

**TERMS OF REFERENCES**  
**INTEGRATED MARKETING COMMUNICATIONS MANAGEMENT (STRATCOM)**  
**01 May 2024 to 28 February 2025**

**I. BACKGROUND**

As the country's main gateway, the National Capital Region needs to step up in its marketing, branding, and public relations relative to its regulatory power, development and promotions of the tourism industry and can effectively and efficiently do so when aided by a reliable and professional communications, creative and digital online specialist company which understand the rudiments of the Office responsibly.

**OBJECTIVES**

1. To elevate the branding and tourism status of Metro Manila as the top-of-mind tourism and M.I.C.E. destination in the country and in Asia
2. To develop a solid marketing and social media plan relative to positioning Metro Manila as an ideal tourism destination
3. To enable support from an outsourced agency who can continuously deliver high-quality digital outputs for both internal and external requirements of the Office

**II. SCOPE OF WORK/DELIVERABLES**

**A. Strategy and Creative Management**

- Conduct of simple market study and analysis
- Development of brand strategy
- Identity proposal
- Visual and communication design
- Development of brand standard manual and brand applications

As the Creative and Digital Specialist, the provider must assign:

- One (1) Project Officer
- One (1) Creative Director
- One (1) Graphic Designer and Editor

**B. Social Media Management including Customer Service Channel**

- Design, creation and release of creative contents for social media such as
  - o Newsletter and professional reports
  - o Meeting reports (PowerPoint presentations, etc.)
  - o Art Cards
  - o Infographics
  - o Posters and banners
  - o Use of royalty-free photos
- Deployment of dedicated (1) Social Media Officer, (1) Copy Writer, and maximum of (15) Social Media Materials per month for posting across DOT-NCR social media channels to manage the day-to-day requirement of the Regional Office.
- Media planning, structuring and development of social media calendars

- (1) Social Media Manager- Management, posting and updating of DOT-NCR social media pages (Facebook, Instagram, Twitter, Youtube, Tiktok, etc.)
- Management of DOT-NCR's executive speeches, announcements, statements, messages to be disseminated in events and/or digital release
- Use of royalty-free stock photos and application of necessary revisions to ensure best quality of material to be developed.
- Creative requirements per month is based on necessity and may reach an indefinite number of creative works and posting.

**C. Deployment of Event Documentation for Regional Executives**

- Maximum of 2 event coverages a month with editor, videographer and photographer to document the Regional Office's event or participation in events. Photography and videography services include:

The photography and videography service will be on a retainer basis and will be used whenever the DOT-NCR has a special project requiring photo and video documentation. In detail, the services required are:

- Printing and framing of 17 LGU posters standard poster size
  - Printing and framing of minimum of 8 pasts and present RDs standard A4 size
  - Printing of at least 5 key visual/posters for promotional use standard poster size
  - Same Day Edit Video on specific events
  - Aerial Shots (Drone) when event is held in the outdoor
  - 1-2 Photographers depending on the event (maximum of 2 events per month)
  - 1-2 Videographers depending on the event (maximum of 2 events per month)
  - 1 Editor
  - Full Event Coverage on specific DOT-NCR initiated events (maximum of 2 events per month)
  - Photos and Video must be saved in DOT one drive account
  - Unlimited High Resolution Photos provided
  - Use of High-End Camera and Lenses
  - Other Services such as short video editing, TOV, VOV, etc. for social media reels
  - Any event coverage not used in the previous month can roll over to the next period when required
- Transportation from NCR Regional Office to another point/ location and food of crew shall be for the account of client.

**III. PROJECT IMPLEMENTATION/ SCHEDULE**

Implementation Date: May 01, 2024 to February 28, 2025 (10 Months or to extend to 1<sup>st</sup> Quarter of 2025 to complete the 10 months contract duration if not awarded on May 2024)

Services is computed on a per month basis or from the Notice of Award/ Notice to Proceed, whichever is applicable.

Creative requirements per months is based on the necessity and may reach an indefinite number of creative works and posting.

#### IV. CRITERIA FOR EVALUATION

Bidders will be required to make a presentation (maximum of 20 minutes) of their Concept and Planned Approach. The winning bid must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignment:

