

TERMS OF REFERENCE

I. PROJECT TITLE

Media and Communications Plan for the Anilao Underwater Shootout

II. EVENT DATES

May 22 to 26, 2023

III. DESCRIPTION

The Office of Product and Market Development (OPMD) – Dive is in need of the services of a competent PR and digital marketing agency to handle strategic PR and social media marketing for the Anilao Underwater Shootout event.

IV. OBJECTIVES

- To promote participation in the Anilao Underwater Shootout
- To heighten awareness on the Philippines’ initiatives to promote its dive destinations as havens for underwater photographers
- To establish partnerships with high-profile personalities in the global dive industry who can act as “Dive Ambassadors” of the Philippines for the Anilao Underwater Shootout event

V. MINIMUM REQUIREMENTS

- Must be a Philippine organization capable of providing the following services:
 - PR Management;
 - Social Media Management;
 - Graphic Design and Content Generation;
 - Influencer Engagement
 - Media Value Calculation (Print and Digital, including social media).
- Must have at least 3 years of experience in crafting media plans for at least two (2) relevant brands (hospitality and tourism, marine conservation, destination marketing, and/or sports related campaigns);
- Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS); and
- Must be willing to provide services on a send-bill arrangement.

VI. REQUIRED PERSONNEL

Required Personnel	Minimum Years of Experience in Handling Related Projects
Account Manager	3 years
Copywriter	3 years
Media Liaison	3 years
Social Media Strategist	3 years
Graphic Designer	3 years

VII. SCOPE OF WORK AND DELIVERABLES

- A. Design and implement a comprehensive and relevant two-month Media and Communications plan based on target consumers profile that is in line with the

Department's objectives to sustain the Philippines' standing as the World's leading dive destination;

B. SOCIAL MEDIA MANAGEMENT

- Manage the Anilao Underwater Shootout social networking sites (Facebook and Instagram) for the duration of the engagement through regular feed of infographics, shared posts, and milestones related to the brand;
- Develop a 2-month content calendar for the Anilao Underwater Shootout social networking sites (Facebook and Instagram) with at least three (3) original content or infographic posts per week (includes creative design with provision for up to 3 major revisions per post);
- Maintain customer service management on Facebook and Instagram (includes monitoring and responding to comments and inquiries);
- Implement Facebook and Instagram ads management to increase following and engagement by 10%;
- Provide the services of an on-site Social Media Team (logistics, including accommodation and meals, must be covered by the consultant) to cover the following event components for real time updates on the Anilao Underwater Shootout social networking sites (Facebook and Instagram):
 - Registration (May 22, 2023)
 - Underwater Photography Workshops (May 24 to 25, 2023)
 - Submission of Photos, Judges' Deliberation, Press Conference, and Awarding Ceremony (May 26, 2023)

C. PR MANAGEMENT

- Develop schedule of press release content in complete collaboration with the team;
- Develop relevant story angle and generate at least three (3) press releases on the Anilao Underwater Shootout and other relevant Dive Philippines initiatives;
- Distribute/seed press releases to relevant platforms and channels (across major newspapers, magazines, and online sites) with at least 3 guaranteed pick-ups for each release;
- Coordinate with relevant media for interview requests and other media-related concerns;
- Organize a Press Conference for the Anilao Underwater Shootout, to be participated by two (2) DOT Officials and five (5) competition judges, scheduled on May 26, 2023 before the Awarding Ceremony, with below requirements:
 - Provide the services of an on-site PR Team (logistics, including accommodation and meals, must be covered by the consultant) to manage and implement the Press Conference;
 - Invite and ensure onsite attendance of at least 5 local media representatives from relevant major print, broadcast, and online media platforms (logistics, including accommodation and meals, must be covered by the consultant);
 - Conduct media briefing for DOT officials and invited media;
 - Conduct technical run-through before the press conference (basic technical equipment set up such as stage, tables, chairs, and microphones to be provided by DOT);
 - Hire services of competent host / moderator with relevant industry background to facilitate and moderate the press conference;

- Prepare at least 30 media briefing kits with promotional materials related to the event for distribution to identified media;

D. INFLUENCER ENGAGEMENT

- Identify and engage the professional services of at least 6 key dive influencers / opinion leaders (4 international and 2 local) to heighten awareness of, promote participation in, and sustain the conversation on the Anilao Underwater Shootout across relevant social media channels, including Facebook and Instagram;
- Develop an appropriate influencer agreement, terms and conditions, and posting guide with deliverables (including 5 to 7 social media posts per influencer, i.e., Facebook post, Facebook story, Instagram post, Instagram story, for the duration of the campaign, in collaboration with the end-user;
- Manage and monitor influencer deliverables;

E. MONITORING AND REPORTING

- Monitor releases, publications, and airings, as applicable;
- Compile all international and local exposures made on Dive Philippines on a monthly basis for submission to the team;
- Prepare analysis of monthly performance reports for all components (Overall Communications Plan, Social Media Management, PR Management, and Influencer Engagement);
- Generate report on final media reach, values, and mileage earned for the duration of the engagement.

VIII. RATING CRITERIA

I.	Applicable experience of the consultant / company	
A.	Appropriateness of the agency for the assignment	
1.	Bidder is an agency that has experience providing the following services: Campaign Strategy Development, Public Relations Management, Social Media Management, Media Relations Management, and Content Creation.	30 pts.
	Bidder is an agency that has experience providing the following services: Campaign Strategy Development, Public Relations Management, and Social Media Management.	15 pts.
	Bidder is an agency that has experience providing the following services: Public Relations Management and Social Media Management.	10 pts.
	Bidder is an agency that has experience providing Public Relations Management.	5 pts.
B.	Relevance of the company portfolio to the project	
2.	Bidder has completed at least 1 project with contract cost amounting to at least Php 500,000.00.	10 pts.
	Bidder has completed at least 1 project with contract cost amounting to Php 500,000.00.	5 pts.
C.	Years of experience	
1.	Bidder has at least 5 years of experience implementing PR and Social Media Management projects.	30 pts.

	Bidder has 3 to 4 years of experience implementing PR and Social Media Management projects.	15 pts.
	Bidder has 1 to 2 years of experience implementing PR and Social Media Management projects.	10 pts.
	Bidder has no experience implementing PR and Social Media Management projects.	5 pts.
II.	Qualification of personnel assigned	
	All assigned personnel have experience working on at least 2 PR and Social Media Management projects.	20 pts.
	At least 2 assigned personnel have experience working on at least 2 PR and Social Media Management projects.	10 pts.
	Assigned personnel have no experience working on PR and Social Media Management projects.	0 pts.
III.	Current workload relative to capacity	
	No on-going projects with contract cost equal or greater than the ABC.	10 pts.
	1 to 2 on-going projects with contract cost equal or greater than the ABC.	5 pts.
	3 or more on-going projects with contract cost equal or greater than the ABC.	3 pts.
	Total	100 pts.
	Passing Score	70 pts.

IX. BUDGET

The total working budget is **NINE HUNDRED TWENTY-ONE THOUSAND EIGHT HUNDRED PESOS (P 921,800.00)**, inclusive of 12% VAT, and should cover all requirements enumerated above.

X. PAYMENT TERMS

- First Tranche: 30% upon presentation of comprehensive media and communications plan, subject to approval;
- Second Tranche: 30% upon submission of mid-project report on media reach, values, and mileage;
- Third Tranche: 40% upon submission of terminal report with final media reach, values, and mileage generated for the duration of the engagement.

XI. CONTACT DETAILS

Project Officer : **CELSTINE SY**
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