

# TERMS OF REFERENCE

## CONSULTING SERVICES FOR THE PRODUCTION OF CREATIVE ASSETS

### I. Introduction

2023 is a year of transformation for the Department of Tourism (DOT), as it unveils its latest campaign which calls for Filipinos and travelers alike to – “Love the Philippines (LTP).” This new campaign is devised to support the department achieve its goal of positioning the country as a tourism powerhouse in Asia, leveraging on the use of professional photos that capture the four key themes of “love” in the LTP logo – Biodiversity of Love, Award-winning Destinations & Natural Beauty of Love, the Archipelago of Festive Love and Gastronomical Love.

Part of the approved Integrated Marketing Communications (IMC) plan is the visual strategy, design, and layout of the marketing collaterals which the production of the said assets is based upon. DOT recognizes the pivotal role of the production of creative assets in effectively pushing Love the Philippines campaign’s visual and verbal identity to the world and most importantly, ensuring consistency and cohesion of the department’s rebranding and marketing efforts.

Given this, DOT is seeking for a reliable creative agency that will handle the production, distribution and installation of creative collaterals required in the successful execution of the IMC for LTP campaign and other marketing and branding activities of the department. This also includes the production of photographic elements that will elevate the existing DOT media bank and internal communication channels.

### II. Objectives

With the procurement of a creative agency, DOT is able to drive awareness and develop strong identity and visibility of the "Love the Philippines" campaign across the country and the identified key and opportunity markets, given that the procured agency must:

1. Effectively communicate the LTP campaign through captivating still photos
2. Produce, distribute and install the creative assets required for the execution of the approved Integrated Marketing Communication (IMC) plan’s overall visual strategy, and direction

### III. Scope of Work and Deliverables

The procured design and publishing company’s scope of work includes but is not limited to the following key components:

Scope of Work	Deliverables
<p>Production and implementation of professional photos documenting the four themes of love in the LTP campaign</p> <p>a) Biodiversity of Love  b) Award-winning Destinations &amp; Natural Beauty of Love  c) Archipelago of Festive Love  d) Gastronomical Love</p>	<p>Minimum of 8,000 ready-to-print digital copies of the professional photos</p> <p>Details:  Minimum of (500) edited photos for each (16) regions in the PH</p> <p>The Agency must also provide the relevant raw versions of the photos.</p> <p>All logistical costs from flights, accommodations, meals, talents, equipment rentals, location fees and everything required to produce the required photo deliverables will be shouldered by the Agency.</p> <p>The Agency is required to coordinate with the technical working group that created and is lead in implementing the Love the Philippines strategy.</p>
<p>Layout and Production of Tourism Maps</p>	<p>The agency should provide creative services and assist in the design and layout, printing and distribution of a Philippine tourism map and regional tourism maps.</p> <p>I. (17) designs and layouts of tourism maps  Details:  <ul style="list-style-type: none"> <li>● (1) A2-sized Philippine tourism map</li> <li>● (16) B1-sized regional maps</li> </ul> </p> <p>II. (120,000) copies of the Regional Maps  Details:  <ul style="list-style-type: none"> <li>● 16,000 copies at 1,000 per region for the 16 Regional Offices</li> <li>● 8,000 copies at 500 copies x 16 regions for the Head Office</li> <li>● 96,000 copies at 500 copies per each region for the 12 Overseas Offices</li> </ul> </p> <p>III. (16,000) copies of the Philippine Tourism Map  Details:  <ul style="list-style-type: none"> <li>● 8,000 copies at 500 per region for the 16 Regional Offices</li> <li>● 2,000 copies for the Head Office</li> </ul> </p>