Proposal	Weight
Technical Proposal	80%
Financial Proposal	20%

ELIGIBILITY CHECK AND SHORTLISTING CRITERIA (80% Passing Score)																
	CRITERIA	WEIGHT														
<b>I.</b>	<b>APPLICABLE EXPERIENCE OF THE BIDDER</b>	<b>50%</b>														
	A. At least three (3) Years in business of social media management and strategic communications															
	- More than 3 years (30%)															
	- 3 years (20%)															
	- Below 3 years (0%)															
	B. Nature of Business of the Company															
	- Advertising/Marketing Agency specializing on social media management (20%)															
	- Events management company (15%)															
<b>II</b>	<b>QUALIFICATION OF THE PERSONNEL WHO MAY BE ASSIGNED TO THE PROJECT</b>	<b>30%</b>														
	A. Key personnel should have met the required minimum number of experience:															
	<table border="1"> <thead> <tr> <th>Team Members</th> <th>Years of Experience</th> </tr> </thead> <tbody> <tr> <td>1. Project Officer</td> <td>3</td> </tr> <tr> <td>2. Social Media Manager</td> <td>3</td> </tr> <tr> <td>3. Creative Director</td> <td>3</td> </tr> <tr> <td>4. Graphic Artist</td> <td>3</td> </tr> <tr> <td>5. Videographer</td> <td>3</td> </tr> <tr> <td>6. Photographer</td> <td>3</td> </tr> </tbody> </table>	Team Members	Years of Experience	1. Project Officer	3	2. Social Media Manager	3	3. Creative Director	3	4. Graphic Artist	3	5. Videographer	3	6. Photographer	3	
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	<ul style="list-style-type: none"> <li>Personnel has exceeded the min. number of years experience required (30%)</li> <li>Personnel has met number of years experience (25%)</li> <li>Personnel has less than the required experience (0%)</li> </ul>															
<b>III.</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>20%</b>														
	Number of ongoing projects/accounts being handled of similar scope/nature <ul style="list-style-type: none"> <li>Below 5 projects (20%)</li> </ul>															

	<ul style="list-style-type: none"> <li>• 5 and above projects (10%)</li> </ul>												
	<b>TOTAL</b>	<b>100%</b>											
<b>TECHNICAL BID/PROPOSAL CRITERIA RATING (80% Passing Score)</b>													
	<b>QUALITY OF PERSONNEL WHO MAYBE ASSIGNED TO THE PROJECT</b>	<b>30%</b>											
	<p>Profile and expertise of key personnel assigned to the project showing specialization and/or experience in the conduct of similar events:</p> <table border="1"> <tr> <td><b>Project Team Members</b></td> </tr> <tr> <td>Managing Director</td> </tr> <tr> <td>Creative Director</td> </tr> <tr> <td>Graphic Artist</td> </tr> <tr> <td>Social Media Officer</td> </tr> <tr> <td>Copy Writer</td> </tr> <tr> <td>Social Media Manager</td> </tr> <tr> <td>Photographer</td> </tr> <tr> <td>Videographer</td> </tr> <tr> <td>Others (be specific)</td> </tr> <tr> <td> </td> </tr> </table> <p>Key personnel involved in the project must have relevant experience in working on:</p> <ul style="list-style-type: none"> <li>• More than five (5) projects similar in nature (30%)</li> <li>• Five (5) projects similar in nature (20%)</li> <li>• Less than ten (10) projects similar in nature (0%)</li> </ul> <p>Covering the suitability of the key staff to perform the duties of the particular assignments and general qualifications and competence including education and training of the key staff and similar projects handled by personnel (based on submitted CVs).</p>	<b>Project Team Members</b>	Managing Director	Creative Director	Graphic Artist	Social Media Officer	Copy Writer	Social Media Manager	Photographer	Videographer	Others (be specific)		
<b>Project Team Members</b>													
Managing Director													
Creative Director													
Graphic Artist													
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Photographer													
Videographer													
Others (be specific)													
	<b>EXPERIENCE AND CAPABILITY OF THE CONSULTANT</b>	<b>20%</b>											
	<p>Must have implemented at least five (5) similar projects within the last five (5) years with at least one government project.(20%)</p> <ul style="list-style-type: none"> <li>• More than 5 similar projects with at least one government project (20%)</li> <li>• At least 5 similar projects with at least one government project (15%)</li> <li>• Below 5 similar projects with at least one government project (0%)</li> </ul>												

	<b>PLAN OF APPROACH AND METHODOLOGY</b>	<b>50%</b>
	1. Adherence of the proposal to all the required components of the STRATCOM 2024 as mentioned in this bid (20%) 2. Creativity and innovation in the plan of approach* (20%) 3. Feasibility of the planned execution of the overall scope of work* (10%)	
	<b>TOTAL</b>	<b>100%</b>

#### **IV. APPROVED BUDGET**

The approved budget for this project is **One Million Six Hundred Thousand Pesos only (Php 1,600,000.00)** net of all taxes computed at **Php160,000/month**. The bid price must include manpower, logistics, other charges and expenses, if any, needed to provide the service of a creative digital marketing and communication specialist.

#### **V. LEGAL REQUIREMENTS**

- a. Must show proof of PHILGEP's accreditation (Platinum)
- b. Must submit current Mayor's Permit documentation;
- c. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement;
- d. Latest Income/Business Tax Return.
- e. Must show proof of experience in handling strategic communications and consultancy services

#### **VI. CONTACT PERSON**

For inquiries you may contact the following:

**NAME: May Mendoza-Ramos**

Position, Office: Supervising Tourism Operation Officer

Trunk Line:

Mobile: 09150885950

Email: mmramos@tourism.gov.ph

**NOTE:** *The winning bid however, shall be determined based on the proposal with the most advantageous financial package cost, provided that the amount of bid does not exceed the above total budget.*