

**TERMS OF REFERENCE**  
**Digital Media Planning and Placements for the Global**  
**Campaign of the Department of Tourism**

**I. Project Summary**

The procurement of a digital media planning, media buying, and placements agency for the year 2023 to support and boost the department's Philippine Tourism branding campaign in the digital platform.

**II. Overview and Background**

The Digital Media Planning and Placements for the tourism campaigns of the Department of Tourism (DOT) covers the development and implementation of a digital media plan to digitally launch and sustain the DOT's tourism campaigns for the year 2023. The project aims to bring back and amplify the presence of the Philippines as a tourist destination in the digital platform, especially as the recovery outlook of the industry is seeing a major development compared to the recent years wherein the pandemic is at hand.

The project aims to promote the latest initiatives and projects of the Department of Tourism through the digital medium. This project will focus on promoting the department's campaigns in the digital touchpoints such as social media (FB, IG, YT, TW, TT, etc.), travel websites, digital publishers, digital ads, VOD (video-on-demand) and the likes.

In view of this, the DOT will engage the services of an experienced agency to develop and implement a digital media plan that will take into account the changes and new trends of travel in the year 2023.

**III. Objectives**

The procurement of the services of an experienced media agency will enable DOT to position the Philippines as a viable tourist destination. Through strategic digital media placements, the Department of Tourism will implement materials in various online platforms to achieve the following:

- To maintain the online presence of the Philippines as a tourist destination by promoting our new normal tourism products, tourism circuits, travel packages and communication campaigns thru digital media channels and platforms for 2023
- To strengthen the presence of the Philippines as a prime tourist destination across the digital platform

**IV. Scope of Work and Deliverables**

Scope of Work	Deliverables
<p>Submission of Digital Media Plan</p>	<p>Recommend an effective digital media strategy that will align the tourism branding campaign to the digital touchpoints in terms of reach, frequency, and continuity.</p> <p>Recommend a digital media campaign that includes partners with content that are gender-sensitive (based on the audience of each touchpoint) and research-based materials</p> <p>Recommend a digital media campaign that is feasible in 6 months considering the required deliverables</p> <p>Recommend the most appropriate media plan and other options, including appropriate execution thereof to reach the local and international audience</p> <p>Proposed media plans (Visual Media Schedule) should contain the following but not limited to:</p> <ul style="list-style-type: none"> <li>- Online editors (online magazine/newspapers)</li> <li>- top news/tourism websites</li> <li>- social media amplification</li> <li>- online travel publications</li> <li>- programmatic campaigns</li> <li>- content partnerships with credible digital networks</li> <li>- tourism websites amplification</li> <li>- native articles with digital media partners</li> <li>- SEO and SEM</li> </ul>
<p>Coordination with DOT (branding office, tourism attaches, market representatives, regional offices) and Vendors (social media partners, websites, content partnership, booking sites, and other relevant suppliers needed for the media plan)</p>	<p>Coordinate and negotiate with all media partners for rates, spots, bonuses, etc. for consideration and approval of the DOT.</p> <p>Coordinate regularly with DOT for the following, but not limited to:</p> <ol style="list-style-type: none"> <li>a. Negotiation with online media partners</li> <li>b. Evaluation of digital/ media packages</li> <li>c. Implementation of the digital media plan</li> </ol> <p>Assist the DOT in the evaluation of media proposals submitted directly to the Department.</p>

<p style="text-align: center;">Negotiation with media partners</p>	<p>Maximize a given budget by negotiating with the proposed media partners.</p> <p>Acquire additional media values</p> <p>Negotiation with media partners should include, but not limited to:</p> <ul style="list-style-type: none"> <li>a. Re-edit (inclusive of translation to required language/s) and relay-out of existing DOT materials to adhere to the approved specifications of the media placements</li> <li>b. Conceptualize layout and design of advertising materials to be placed in the approved media placements (inclusive of purchasing of creative assets), if necessary.</li> <li>c. Tactical programs such as, but not limited to, event placements, co-promotional activities with travel-related brands and platforms, and influencer marketing</li> <li>d. Digital media values (e.g. additional ad spots, free extension of materials, etc.)</li> </ul>
<p style="text-align: center;">Monitoring of the digital media plan</p>	<p>Submit a corresponding monitoring and evaluation system in the form of appropriate metrics and timelines in gauging the implementation of the media plan.</p> <p>Provide monthly assessment and implementation reports to reflect the success rate of the implemented strategies on the immediate reach, effectiveness of placement, and return on investment, and other suggested metrics, vis-à-vis present media campaigns on these markets by competitor countries. Said assessment shall serve as basis for any modifications in the Media Plan to accommodate a more fitting approach to address deficiencies identified, if any.</p> <p>Render regular reviews of the overall media plan to make the campaign adapt to current trends particularly with regard to campaign advantage of a competitor country at any given time.</p>

Evaluation of the digital media plan	<p>Towards the completion of the engagement, assess the outcome of the overall media plan and aid the DOT in the crafting of the succeeding campaign incorporating the insights and recommendations from the evaluation of placements made during the period of engagement.</p> <p>Provide to the DOT a post project report and workshop assessing the outcome of the engagement and developing the working guidelines for subsequent media-buying / media placement engagements.</p>
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**V. Project Duration and Budget Allocation**

