

TERMS OF REFERENCE
PROCUREMENT OF CONSULTANCY SERVICES FOR DOT CORPORATE
MEDIA AND COMMUNICATION STRATEGY

I. INTRODUCTION AND BACKGROUND

As part of its strategic vision, the Department of Tourism (DOT) has prioritized corporate media engagement to support the broader objectives of the National Tourism Development Plan (NTDP) 2023-2028. This effort is integral to enhancing the DOT's role in ensuring sustainability, resilience, and competitiveness within the tourism sector. A key initiative in this plan involves collaborating with a consultancy firm to fortify the department's corporate media presence and strengthen its communication frameworks.

Tourism remains a significant driver of the Philippine economy, contributing up to 8.6% of GDP and accounting for 34% of the total workforce in the country. Economic managers have identified the industry as the second leading driver of the economy in the first half of the year, despite the lingering global challenges to full recovery. President Ferdinand Marcos, Jr., in his State of the Nation Address, underscored the vital role of tourism in providing livelihood and employment opportunities for Filipinos.

The DOT recognizes that the pandemic underscored the necessity of strong, cohesive communication strategies. This project aims to ensure the effective dissemination of information related to the department's initiatives, addressing both crisis management and strategic outreach to domestic and international stakeholders. By reinforcing its media strategies, the DOT seeks to support the NTDP's goal of a resilient and competitive tourism sector.

Aligned with President Marcos' vision for the tourism industry, the DOT is committed to collaborating and innovating to build a sector that contributes to the nation's economic growth and resilience. With a clear focus on corporate affairs, the department aims to enhance the impact of tourism as a reliable pillar of the national economy and a source of pride for the Filipino people.

II. OBJECTIVES

The primary objective of this project is to develop and implement an effective corporate media and communication strategy that aligns with the DOT's goals, as outlined in the NTDP 2023-2028. Specifically, the consultancy firm is expected to attain the following core objectives:

1. **Strengthening Corporate Engagement and Public Relations:** The project aims to reinforce the DOT's engagement with key stakeholders, including local governments, private sector partners, communities, the Media and other government agencies. It will focus on establishing clear communication channels to keep these stakeholders informed about the DOT's programs, initiatives, and policies. Emphasis

will be placed on fostering collaboration between public and private entities to enhance tourism development and experiences across the country.

2. **Enhancing Crisis Communication and Reputation Management:** A critical component of this project is the implementation of comprehensive crisis communication mechanisms. The objective is to prepare the DOT to effectively address potential crises and reputational risks, thereby protecting and reinforcing the department's image. This involves creating a proactive media strategy that includes guidelines for swift and effective responses during crises.

3. **Implementing a Nationwide, Multi-Platform Corporate Campaign:** The DOT aims to execute a wide-reaching, nationwide campaign across various media platforms—TV, radio, print, digital, out-of-home (OOH), and on-ground activations. This all-encompassing approach will enhance the department's media presence and ensure that its corporate messages resonate with diverse audiences. The strategy will utilize the latest media trends and technologies to maximize outreach and engagement.

4. **Promoting Sustainability and Corporate Responsibility:** In line with the NTDP's focus on sustainability, the project will emphasize the DOT's commitment to promoting responsible tourism practices and sustainable development. The consultancy will develop a five-year corporate communication strategy that aligns with NTDP goals, highlighting the DOT's initiatives in sustainability, resilience, and the promotion of the Filipino identity. This strategy aims to position the DOT as a leader in sustainable tourism governance and corporate responsibility.

III. SCOPE OF WORK AND DELIVERABLES

The consultancy firm will work closely with the DOT and its partners to deliver the following:

I. Corporate Communication, Crisis and Reputation Management

DELIVERABLES	SCOPE OF WORK	OUTPUT
1. Corporate Media and Communication Plan with Crisis Communications	<p>Communication Strategy Blueprint: Develop a comprehensive one year communication strategy that outlines key messages, target audiences, communication channels, and performance metrics to measure success, as aligned with NTDP goals, focusing on sustainability, Filipino identity, and resilience.</p> <p>Publication of DOT Newsletter and DOT Corporate Magazine. The publication of the DOT Newsletter and/or DOT Corporate Magazine is a key component of the DOT Corporate</p>	<p>1. Corporate Media and Communications Strategy (available in digital and print—100 copies for the final report; to include file copy of print-ready as book/booklet)</p> <p>2. Publication of DOT Newsletter and/or DOT Corporate Magazine (9 issues, 500 copies, A3-size glossy bond, 24 pages available also in digital)</p>

