

## **TERMS OF REFERENCE CONSULTING SERVICES FOR FILM TOURISM**

### **I. Overview and Background**

Throughout the years, film tourism has emerged as a powerful tool for countries to generate awareness and attract tourists from around the world. When movies or TV series showcase captivating landscapes, iconic landmarks, vibrant cultures, food, heritage, they create a sense of curiosity and intrigue among viewers.

As audiences connect emotionally with the on-screen experiences, they often develop a desire to visit the country in focus. This phenomenon presents a tremendous opportunity for the Philippines to leverage on film tourism to showcase its unique attractions, heritage, and natural beauty, ultimately converting the international market into actual tourists. By strategically promoting and leveraging film tourism, the Philippines can not only boost its tourism industry but also enhance its global reputation, drive economic growth, and preserve their cultural heritage. It is an opportunity to showcase the beauty, diversity, and uniqueness of the country, leaving a lasting impact on potential travelers and shaping their travel decisions.

### **II. Objectives**

In view of the above, the procurement of a full-service creative agency and production house is a viable initiative that will enable DOT to:

1. Generate global awareness for the Philippines as an attractive tourist destination by leveraging the entertainment media to engage international and local audiences;
2. Foster collaborations with renowned international filmmakers and broadcasters to facilitate the production of high-quality films and/or television programs in the Philippines, encouraging the portrayal of its unique charm and allure.
3. Promote the Philippines, its captivating destinations, and diverse tourism offerings and products through strategic film tourism efforts, highlighting the nation's advancements and growth.

### III. Scope of Work and Deliverables

<b>SCOPE OF WORK</b>	<b>DELIVERABLES</b>
<p>Film Production for Mini Docu-Series</p> <ul style="list-style-type: none"> <li>- Concept</li> <li>- Budgeting</li> <li>- Screenwriting &amp; Scriptwriting</li> <li>- Hiring and recruiting of cast and crew</li> <li>- Scouting of locations &amp; Production Design</li> <li>- Storyboards and shot lists</li> <li>- Production Schedules</li> <li>- Shooting</li> <li>- Editing and Color Grading</li> <li>- Sound Design and Mixing</li> <li>- Visual Effects</li> </ul>	<p>Conceptualization, production, planning, shooting, post-production, of a video documentary that features a deeper look into the country from a cultural and historical perspective through the lens of Philippine tourism.</p> <p>The final output should be but is not limited to the following:</p> <ul style="list-style-type: none"> <li>• At least one (1) season of docuseries;</li> <li>• with at least six (6) episodes per season;</li> <li>• of at least 20-minutes per episode;</li> <li>• With at least 1-2-minute teasers for each episode</li> <li>• With at least 1-2 minute trailer for each season</li> <li>• With a provision of edited and ready to use B-rolls</li> </ul> <p>The procuring entity must also set out and identify the key performance indicator (KPI) or measurement of success for the project according to industry standards.</p> <p>All production and logistical costs from flights, accommodations, meals, talents, equipment rentals, location fees, permits and all other elements that may be required for the film production as part of the set-out deliverables shall be shouldered by the procured entity.</p> <p>Each produced film must include translations and subtitle files for DOT's identified markets.</p> <p>Priority languages include English, Korean, French, and other languages needed to use in countries in which DOT will have promotions; as well as local languages such as Tagalog, Cebuano (Bisaya), Hiligaynon, Ilonggo, Ilocano, Bicol, Waray, Pangasinan, Maguindanao and Kapampangan)</p>