Scope of Work	Deliverables
	<ul style="list-style-type: none"> <li>● 6,000 copies at 500 copies for each of the 12 Overseas Offices</li> </ul> <p>The maps are expected to have a maximum of 5 translations as required by the DOT.</p> <p>The Agency is required to coordinate with the technical working group that created and is lead in implementing the Love the Philippines strategy.</p>
<p>Production, Delivery, Distribution and Installation of LTP Branding Collaterals</p>	<p>I. 17 mock-ups, printing and installation of the overall re-branding of the interior and exterior DOT offices</p> <p>Details:  Artworks, murals, signages, posters and other interior/exterior materials required in the DOT Central office and (16) regional offices</p> <p>II. Printing, Delivery and Distribution of LTP rebranding materials that includes but is not limited to the following:</p> <p>Details:  2024 - 2025 Calendars</p> <ul style="list-style-type: none"> <li>● 8,000 copies at 500 per region for the 16 Regional Offices</li> <li>● 500 copies for the Head Office</li> <li>● 6,000 copies at 500 copies for each of the 12 Overseas Offices</li> </ul> <p>Brochures / Flyers</p> <ul style="list-style-type: none"> <li>● 8,000 copies at 500 per region for the 16 Regional Offices</li> <li>● 500 copies for the Head Office</li> <li>● 6,000 copies at 500 copies for each of the 12 Overseas Offices</li> </ul> <p>Polo Shirts</p> <ul style="list-style-type: none"> <li>● 8,000 pieces at 500 per region for the 16 Regional Offices</li> <li>● 500 pieces for the Head Office</li> <li>● 6,000 pieces at 500 copies for each of the 12 Overseas Offices</li> </ul> <p>Corporate Jackets</p> <ul style="list-style-type: none"> <li>● 8,000 pieces at 500 per region for the 16 Regional Offices</li> </ul>

Scope of Work	Deliverables
	<ul style="list-style-type: none"> <li>● 500 pieces for the Head Office</li> <li>● 6,000 pieces at 500 copies for each of the 12 Overseas Offices</li> </ul> <p>Pull-up Banners</p> <ul style="list-style-type: none"> <li>● 160 qty at 10 per region for the 16 Regional Offices</li> <li>● 10 qty for the Head Office</li> <li>● 120 qty at 10 copies for each of the 12 Overseas Offices</li> </ul> <p>Bus / Coaster / Van Wraps</p> <ul style="list-style-type: none"> <li>● 1 output for each Regional Offices</li> </ul> <p>The agency is expected to manage deliverables and implement a timeline for production.</p> <p>The Agency is required to coordinate with the technical working group that created and is lead in implementing the Love the Philippines strategy</p> <p>All production, distribution, installation, manpower, storage, transportation, and permit costs required for the successful execution of the LTP rebranding are shouldered by the procured agency.</p>
<p>Production, Delivery, Distribution and Installation of Guerilla Marketing collaterals</p>	<p>(16) Activations for each region</p> <p>The agency is expected to manage deliverables and suggest workflow.</p> <p>The Agency is required to coordinate with the technical working group that created and is lead in implementing the Love the Philippines strategy</p> <p>All production, distribution, installation, manpower, transportation, and permit costs required for the successful execution of the Guerilla marketing for LTP are shouldered by the procured agency.</p>

Scope of Work	Deliverables
Coordination between DOT (branding office, market representatives of each targeted region) and relevant consulted agencies	<p>The Agency is required to coordinate with the technical working group that created and is lead in implementing the Love the Philippines IMC strategy.</p> <p>Assemble a creative design team dedicated to completing the required creative deliverables. As deemed necessary by DOT and the IMC agency, the said team is also responsible for editing and repurposing existing and future branding and marketing materials including photos and videos.</p>
Terminal Report	The agency must submit a digital and printed copy of a month-on-month terminal report, covering all aspects of the project from - printing to installation.