<p>Media and Communications Strategy. This aims to provide regular, high-quality updates on tourism developments, new programs, and strategic goals, enhancing transparency, stakeholder engagement, and public awareness of the DOT's initiatives across the Philippines and globally.</p>	<p>Digital Transformation: Integrate digital platforms, such as social media and mobile applications, into the communication strategy to ensure the DOT's community reach and audience engagement.</p> <p>Target Audience Identification: Define the DOT's target audiences and segment them based on demographics, interests, and travel preferences.</p> <p>Content Development: Focus on producing informative and strategic content that aligns with the Department of Tourism's (DOT) mission to reinforce the key pillars of its corporate agenda. The content should emphasize the department's priorities in sustainability, resilience, and the promotion of Filipino identity, as outlined in the National Tourism Development Plan (NTDP) 2023-2028. This involves creating materials that effectively communicate the DOT's initiatives, programs, advocacies, and collaborations with key stakeholders.</p> <p>Media Campaign: Develop and execute innovative corporate media campaigns that utilize digital platforms, strategic media partnerships, and influencer collaborations. These campaigns should aim to enhance the DOT's media presence and convey messages related to the department's initiatives and priorities, ensuring alignment with the NTDP's broader goals of sustainability, resilience, and inclusive growth. The campaigns should be designed to engage and inform various stakeholders and audiences, highlighting key developments and initiatives within the tourism sector.</p> <p>Media Landscape Analysis: Conduct a thorough review of the current media landscape of the DOT's corporate media presence, identifying gaps,</p>	<p>Publication schedule as follows:</p> <p>Month 1: Submission of Concept and Layout of DOT Newsletter and/or Corporate Magazine Issue No. 1</p> <p>Month 2: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 1</p> <p>Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 2</p> <p>Month 3: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 2</p> <p>Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 3</p> <p>Month 4: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 3</p> <p>Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 4</p> <p>Month 5: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 4</p> <p>Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 5</p> <p>Month 6: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 5</p> <p>Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 6</p> <p>Month 7: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 6</p>
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	<p>opportunities, and areas for improvement in both traditional and digital media, covering platforms such as television, radio, print, and social media.</p> <p>Crisis Communication Plan: Develop a comprehensive crisis communication plan to safeguard the DOT's image in the event of natural disasters, pandemics, or other crises. This will include risk assessment; training DOT personnel in handling crises and responding swiftly to media.</p> <p>The Consultant, with the assistance of experts on (1.) Crisis Management, (2.) PR and Brand Manager, (3) Tourism Expert shall take the lead in advising and developing Crisis Management Strategies for the DOT, identifying potential crisis scenarios and assessing their impact on the organization, designing comprehensive crisis management plans to address various emergency situations including establishing communication protocols and procedures for crisis response, developing strategies to mitigate reputational damage and restore public confidence in the organization, crafting and disseminating accurate, timely, and effective crisis communications and collaborating with external partners, such as emergency services, government agencies, and industry associations, to leverage resources and expertise.</p> <p>The Consultant shall also conduct crisis management training and simulations for the organization's leadership and employees. Post-crisis assessments aim to identify areas for improvement and lessons learned.</p>	<p>Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 7</p> <p>Month 8: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 7</p> <p>Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 8</p> <p>Month 9: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 8</p> <p>Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 9</p> <p>3. Crisis Communications Management Plan (available in digital and print—100 copies for the final report; to include file copy of print-ready as book/booklet)</p>
<p>2. Professional Media Monitoring</p>	<p>Media Monitoring and Listening: Provide a comprehensive media monitoring which will include updated/prevaling market Advertising Values Equivalency (AVE), experts' insights, and social media engagements on tourism-related news and articles.</p>	<ul style="list-style-type: none"> - 9-month subscription to a reliable Media Monitoring and Listening Plan <p>(Reports are to be submitted on a DAILY basis, including weekends and holidays. Exceptions may be determined by the DOT.)</p>

