

## TERMS OF REFERENCE

### Procurement of consulting services for the promotions of Philippine islands, award-winning Philippine destinations, and tourism products

#### I. Overview and Background

In jumpstarting the promotion and development of tourism destinations for the coming years, strategies and initiatives to promote **Philippine islands, award-winning Philippine destinations, and tourism products** will be conceptualized and implemented.

As travelers continuously seek their way back to travelling and exploring new destinations and experiences, the Department will primarily focus on promoting Philippine islands, award-winning Philippine destinations, and tourism products as a starting point of promoting Philippine tourism. Such promotional plans and strategies will be re-oriented to adapt in travelling, post- COVID.

#### II. Objectives, Scope of Work and Deliverables

The objectives of the procurement of the services of an experienced full-service creative agency will be as follows:

- To execute the approved Marketing Plan/Strategy to generate more awareness of the **Philippine islands, award-winning Philippine destinations, and tourism products**
- To reintroduce these destinations in the market and rebuild the trust and confidence of tourists to travel around the Philippines again
- To accompany and sustain communication campaigns and marketing strategies through production of AVPs, promotional materials and multimedia content
- To create materials for more presence in various communication platforms by implementing engagement initiatives both on-ground and digital, and by partnering with local content creators for extensive audience reach

| Scope of Work                                                                                                                                                  | Deliverables                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Execution of the approved Marketing Strategies focusing on Philippines islands, award-winning Philippine destinations, and tourism products                    | To implement the marketing strategy that is feasible in six (6) months, which includes but not limited to the following: <ul style="list-style-type: none"><li>- Messaging</li><li>- Key visuals</li><li>- Media plan</li><li>- Social media plan</li></ul> |
| Production and implementation of an audio-visual presentation (AVP) to promote Philippine islands, award-winning Philippine destinations, and tourism products | To produce at least thirteen (13) short-form AVPs of at least thirteen (13) <b>Philippine islands from Regions 1-13, 4A, 4B, NCR, CAR</b>                                                                                                                   |

- Execute resizing and reformatting of AVP materials as needed

To produce at least five (5) short-form AVPs for **tourism products**, and at least five (5) short-form AVPs for **award-winning Philippine destinations**, including but not limited to these international award and categories:

- WTA's World's Leading Dive
- WTA's World's Leading Tourist
- Attraction-Intramuros, Manila
- WTA's Asia's Leading Beach
- Conde Nast Traveler Best Islands in Asia and World
- And other awards given to the Philippines within the contract duration

*\*list included in Annex A*

- AVP should have a maximum of 3 minutes and minimum of 1 minute and 30 seconds
- AVP should have at least five (5) translations or dialect

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)

*\*subject to change as the need arises\**

- Provide derivatives of 60s, 30s and 10s
- All materials must be gender-sensitive (in compliance with the Gender- Fair Media Guidebook)

Possible locations to promote: Batangas, Puerto Galera, Palawan, Boracay, Bohol, Cebu, Negros Oriental, Siargao, Camiguin

