives, copywriters, and junior creatives – handled at least ten (10) creative materials for brand/ marketing campaigns	10%
<b>B.</b>	<b>Expertise and Capability of the Firm</b>		<b>20%</b>
	I.	Creative Capabilities	
		Research or Insight Gathering	2%
		Creative Conceptualization	2%
		Strategic Marketing	2%
		Public Relations	2%
		Brand Management	4%
	II.	Experience and Credentials	
		At least one (1) successful campaign the agency has launched within 3 years	2%
		At least one (1) international or local award by an award-giving body in existence for at least 5 Years	2%
		Must have been existing for at least 5 years	2%
		Must have undertaken an international/ national campaign within 3 years	2%
<b>C.</b>	<b>Plan of Approach and Methodology</b>		<b>60%</b>
	I.	Messaging	
		Identification of the Filipino brand that is unique, creative, and attractive	15%
		Creative execution of the Filipino brand	10%
		Integration of tourism to the Filipino brand	5%
		Relevance and relatability of target market	5%
	II.	Creative Rendition	
		Originality	5%
		Visual Impact	5%
		Adherence to "Filipino" brand equity	5%
	III.	Marketing Strategy	
		Impact of Integrated marketing strategy for building brand awareness and engaging the target audience	5%
	IV.	Over-all resonance of tourism branding campaign the Filipino brand	5%
<b>TOTAL</b>			<b>100%</b>

## VIII. Terms and Conditions

1. The selected agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the campaign launched.
2. All advertising and creative concepts and original materials (raw, edited, and project files) 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.
3. The DOT reserves the right to change, suspend, or discontinue temporarily or permanently the contract at any time should the DOT deemed the agency incapable of the project.
  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. Copyright Infringement. The design layouts, specifications, reports, other documents and software prepared by the Consultant for the Procuring Entity under this Contract that shall become and remain the property of the Procuring Entity are as follows:
    - All advertising and creative concepts, designs, or plans formulated pursuant to the Agreement;
    - Raw and edited photos (purchased or in-house), videos (purchased or in-house), and other creative assets;
    - All graphics or written consent, including translations, digital or printed materials, and other advertisements produced under the agreement;
    - All traditional and digital media subscriptions made by the Consultant for the Procuring Entity.
  6. 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.
  7. 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.
  8. All rendered work and materials submitted to the client prior to the end of the contract duration shall be rightfully owned by the Department of Tourism.
  9. The DOT reserves the right to reallocate funds based on the need of the campaigns and projects within the scope of the contract; subject to rules and regulations in the SCC (Special Conditions of the Contract).
  10. All deliverables and materials are subject to the approval of the DOT prior to implementation.

Project Officer:

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