1. The project shall run for six (6) months upon the receipt of Notice To Proceed.
2. The Approved Budget of Contract (ABC) for the project is **One Hundred Two Million Three Hundred Sixty-Four Thousand Five Hundred Ninety-Two Pesos and Thirty-One Centavos (PhP 102,364,592.31)** inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

MILESTONES	% of Payment
Submission and approval of the proposed digital media plan and strategy	25%
Submission and approval of accomplishment report with proof of placements on the 1 <sup>st</sup> month of project implementation	10%
Submission and approval of accomplishment report with proof of placements on the 2 <sup>nd</sup> month of project implementation	10%
Submission and approval of accomplishment report with proof of placements on the 3 <sup>rd</sup> month of project implementation	10%
Submission and approval of accomplishment report with proof of placements on the 4 <sup>th</sup> month of project implementation	10%
Submission and approval of accomplishment report with proof of placements on the 5 <sup>th</sup> month of project implementation	10%
Submission and approval of the whole campaign and implementation of post-project assessment and workshop for the whole campaign	25%
<b>TOTAL</b>	<b>100%</b>

**VI. Minimum Required Personnel**

Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
A DEDICATED TEAM FOR DOT THAT CONSISTS OF THE FF:	
1. Managing Director (Project Lead)	15 years
2. Senior Digital Account Manager	10 years
3. Digital Account Manager	10 years
4. Senior Digital Media Planner	10 years
5. Senior Digital Media Buyer	10 years
6. Junior Digital Media Planner	7 years
7. Graphic Artist	7 years
8. Copywriter	7 years

**VII. Criteria for Rating**

Stage 1- Submission of eligibility documents

Stage 2- For short-listed bidders, submit brief credentials and the proposed media plan

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 Technical Working Group (TWG), and other DOT personnel involved in the project).
2. A pitch presentation is required and bidders are given a maximum of thirty minutes (30 minutes) for each agency excluding the question and answer portion with BAC and TWG Members and such other individuals to be invited by the DOT.
3. Pitch 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 Check and Shortlisting Criteria and Rating (80% passing score)**

<b>I</b>	<b>APPLICABLE EXPERIENCE OF THE CONSULTANT</b>	<b>60%</b>
<b>A.</b>	<b>Appropriateness of the agency for the assignment</b>	<b>20%</b>
	Media Buying and Planning Agency verified by the Advertising Standard Council or any accredited organization for advertising	20%
	Public Relations Agency with Media Buying services verified by the Advertising Standard Council or any accredited organization for advertising	15%
<b>B.</b>	<b>Years in Existence as an Agency</b>	<b>20%</b>
	More than 3 years	20%
	3 years	15%
<b>C.</b>	<b>Contract cost of Completed Projects in the last 3 years</b>	<b>20%</b>
	At least one project with contract cost equal or greater than 51M Pesos	20%
	Projects cost less than 51M Pesos	15%
<b>II</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	<b>20%</b>
	Compliant to the minimum work experience in TOR Section VI	20%
	Below the minimum years of experience in TOR Section VI	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 51M Pesos	20%
	1 – 2 projects with contract cost equal or greater than 51M	15%
	No ongoing project cost equal or greater than 51M	0%
	<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 the required key personnel, each individual must have engaged in a digital campaign for a multinational brand in the previous year	20%
<b>B.</b>	<b>Expertise and Capability of the Firm</b>	<b>30%</b>
	I. Services rendered in completed projects in the past three (3) years	
	Strategic Media Planning	10%
	Digital Media Buying and Implementation	5%
	Data Analytics and Monitoring	5%
	II. Experience and Credentials	
	At least three (3) completed campaigns related to Media Buying and Planning, validated by previous clients that the agency has launched within 3 years	5%
	At least one (1) international or local Advertising or Marketing award in the last 3 years by an award-giving body in existence for at least 10 years	5%
<b>C.</b>	<b>Digital Media Campaign Strategy</b>	<b>50%</b>
	I. Media Plan	
	Soundness of consumer touch points strategy (platforms used, social media strategy, partners)	15%
	Effective use of given budget (proposal of budget breakdown showing how media placements will be spread out across different digital media channels)	15%

	II.	Placement Strategy	
		Appropriateness of digital networks based on the target audience, social media platforms' reach across the target market, types of content from digital media partners content that are related to the client's campaign and target audience	10%
		Quality of digital partners, digital media values, bonus spots based on project brief and target market	10%
<b>TOTAL</b>			<b>100%</b>

**VIII. Terms and Conditions**

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the agency at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation.
- 2.
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. The selected agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the digital management project.
5. The firm shall submit regular reports detailing work progress, issues and concerns, and recommend next steps in relation to the project as part of the deliverables.
6. Agency should submit a monthly roll-out report of the implemented media plan and strategy to be signed by the end-user.
7. All marketing collateral including but not limited to articles, write-ups, photos, and videos submitted in conjunction with the campaign shall be created for this project exclusively. Moreover, it shall be owned by DOT with full exclusive rights.
8. 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. subject to the termination guidelines issued by the Government, Procurement Policy Board (GPPB).
9. Any excess remuneration or compensation in the form of rebate from the agency, shall be negotiated with the DOT in the form of additional promotional materials and/or extended social media management, in order to maximize the effect and benefit of the campaign.

Prepared by:

  
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