|                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                     | <p><i>(subject to change based on the client's requirements)</i></p> <p>Priority destinations will later be identified by the end user as the implementation of the project starts and progresses.</p> <p>The top 4 tourism products to be featured are:</p> <ul style="list-style-type: none"> <li>- Cultural Tourism- Heritage and Arts</li> <li>- Sun and Beach</li> <li>- Diving and Marine Sports</li> <li>- Culinary Tourism</li> </ul>                                                   |
| Design, layout, and production of marketing collaterals                                                                                                                                                             | <p>At least thirteen (13) marketing collateral designs for Philippine islands, at least five (5) marketing collateral designs for tourism products, and at least five (5) marketing collateral designs for award-winning Philippine destinations (vertical and horizontal orientation)</p> <p>The specific marketing collaterals needed to produce will be later identified by the end user as the implementation of the project starts and progresses. Only the KV design is needed first.</p> |
| Production of Engagement Initiatives and Event Activations (part of the marketing plan/strategy)                                                                                                                    | <p>At least four (4) hybrid or on-ground engagement initiatives and event activations</p> <p>The end user will advise the specific location of event activations as the project starts and progresses.</p>                                                                                                                                                                                                                                                                                      |
| Partnership with at least (15) local content creators                                                                                                                                                               | <p>Multi-media content to be posted across all social media accounts of content creators, and DOT official social media pages</p>                                                                                                                                                                                                                                                                                                                                                               |
| Reporting                                                                                                                                                                                                           | <p>Submit weekly reports detailing work progress, issues, concerns and recommend next steps in relation to the project</p>                                                                                                                                                                                                                                                                                                                                                                      |
| Towards the completion of the engagement, assess the outcome of the advertisement and aid the DOT in the crafting of the plans and strategies incorporating the insights and recommendations from the evaluation of | <p>Provide at no cost to the DOT upon the completion of the contract, a workshop with a marketing consultant to be nominated by the</p>                                                                                                                                                                                                                                                                                                                                                         |

|                                                          |                                                                                                                                                                                                                                                                                                                   |
|----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| creative materials made during the period of engagement. | <p>chosen creative agency with select DOT employees.</p> <p>The objective is to initiate the development and set guidelines of subsequent tourism products campaign based on the current project. The expected output of this workshop may be used as the basis for succeeding marketing Terms of References.</p> |
|----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### III. Scope of Price Proposal and Schedule of Payment

1. The project shall be for a period of six (6) months, to commence upon the receipt of Consultant of the Notice to Proceed.
2. The Approved Budget of Contract (ABC) is Seventy-Four Million, Six Hundred Sixty-Nine Thousand Philippine Pesos (Php 74,669,000.00) inclusive of all applicable taxes, agency service fees, bank charges, travel fees (including but not limited to transportation, accommodation, travel allowance), talent fees, and other fees as may be incurred in the process.
  - a. The compensation to be paid for the agency shall be pegged in the amount equivalent to maximum of 12% of their proposed budget for the entire project.
  - b. Excluding the media implementation, only the media plan is included in the project budget; the implementation is care of DOT.
  - c. Event production and KOL fees are all included in the project budget.
3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones.

| Milestones                                                          |                                                                              | Payment % |
|---------------------------------------------------------------------|------------------------------------------------------------------------------|-----------|
| Submission and approval of all AVP storyboards                      | Must be accomplished within Month 1                                          | 30%       |
| Submission and Approval of all AVP materials edit-down requirements | Must be accomplished within Month 3                                          | 30%       |
| Submission and Acceptance of approved marketing collaterals         | Must be accomplished within Month 5                                          | 30%       |
| Submission and Approval of the Terminal Report                      | Must be accomplished right after completion of all milestones within Month 6 | 10%       |
| TOTAL                                                               |                                                                              | 100%      |

### IV. Qualifications

**Stage 1-** Submission of eligibility documents

**Stage 2-** For short-listed bidders, show a brief credentials presentation and the proposed advertising and media campaign for at least one of the identified international source markets.

*Note: Agencies who do not pass Stage 1 will not proceed to Stage 2, which is the creative presentation.*