#### IV. Project Duration and Budget Allocation

1. The campaign shall be for a period of eight (8) months, to commence upon the receipt of Consultant of the Notice to Proceed.
2. The Approved Budget of Contract (ABC) for the project is Sixty Million Pesos (P60,000,000) 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 will be billed progressively upon completion of the following milestones. In each milestone, the Agency will be required to submit (1) an accomplishment report; (2) Certification of Acceptance signed by the DOT Project Proponent and Superior.
4. The procured agency will submit their cost estimate for each deliverable. When procuring outsourced service, the Agency will need to present three quotes from suppliers, one of which is DOT accredited enterprise, if applicable.
5. Other qualifications of the creative agency required for this project are stated in the Bid Data Sheet (BDS).

#### V. Milestone

Deliverables	Percentage of Payment
Upon the completion of the 1st month of implementation for the Professional Photo Documentation; Interior and Exterior Office	23%

<b>Deliverables</b>	<b>Percentage of Payment</b>
Rebranding; Layout and Production of Tourism Maps; Production, Delivery, Distribution and Installation of Rebranding Merchandise and Guerilla Marketing Activations	
Upon the completion of the 2nd month of implementation for the Professional Photo Documentation; Interior and Exterior Office Rebranding; Layout and Production of Tourism Maps; Production, Delivery, Distribution and Installation of Rebranding Merchandise and Guerilla Marketing Activations	23%
Upon the completion of the 3rd month of implementation for the Professional Photo Documentation; Interior and Exterior Office Rebranding; Layout and Production of Tourism Maps; Production, Delivery, Distribution and Installation of Rebranding Merchandise and Guerilla Marketing Activations	22%
Upon the completion of the 4th month of implementation for the Professional Photo Documentation; Interior and Exterior Office Rebranding; Layout and Production of Tourism Maps; Production, Delivery, Distribution and Installation of Rebranding Merchandise and Guerilla Marketing Activations	22%
Upon submission of the terminal report of the completed deliverables, with proof of implementation approved by the end-user	10%

## VI. Qualifications

<b>Qualification</b>	<b>Requirements</b>
<p>The creative agency to be selected must have resources in the production of creative assets for digital advertising and on-ground activation; and required manpower/personnel/staff to execute the deliverables.</p> <p>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 the production of creative materials.</p> <p>The agencies must have been existing for at least (5) years, and must have completed a nationwide on-ground activation project during the last five (5) years, with a total ABC of at least Eighteen</p>	<ul style="list-style-type: none"> <li>• Company profile with list of services offered.</li> <li>• List of previous joint venture arrangements with other suppliers (i.e., production houses, research agencies, PR agencies, media agencies, etc.)</li> <li>• Documentation that certifies terms of existence</li> <li>• Documentation that certifies having completed a project during the last three (5) years, with a total ABC of at least Eighteen Million, Seven</li> </ul>

Million, Seven Hundred Fifty Thousand Pesos (18.7M)	Hundred Fifty Thousand Pesos (18.7M)
Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).	

## VII. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
1. Art Director	5 years
2. Professional Photographers	5 years
3. Graphic Designers	5 years
4. Graphic Artist	5 years
5. Photo Editors	5 years
6. Producers	5 years
7. Project Managers	5 years
8. Content Strategist	5 years

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

## VIII. Criteria for Rating

Stage 1- Submission of eligibility documents

Stage 2- For short-listed bidders, submit brief credentials and their proposed plan/calendar of activities in completing the deliverables.

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 plan/calendar in completing the deliverables to the members of the Technical Working Group (TWG),

DOT officials, and other tourism stakeholders that the DOT will invite during the presentation, if necessary.