II. Promoting Corporate Social Responsibility

<p>3. On-Ground events and activations</p>	<p>As a key component of this project, on-ground events and activations are designed to engage stakeholders and enhance the Department of Tourism's (DOT) corporate agenda.</p> <p>These events aim to strengthen relationships with various stakeholders and audiences, while showcasing the DOT's strategic priorities, initiatives, and advocacies.</p> <p>Consultant Responsibilities: The consultant is expected to organize and manage no less than 10 major events/activations, with the following responsibilities:</p> <p>Event Planning and Conceptualization: Design events that align with the DOT's messaging and the National Tourism Development Plan's (NTDP) values of promoting sustainability, competitiveness, and the Filipino identity. The events should communicate the department's core objectives and initiatives effectively.</p> <p>Event Formats: The events may include trade shows, conferences, media familiarization trips, press briefings, interactive exhibits, and other formats. These should be engaging, immersive, and focused on creating meaningful experiences and fostering deeper understanding of the DOT's programs and priorities.</p> <p>Execution: The consultant should cover, but not be limited to, the following deliverables:</p> <ol style="list-style-type: none"> 1. Recommend and pay for rental of strategic venues based on the type of event, audience, and objectives. Considerations should include accessibility, infrastructure, and alignment with the DOT's priorities. 2. Arrange setup and breakdown logistics, including staging, seating, lighting, sound systems, livestreaming, LED walls, and live cameras. 3. Obtain necessary permits and approvals from local authorities and ensure compliance with safety and health regulations. 	<ol style="list-style-type: none"> 1. Nine (9) activations/local events, one (1) stand-alone event to be distributed per Quarter during the nine-month engagement period. <p>Format as follows:</p> <ol style="list-style-type: none"> 1. Trade shows 2. Media familiarization trips 3. Press briefings (DOT Annual Midyear Media and Stakeholders Briefing) 4. Interactive exhibits <p>And other formats *as needed</p>
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	<p>4. Coordinate necessary equipment and logistics, such as audio-visual setup, lighting, seating, catering services, transportation, and accommodations for guests or speakers as needed.</p> <p>5. Establish an efficient registration process with online options and prepare contingency plans for potential issues like technical difficulties or weather-related disruptions.</p> <p>6. Assign a designated event manager to oversee the event day operations and ensure that all team members are informed of their responsibilities and the event timeline.</p> <p>7. Conduct a final walkthrough to address any last-minute details before the event starts.</p> <p>Collaborations: Events should foster partnerships with key stakeholders, including local government units, private sector partners, travel and tour operators, and local communities. Engagement with these stakeholders will ensure that the events are aligned with DOT's strategic agenda and reach the intended audiences effectively.</p> <p>Costing. All costs related to event production and execution, including venue rental, logistics and equipment, shall be managed by the consultant or supplier, with necessary approvals obtained from the designated DOT representative.</p>	
<p>4. Press Conferences, Roundtable Meetings, and Networking Luncheon/ Dinner Events</p>	<p>Press conferences, roundtable meetings, and networking luncheon/dinner events will play a crucial role in fostering dialogue, generating media coverage, and building strategic partnerships. These activities aim to strengthen relationships with stakeholders, promote the Philippines' tourism products, and ensure consistent messaging aligned with the NTDP's core objectives.</p> <p>The Consultant of the Projects shall mount no less than 12 major press conferences, networking activities with the following responsibilities:</p> <ul style="list-style-type: none"> ▪ Press Conferences 	<p>1. Mounting of events:</p> <ul style="list-style-type: none"> ▪ Press Conferences ▪ Roundtable meetings ▪ Networking luncheons/ dinner events <p>*no less than 12 events to be distributed per Quarter during the nine-month engagement period or as needed</p> <p>Q2 (April – June) – 4 presscon, roundtable meetings and luncheons</p> <p>Q3(July-September) – 4 presscon, roundtable meetings and luncheons</p>