| <b>Qualifications</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Requirements</b>                                                                                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>The agency to be selected must be a full-service advertising agency that has a dedicated team of creatives, with resources for gathering insights, conceptualizing and executing strategies, advertising through traditional and digital platforms (from creative conceptualization to final art production), producing creative engagements and event activations, and public relations.</p> <p>The agencies must be majority Filipino owned and in the Philippines.</p> | <p>Company profile with list of services offered</p> <p>List of previous joint venture arrangements with other suppliers (i.e., production houses, research agencies, PR agencies, media agencies, etc.)</p> |
| <p>The agency must be capable of advising the client on how to focus the communication, how to appeal the specific target audiences, what information or messages to highlight and how to make these attractive and effective, how to optimize budget, and what advertising combinations would be most persuasive, and other inputs hinged on local market insights.</p>                                                                                                     | <p>Credentials presentation reflecting the roster of clients, including one (1) short case study of successful creative campaign done in the past 8 years, if any</p>                                        |
| <p>The agencies must have been existing for at least (8) years, and must have undertaken two (2) or more nationwide campaigns or projects during the last eight (8) years, with a total aggregate contract cost equal or greater than 25% of the ABC amount.</p>                                                                                                                                                                                                             | <p>Documentation that certifies terms of existence</p> <p>Documentation that certifies having undertaken a creative campaign not more than 8 years ago</p>                                                   |
| <p>Must have an office within the National Capital Region for easy communication and coordination.</p>                                                                                                                                                                                                                                                                                                                                                                       | <p>Mayor's Permit must be submitted as documentary evidence.</p>                                                                                                                                             |

## **V. Minimum Required Personnel**

| <b>Required Personnel</b> | <b>Minimum Years of Experience in Handling Nationwide Accounts</b> |
|---------------------------|--------------------------------------------------------------------|
| 1. Managing Director      | 8 years                                                            |
| 2. Producer               | 8 years                                                            |
| 3. Creative Director      | 8 years                                                            |

|                                   |         |
|-----------------------------------|---------|
| 4. Account Manager                | 5 years |
| 5. Art Director / Film Director   | 5 years |
| 6. Copywriter / Screenplay Writer | 5 years |
| 7. Creative Artist                | 5 years |
| 8. Video Editor                   | 5 years |
| 9. Social Media Strategist        | 5 years |

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

#### **IV. Qualifications**

**Stage 1** - Submission of eligibility documents

**Stage 2** - For short-listed bidders, submit brief credentials and the proposed integrated marketing campaign

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), and 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 for each agency for its presentation excluding the question-and-answer portion with BAC and TWG Members and such other individuals to be invited by the DOT.
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.
4. Shortlisted bidder is requested to submit to submit one (1) hard copy and soft copy in flash drive of the presentation deck to be included in the Technical Bid envelope.

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

|           |                                                                 |            |
|-----------|-----------------------------------------------------------------|------------|
| <b>I.</b> | <b>APPLICABLE EXPERIENCE OF THE CONSULTANT</b>                  | <b>60%</b> |
| <b>A.</b> | <i>Appropriateness of the agency for the assignment</i>         | <b>20%</b> |
|           | Full-service Production House or Video Production Agency        | 20%        |
|           | Creative Agency/Marketing Agency with Video Production Services | 18%        |
|           | Consulting Agency only                                          | 15%        |
| <b>B.</b> | <i>Extent of Network of the agency</i>                          | <b>10%</b> |
|           | <i>Video production Services for International Audience</i>     | 10%        |

|             |                                                                                                                                                                                         |            |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
|             | <i>Video Production Services for local Audience</i>                                                                                                                                     | 8%         |
| <b>B.</b>   | <b><i>Similar Projects Completed in the last 8 years</i></b>                                                                                                                            | <b>10%</b> |
|             | At-least Ten (10) Nationwide campaigns                                                                                                                                                  | 10%        |
|             | Less than Ten (10) Nationwide campaigns                                                                                                                                                 | 5%         |
| <b>C.</b>   | <b>Years in Existence</b>                                                                                                                                                               | <b>10%</b> |
|             | Above 5 years                                                                                                                                                                           | 10%        |
|             | 5 years and below                                                                                                                                                                       | 5%         |
| <b>D.</b>   | <b>Projects handled in the last 8 years</b>                                                                                                                                             | <b>10%</b> |
|             | One to two projects with an aggregate contract cost equal to or at-least 25% of the ABC for this project                                                                                | 10%        |
|             | Three to five projects with an aggregate contract cost equal to or at-least 25% of the ABC for this project                                                                             | 5%         |
| <b>II.</b>  | <b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB (refer to VII. Minimum Required Personnel)</b>                                                                             | <b>20%</b> |
|             | Required number and positions of personnel with minimum years of experience is exceeded by an additional 4 personnel following any of the profiles of the identified minimum personnel. | 20%        |
|             | Required number and positions of personnel with minimum years of experience is met.                                                                                                     | 18%        |
| <b>III.</b> | <b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>                                                                                                                                            | <b>20%</b> |
| <b>A.</b>   | <b>Number of on-going similar and related projects relative to capacity</b>                                                                                                             |            |
|             | 1-2 projects with contract cost equal or greater than 18,750,000.00                                                                                                                     | 20%        |
|             | 3 to 4 projects with contract cost equal or greater than 18,750,000.00                                                                                                                  | 18%        |
|             | 5 or more projects with contract cost equal or greater than 18,750,000.00                                                                                                               | 15%        |
|             | None                                                                                                                                                                                    | 10%        |