	<p><i>*subject to change as the need arises*</i></p> <p>All materials must be gender- sensitive (in compliance with the Gender- Fair Media Guidebook)</p>
Film Distribution and Promotion	<p>The procured entity is tasked with guaranteeing the wide distribution of materials through streaming, online, or on-site platforms and other relevant establishments</p> <p>The procured entity is also responsible for covering all costs associated with securing and executing partnerships with DOT's identified streaming platform or other distribution channels, including expenses for meetings, discussions, placement, and platform fees, among others.</p>
Coordination between DOT (branding office, market representatives of each targeted region) and relevant consulted agencies	<p>The procured entity is required to regularly coordinate with the DOT team and other relevant consulting agencies.</p> <p>The procured entity must regularly update all teams concerned with the status of the deliverables.</p> <p>Assemble a creative design team dedicated to completing the required creative deliverables that, as deemed necessary by DOT, is also responsible for editing and repurposing the produced film according to the video cuts below for each episode which DOT can use for its future branding and marketing materials:</p> <ul style="list-style-type: none"> <li>● 3-minute</li> <li>● 60-second</li> <li>● 30-second</li> <li>● 15-second</li> </ul>
Terminal Report	Towards the end of the project, the procured entity must submit an overall report outlining all the implemented deliverables and activities done for the project, its corresponding results including number of views as well as the procuring entity's recommendation on activities for follow through based upon the results.

Note: DOT will assess and have final approval of the procuring entity's proposal on the film concept, storyboard for each episode, talents, script, timeline and budget. The final video outputs must be reviewed and approved by DOT prior to the episode premiere. Furthermore, DOT will have ultimate decision-making authority over all produced materials.

#### **IV. Project Duration and Budget Allocation**

1. The project shall be for a period of **six (6) months** and will commence as soon as receipt of Notice to Proceed is provided.
2. The Approved Budget of Contract (ABC) for the project is **Fifteen Million Pesos (P15,000,000) 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 for the campaign 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. Other qualifications of the creative agency required for this project are stated in the Bid Data Sheet (BDS).

#### **V. Milestone**

<b>Deliverables</b>	<b>Percentage of Payment</b>
Approval of Film Concept and Content Distribution Plan	40%
Approval of storyboard for each episode in season 1	30%
Premiere of the full episodes of Season 1	20%
Terminal Report and Certification of Completion of Project	10%
<b>TOTAL</b>	<b>100%</b>

#### **VI. Qualifications**

<b>Qualifications</b>	<b>Requirements</b>
The procured entity must be a full-service creative agency or production house, duly established in the Philippines with the required manpower/personnel and staff, with resources for insight gathering, strategic thinking, production, creative content, film distribution,	- Company profile with list of services offered

Qualifications	Requirements
<p>placement advertising, marketing, and public relations.</p> <p>The firm must have the complete set of equipment which may include but is not limited to:</p> <ul style="list-style-type: none"> <li>a. Camera and Lenses</li> <li>b. Gimbal</li> <li>c. Drone</li> <li>d. Camera Support</li> <li>e. Camera Accessories</li> <li>f. Lights</li> <li>g. Underwater Camera and Accessories</li> </ul>	
<p>The procured entity must be a well-established company with extensive experience and capabilities in film production and promotion both locally and internationally.</p> <p>The procured entity must have undertaken a nationwide campaign during the last three (3) years, with an aggregate cost of at least twenty-five percent (25%) of the ABC for this project.</p>	<p>Credentials presentation reflecting the roster of clients and projects including one (1) short case study of successful creative campaign or film done in the past 5 years, if any</p> <ul style="list-style-type: none"> <li>- Documentation that certifies terms of existence</li> <li>- Documentation that certifies having undertaken an advertising campaign or film production for the last 3 years</li> </ul>

## VII. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
1. Creative Director	15 years
2. Art Director	10 years
3. Cinematographer	8 years
4. Underwater Cinematographer	8 years
5. Film Director	8 years

6. Executive Producer	10 years
7. Production Manager	10 years
8. Post-Production Manager	15 years
9. Strategy Development Head	15 years
10. Global Media Platform Relations	10 years

Note: The Agency is encouraged to add a more comprehensive list of personnel who will form part of the project.