2. The presentation will be rated by the 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><i>Appropriateness of the agency for the assignment</i></b>	<b>20%</b>
	Full-service creative agency	20%
	Production House, PR Agency or Consulting Agency only	10%
	Others	5%
<b>B.</b>	<b><i>Extent of partnered network of the agency</i></b>	<b>10%</b>
	Nationwide reach	10
	Regional reach or less	5
<b>C.</b>	<b><i>Similar Projects Completed in the last 5 years</i></b>	<b>10%</b>
	At least one nationwide campaign	10%
	At least one regional campaign	5%
	No campaign	0%
<b>D.</b>	<b><i>Years in Existence</i></b>	<b>10%</b>
	More than 5 years	10%
	5 years and below	5%
<b>E.</b>	<b><i>Projects handled in last 5 years</i></b>	<b>10%</b>
	At least one project with contract cost equal or greater than 18.7M	10%
	At least one project with contract cost less than 18.7M	0%
<b>II.</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB (refer to VII. Minimum Required Personnel)</b>	<b>20%</b>
	For senior and managing positions - handled at least 10 campaigns that are related to brand management/ marketing campaigns	20%
	For Junior executives, copywriters, and junior creatives – handled at least ten (10) creative materials for brand/ marketing campaigns	15%



<b>III.</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>20%</b>
	Number of on-going similar and related projects relative to capacity	
	None	5%
	5 or more projects with contract cost equal or greater than 18.7M PHP	10%
	3-4 projects with contract cost equal or greater than 18.7M PHP	15%
	1-2 projects with contract cost equal or greater than 18.7M PHP	20%

B. Technical Bid/Proposal Criteria and Rating (80% passing score)

<b>CRITERIA</b>		<b>RATING</b>
<b>A.</b>	<b>Quality of Personnel to be assigned to the project</b>	<b>15%</b>
	Minimum required key personnel have participated in at least 3 projects with nationwide reach	10%
	At least three of the key minimum required key personnel have participated in at least 3 projects with regional reach	5%
<b>B.</b>	<b>Expertise and Capability of the Agency</b>	<b>30%</b>
I.	Full-Service Capabilities	
	Research or Insight Gathering	1%
	Creative Conceptualization and Design	2%
	Production Creative Assets	3%
	Photography	3%
	At least one (1) completed project via Joint Venture Agreement	1%
<b>II.</b>	<b>Experience and Credentials</b>	
	At least one (1) successful campaign the agency has launched within 5 years	5%
	At least one (1) international or local award by an award-giving body in existence for at least 5 years	5%
	Must have been existing for at least 5 years	5%
	Must have undertaken an international/ national campaign within 5 years	5%
<b>C.</b>	<b>Plan of Approach and Methodology</b>	<b>30%</b>

<b>II.</b>	<b>Creative Rendition</b>	<b>15%</b>
	Originality	5%
	Visual Impact	5%
	Adherence to the brand equity	5%
<b>III.</b>	<b>Overall Impact</b>	<b>10%</b>
<b>TOTAL</b>		<b>100%</b>

### IX. Terms and Conditions

1. The DOT reserves the right to adjust the budget allocation for the project, as it may deem necessary and proper, to achieve optimal exposure;
2. All media assets (raw and edited) formulated and designed in conjunction with this project 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. 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;
4. 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.
5. Segments of this project not implemented for whatever reason shall be revised or modified by the winning agency and no cost on the part of the DOT and for the purpose of modifying said segment(s) for future implementation;
6. The 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;
7. 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.

8. The Consultant shall only use original materials in all of its deliverables except for assets provided by the Procuring Entity and only upon its written consent. Non-compliance shall render the output void and the Consultant shall be liable for a sum equivalent to the cost of the asset/s produced with the non-original material as liquidated damages, without the need for demand or to prove damages. This is without prejudice to other liabilities and claims for damages as embodied in this contract, RA 9184 and its IRR, and other applicable laws.
9. The compensation to be paid for the services of the selected creative agency on production cost shall be pegged at the maximum amount of 12% of the production and execution cost of the campaign, which amount shall be reflected on the final cost estimate for the production and/or execution of any segment of the campaign. The amount of compensation given to the selected agency shall be all-inclusive for its services.
10. 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.
11. All deliverables and materials are subject to the approval of the DOT prior to implementation.

**X. Contact Person**

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**Approved by:**

**ATTY. MAE ELAINE T. BATHAN**  
**Undersecretary for Legal and Special Concerns and Chief of Staff**  
**Department of Tourism**