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

| <b>CRITERIA</b> |                                                                                                                                                                                                                                                                                           | <b>RATING</b> |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| <b>A.</b>       | <b>Quality of Personnel to be assigned to the project</b>                                                                                                                                                                                                                                 | <b>20%</b>    |
| I.              | The following positions have handled at least three (3) creative campaigns in the last five (5) years: <ul style="list-style-type: none"> <li>- Managing Director</li> <li>- Account Manager</li> <li>- Social Media Strategist</li> <li>- Creative Director</li> </ul>                   | 10%           |
| II.             | The following positions have created at least three (3) AVP materials for brand/marketing campaigns: <ul style="list-style-type: none"> <li>- Producer</li> <li>- Art/Film Director</li> <li>- Copywriter/Screenplay Writer</li> <li>- Creative Artist</li> <li>- Video Editor</li> </ul> | 10%           |
| <b>B.</b>       | <b>Expertise and capability of the firm</b>                                                                                                                                                                                                                                               | <b>20%</b>    |
| I.              | Services rendered in completed projects in the past Eight (8) years                                                                                                                                                                                                                       |               |
|                 | Research                                                                                                                                                                                                                                                                                  | 2%            |
|                 | Creative Conceptualization                                                                                                                                                                                                                                                                | 4%            |
|                 | Multimedia Production                                                                                                                                                                                                                                                                     | 4%            |
|                 | AVP                                                                                                                                                                                                                                                                                       | 2%            |
| II.             | Experience and Credentials                                                                                                                                                                                                                                                                |               |
|                 | At least two (2) certificates of satisfactory services from previous clients with campaigns the agency has launched within the last eight (8) years                                                                                                                                       | 2%            |
|                 | At least nominated in one (1) international or local award in advertising/marketing in the last eight (8) years by an award-giving body                                                                                                                                                   | 2%            |
| III             | Partnerships and Networks                                                                                                                                                                                                                                                                 |               |

|           |                                                                                                                                                                                                                                                                                                                                                                                      |            |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
|           | Existing list of the bidder's current nationwide networks of production teams/houses                                                                                                                                                                                                                                                                                                 | 4%         |
| <b>C.</b> | <b>Plan of Approach and Methodology</b>                                                                                                                                                                                                                                                                                                                                              | <b>60%</b> |
| <b>I.</b> | <b>Creative Rendition</b>                                                                                                                                                                                                                                                                                                                                                            |            |
|           | Capability of advising on how to focus the overall communication (information or messages to highlight), to use advertising combinations and other inputs hinged on local market insights that would be most persuasive, and how to appeal to the specific target audiences Resonance of AVP concept and treatment to target audience and communication objectives 12% Marketability | 15%        |
|           | Originality of AVP concept and treatment                                                                                                                                                                                                                                                                                                                                             | 15%        |
|           | Resonance of AVP concept and treatment to target audience and communication objectives                                                                                                                                                                                                                                                                                               | 15%        |
|           | Marketability of logo, key visuals, and messaging                                                                                                                                                                                                                                                                                                                                    | 15%        |

## **VII. Terms and Conditions to be included in the Special Conditions of the Contract**

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the full creative agency at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation.
2. The selected full-service advertising agency shall be subject to assessment of the DOT as to the milestones achieved throughout the campaign period.
3. 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.
4. 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.
5. Material/s produced by the winning bidder should be original and aligned with the DOT's advocacies such as Gender and Development and inclusive and barrier-free tourism.