	<p>Planning and Coordination: Organize press conferences in strategic locations, ensuring the attendance of influential media outlets and relevant stakeholders.</p> <p>Content Preparation: Prepare press kits, speeches, presentations, and media briefing materials to ensure that the messaging is aligned with DOT's strategic goals of promoting sustainability, resilience, and Filipino identity.</p> <p>Media Relations: Ensure the presence of DOT officials, key partners, and media representatives. Facilitate Q&A sessions to foster engagement and generate media coverage.</p> <ul style="list-style-type: none"> ▪ Roundtable Meetings <p>Stakeholder Engagement: Identify and invite key tourism stakeholders, including representatives from the private sector, LGUs, local tourism experts, and media.</p> <p>Discussion Agenda: Develop discussion topics that align with the DOT's corporate affairs, agenda, and advocacies.</p> <p>Facilitation: Provide skilled moderators to facilitate discussions, ensuring productive exchanges and identifying actionable insights for future DOT programs.</p> <ul style="list-style-type: none"> ▪ Networking Luncheon/Dinner Events <p>Event Planning: Organize luncheon or dinner events that reflect Filipino culture and hospitality, incorporating local cuisine, entertainment, and cultural presentations.</p> <p>Stakeholder Invitations: Invite key decision-makers, diplomats, media representatives, and business leaders to foster connections and discuss potential collaborations.</p> <p>Content Integration: Ensure messaging and event themes that align with the NTDP's goals of promoting Filipino identity, diversifying tourism products, and enhancing the overall tourist experience.</p>	<p>Q4 (October – December) – 4 presscon, roundtable meetings and luncheons</p> <p>2. Provision for venue rental and Corporate Gifts of no less than 20 per event</p> <ul style="list-style-type: none"> - A1 VIPs (10 pax) - A2 Public Officials (5 pax ex: 2 Undersecretaries, 3 Assistant Secretaries) - A3 Private Sector Middle Managers (5 pax) <p>-20recipients/event</p>
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	<ul style="list-style-type: none"> ▪ DOT Annual Midyear Media and Stakeholders Briefing <p>To maximize the DOT's media exposure and ensure that its public image remains positive, the OPAA will be organizing a Midyear Briefing. This gathering of invited members of the national media and stakeholders is part of its extensive information and awareness drive program to position the Department's works in various media platforms.</p> <p>The DOT Annual Midyear Briefing aims to give, first and foremost, the Tourism Secretary, as well as other key Officials of the Department the opportunity to engage our media partners and influencers for their sustained efforts in the promotion of Philippine tourism, while addressing some of the pressing issues related to policy directions, targets and accomplishments of the Department for the half of the current year.</p> <p>Sought to attend are the DOT-accredited members of the national media and influencers/ tourism-beat reporters, lifestyle, travel editors, columnists, and news-beat journalists from broadsheets, travel magazines, radio, TV and social media. Top officials of the Department and heads of the communications department of allied agencies and stakeholders are also enjoined to attend the event for networking purposes.</p> <p>Corporate Gifts: Provision of Corporate Gifts for all DOT corporate events all-year-round.</p> <p>OPAA will approve the composition and inclusion of the gift boxes</p> <p>Sample of each item should be submitted to OPAA for approval before procurement</p> <p>Should include canvassing, packing, storage, and delivery/shipment/transportation on demand of the corporate gifts within Metro Manila.</p>	
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	All must be approved by the end-user or the designated representative of the DOT.	
<p>5. Workshop and Post-Implementation Reporting</p>	<p>As part of the Department of Tourism's (DOT) communication strategy outlined in the National Tourism Development Plan (NTDP) 2023-2028, training and development of staff are crucial to ensuring the successful execution and sustainability of the department's media and communication initiatives. The training workshops aim to enhance staff capabilities in managing media relations, communication efforts, and crisis response, while post-implementation assessments will evaluate project outcomes and inform future improvements.</p> <p>Program Design: Consultancy Firm to handle the development a comprehensive training program covering key areas such as digital media management, crisis communication, content creation, media relations, and stakeholder engagement. The program should be customized to meet the specific needs of DOT staff, incorporating the latest trends in tourism communication and digital technology. All logistical requirements for the training, including transportation, accommodations, catering, and trainers' honoraria, should be accounted for in the program's cost planning.</p> <p>Interactive Workshops: Consultancy Firm to handle a series of interactive workshops, integrating case studies, role-playing scenarios, and real-time problem-solving exercises. These workshops will focus on practical applications in managing communication efforts, responding to crises, and engaging stakeholders effectively.</p> <p>Resource Materials: Consultancy Firm to provide comprehensive training resources, such as guides, manuals, and toolkits, that staff can refer to after the workshops to maintain the skills and knowledge acquired.</p> <p>Final Assessment Report: Prepare a comprehensive post-implementation report that highlights the outcomes of the media strategy, lessons learned, and recommendations for future</p>	<p>1. Twenty (20) DOT staff (not necessarily OPAA, as training/workshop may be open to other Offices) to be determined by the Office</p> <p>2. Regular monthly alignment meeting with DOT staff for nine month period</p> <p>10 training/workshop will be spread out in Q2 – Q4</p> <p>Q2 (April – June) –</p> <p>April – 1 DOT staff training and workshop, 1 monthly alignment meeting</p> <p>May - 1 DOT staff training and workshop, 1 monthly alignment meeting</p> <p>June- 1 DOT staff training and workshop, 2 monthly alignment meeting</p> <p>Q3 (July-September)</p> <p>July - 1 DOT staff training and workshop, 1 monthly alignment meeting</p> <p>August - 1 DOT staff training and workshop, 1 monthly alignment meeting</p> <p>September - 1 DOT staff training and workshop, 2 monthly alignment meeting</p> <p>Q4 (October – December)</p> <p>October - 1 DOT staff training and workshop, 1 monthly alignment meeting</p> <p>November - 1 DOT staff training and workshop, 1 monthly alignment meeting</p>