## VII. Criteria for Rating

Stage 1- Submission of eligibility documents

Stage 2- For short-listed bidders, submit brief credentials and the proposed content distribution plan and film proposal

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), DOT officials and other tourism stakeholders that the DOT will invite during the pitch presentation, if necessary.
2. A maximum of thirty minutes (30 minutes) will be given to each agency for their presentation to TWG Members and such other individuals to be invited by the DOT. They will be required to present and introduce the credentials of the team members assigned to the DOT project. The allotted time excludes the question-and-answer portion.
3. The presentation will be rated TWG members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.
4. Creative materials in the presentation may include but are not limited to:
  - Big idea for the film;
  - Content Distribution Plan

**A. Eligibility Check and Shortlisting Criteria and Rating (70% passing score)**

I.	<b>APPLICABLE EXPERIENCE OF THE CONSULTANT</b>	<b>60%</b>
A.	<i>Appropriateness of the agency for the assignment</i>	<b>20%</b>
	Full Service Creative Agency or Production House	20%
	PR Agency, Social Media Agency, Media Platform Placement Agency Only	15%
	Others	5%
B.	<i>Extent of partnered network of the agency</i>	<b>10%</b>
	International reach	10%
	National and regional reach only	5%
C.	<i>Similar Projects Completed in the last 3 years</i>	<b>10%</b>
	At least one international campaign	10%
	At least one national campaign	5%
	No campaign	0
D.	<i>Years in Existence</i>	<b>10%</b>
	5 years & above	10%
	1 – 4 years	5%
E.	<i>Projects handled in last 5 years</i>	<b>10%</b>
	Two or more projects with an aggregate cost of at least twenty-five percent (25%) of the ABC for this project	10%
	One project with an aggregate cost of at least twenty-five percent (25%) of the ABC for this project	5%
II.	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB (refer to VII. Minimum Required Personnel)</b>	<b>20%</b>
	All the required number of personnel and minimum years of experience are exceeded	20%
	All the required number of personnel and minimum years of experience are met	15%
III.	<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 aggregate contract cost equal or greater than 3.75M PHP	10%
	3-4 projects with aggregate contract cost equal or greater than 3.75M PHP	20%
	1-2 project with aggregate contract cost equal or greater than 3.75M PHP	15%

## B. Technical Bid / Proposal Criteria and Rating (70% passing score)

CRITERIA	RATING
<b>A. Quality of Personnel to be assigned to the project</b>	<b>20%</b>
At least three (3) of the minimum required key personnel have participated in at least 3 film production with international reach	12
1 to 2 of the minimum required key personnel have participated in national film production and won a local award	8
<b>B. Expertise and Capability of the Firm</b>	<b>30%</b>
I. <b>Full-Service Capabilities</b>	
Film and TV Production	5
Global Media Platform Placement	3
Strategy	4
Manpower	3
Exceeded all required number and type of production equipment	5
<b>II. Experience and Credentials</b>	
At least one (1) successful campaign the agency has launched within 5 years	5
Must have undertaken a film production campaign with nationwide reach over the last 3 years	5
<b>C. Plan of Approach and Methodology</b>	<b>50%</b>
I. <b>Messaging</b>	<b>20%</b>
Identification of inherently Filipino tourism products and experience	5
Creative association of one tourism product or experience in the Philippines	5

	Integration of destinations in the Philippines	5
	Relevance and relatability of target market	5
<b>II.</b>	<b>Creative Rendition</b>	<b>15%</b>
	Originality	5
	Visual Impact	5
	Adherence to the brand equity	5
<b>II</b>	<b>Over-all Impact</b>	<b>15%</b>
<b>TOTAL</b>		<b>100%</b>

## **IX. Terms and Conditions**

1. 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;
2. Material/s produced by the winning bidder should be original and aligned with the DOT's advocacies such as Gender and Development, inclusive and barrier-free tourism;
3. All and each of the materials produced during the period of engagement shall be amenable to edits at no cost to the DOT.
4. 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;
5. The winning agency shall be subject to 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;
6. 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.

7. 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.
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. All deliverables and materials are subject to the approval of the DOT prior to implementation.

**X. Contact Person**

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