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 content, 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 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.
9. 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;
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. The DOT reserves the right to realign funds based on the need of the campaigns and projects within the scope of the marketing or advertising strategy; subject to rules and regulations in the SCC (Special Conditions of the Contract).
12. All deliverables and materials are subject to the approval of the DOT prior to implementation

## **ANNEX A**

### **Philippine Award – Winning Destinations**

#### **World Travel Awards**

##### **2019**

###### Asia's Leading Dive

- Apo reef, Occidental Mindoro
- Tubbataha reef, Palawan
- Anilao, Batangas
- Moalboal, Cebu

###### Asia's Leading Tourism Board

###### World's Leading Dive

- Apo reef, Occidental Mindoro
- Tubbataha reef, Palawan
- Anilao, Batangas
- Moalboal, Cebu

##### **2020**

###### Asia's Leading Beach

###### Boracay, Aklan

- El Nido, Palawan
- Saud Beach, Ilocos Norte
- Siargao, Suriagao del Norte

###### Asia's Leading Tourist Attraction - Intramuros, Philippines

###### Asia's Leading Dive

- Apo reef, Occidental Mindoro
- Tubbataha reef, Palawan
- Anilao, Batangas
- Moalboal, Cebu

###### Asia's Leading Tourism Board

###### World's Leading Dive

- Apo reef, Occidental Mindoro
- Tubbataha reef, Palawan
- Anilao, Batangas
- Moalboal, Cebu

###### World's Leading Tourist Attraction - Intramuros, Philippines

## **2021**

### Asia's Leading Dive

- Apo reef, Occidental Mindoro
- Tubbataha reef, Palawan
- Anilao, Batangas
- Moalboal, Cebu

### Asia's Leading Beach

- Boracay, Aklan
- El Nido, Palawan
- Saud Beach, Ilocos Norte
- Siargao, Suriagao del Norte

### World's Leading Dive

- Apo reef, Occidental Mindoro
- Tubbataha reef, Palawan
- Anilao, Batangas - Moalboal, Cebu

## **2022**

### Asia's Leading Dive

- Apo reef, Occidental Mindoro
- Tubbataha reef, Palawan
- Anilao, Batangas
- Moalboal, Cebu

### Asia's Leading Beach

- Boracay, Aklan
- El Nido, Palawan
- Saud Beach, Ilocos Norte
- Siargao, Suriagao del Norte

Asia's Leading Tourist Attraction - Intramuros, Philippines

## **Condé Nast Traveler**

### **2019**

- Top 8 - 20 most favorite country in the world
- Siargao Island - Best island in the world
- Boracay - Best island in Asia

## **2020**

- Cebu - Best island in Asia
- El Nido, Palawan - 1 of The 30 Best Beaches in the World

## **2021**

- Siargao Island - Best island in Asia
- Philippines - 1 of the 40 best countries in the world

## **2022**

- Philippines - 1 of the 40 best countries in the world
- Palawan – Top 8 best islands in Asia
- Boracay – Top 1 best islands in Asia

## **Time Magazine**

### **2021**

Siargao Island - 1 of world's 100 Greatest Places

### **2022**

Boracay - 1 of world's 100 Greatest Places

## **Travel + Leisure Magazine**

### **2021**

- Boracay, Palawan, Cebu – 3 of 25 Best Islands in the World
- Saud Beach, Ilocos Norte – 1 of 25 Most Beautiful Beaches in the World