	<p>initiatives. This report will serve as a basis for refining the DOT's communication strategies and aligning them with evolving trends in tourism and digital media.</p> <p>By prioritizing training and continuous assessment, the DOT aims to strengthen its corporate communication capabilities and support its broader strategic objectives outlined in the NTDP.</p>	<p>December - 2 DOT staff training and workshop, 2 monthly alignment meeting</p>
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III. Nationwide, Multi-platform Corporate Campaign

<p>6. Multimedia Tourism Program</p>	<p>The Multimedia Program is a key initiative within the Department of Tourism's (DOT) communication strategy under the National Tourism Development Plan (NTDP) 2023-2028. The program focuses on enhancing the department's media presence and reinforcing its corporate priorities through digital platforms, social media, television, radio, and other multimedia channels. The goal is to effectively communicate the DOT's initiatives and programs, ensuring engagement with both domestic and international stakeholders.</p> <p>Content Creation: Produce high-quality multimedia content, including videos, photos, infographics, and podcasts, to communicate the department's key initiatives, updates, and relevant information. Content should align with the NTDP's strategic goals and support the DOT's corporate messaging.</p> <p>Multi-platform Corporate Campaign: Design and implement a multi-platform corporate campaign across platforms such as YouTube, Facebook, Instagram, and Twitter. Content must be tailored to the specific interests and demographics of target audiences to maximize engagement and outreach.</p> <p>Broadcast Media: Develop engaging television and radio programs with in-depth features on the DOT's initiatives, programs, and key developments. Ensure alignment with NTDP's core values of promoting sustainability, competitiveness, and resilience.</p>	<p>1. Shoot and produce original content for a 30-minute, 26-weeks/2 seasons DOT weekend program to be aired on TV, radio, and online for nine-months</p> <p>To be distributed as follows:</p> <ul style="list-style-type: none"> ▪ Month 1: Conceptualization & Pre-Production for S1 ▪ Month 2: Production & Editing for EP 1-8 ▪ Month 3: Production & Editing for EP 9-13 ▪ Month 4: Post-Production & Initial Airing every Weekend (Sat-Sun) <ul style="list-style-type: none"> ▪ Week 1 (EP 1 & 2) ▪ Week 2 (EP 3 & 4) ▪ Week 3 (EP 5 & 6) ▪ Week 4 (EP 7 & 8) ▪ Month 5 1/2: Season Wrap-Up for EP 9-13 & Start of conceptualization for S2; Submission of Proposal Plan of S2; <ul style="list-style-type: none"> ▪ Week 5 (EP 9 & 10) ▪ Week 6 (EP 11 & 12) ▪ Week 7 (EP 13)
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	<p>Media Partnerships: Collaborate with local and international media outlets, digital platforms, and key influencers, as well as DOT Foreign Offices, to amplify the reach of the DOT's multimedia content and messages.</p> <p>Cross-Platform Integration: Distribute content across multiple channels, including social media, official websites, streaming platforms, and traditional broadcast media, to ensure broad and consistent dissemination of the DOT's key messages and updates.</p> <p>This program aims to strengthen the DOT's media presence, ensuring the effective communication of its corporate priorities and alignment with the NTDP's long-term vision. Monitoring and data analytics, evaluation report is required to ensure deliverables are met accordingly.</p>	<ul style="list-style-type: none"> ▪ Month 5 1/2: Approval & Pre-production for S2 ▪ Month 6: Production & Editing for EP 14-21 ▪ Month 7: Production & Editing for EP 22-26 ▪ Month 8: Post-Production & Airing every Weekend (Sat-Sun) ▪ Week 8 (EP 14 & 15) ▪ Week 9 (EP 16 & 17) ▪ Week 10 (EP 18 & 19) ▪ Week 11 (EP 20 & 21) ▪ Month 9: Season Wrap-Up & Future Planning ▪ Week 12 (EP 22 & 23) ▪ Week 13 (EP 24 & 25) ▪ Week 14 (EP 26)
	<p>2. Production of multimedia materials for a Multi-platform Corporate Campaign with estimated quantity of deliverables or on a consumable basis for the duration of the nine-month engagement:</p> <ul style="list-style-type: none"> ▪ Art card – 96 ▪ Infographics – 24 ▪ Reels – 48 ▪ Video – 24 <p>These will be distributed as follows:</p>	<p>ARTCARDS TOTAL: 96</p> <p>April – 9 May – 10 June – 9 July – 16 Aug – 9 Sept – 9 Oct – 9 Nov – 9 Dec – 16</p> <p>INFOGRAPHICS</p>

		<p>TOTAL: 24 April – 2 May – 3 June – 2 July – 4 Aug – 2 Sept – 2 Oct – 2 Nov – 3 Dec – 4</p> <p>REELS TOTAL: 48 April – 5 May – 6 June – 5 July – 6 Aug – 5 Sept – 5 Oct – 5 Nov – 5 Dec – 6 (NOTE: 15 to 90 sec.)</p> <p>VIDEO TOTAL: 24 April – 2 May – 4 June – 2 July – 4 Aug – 2 Sept – 2 Oct – 2 Nov – 2 Dec – 4 (NOTE: 60 sec. to 3 min.)</p>
<p>7. Advertisals & Placements</p>	<p>This component of the project aims to enhance the Department of Tourism's (DOT) corporate communications efforts through targeted media placements in strategic local and international publications and platforms.</p> <p>Targeted Media Plan: Develop a comprehensive media plan that includes placements across high-traffic digital platforms, mainstream media outlets, print publications, television, and radio. The selected media should align with the key audiences identified within the National Tourism Development Plan (NTDP).</p> <p>Content Development: Create visually engaging and strategically aligned advertisements that effectively communicate the DOT's priorities and initiatives. Content should be consistent</p>	<ol style="list-style-type: none"> 1. Shoot and produce content for Ads 2. Advertising spots on TV and radio <p>With various formats for TV: 60-seconders, 30-seconders, 15-seconders, 10-seconders and 60-seconders, 30-seconders for Radio, depending on the available spots (if spot is less than the format, TV or Radio can add more spot to meet the target number of spots)</p>

	<p>with the NTDP's strategic goals, reflecting the department's core values of sustainability, resilience, and competitiveness.</p> <p>Narrative Development: Craft narratives that communicate the DOT's mission of supporting high-value tourism sectors and long-stay travel, focusing on authentic and immersive experiences. The messaging should align with the NTDP's emphasis on sustainability and resilience in tourism development.</p> <p>Media Partnerships: Collaborate with key digital and traditional media outlets to secure strategic placements and reach target audiences effectively. Engage with influential partners to create features and stories that align with the DOT's objectives and resonate with various stakeholder groups.</p> <p>Cross-Platform Integration: Ensure that content is distributed across multiple platforms, including social media, blogs, print, and broadcast media, while maintaining consistency in messaging across all channels. This approach supports the DOT's goal of broad and cohesive outreach.</p> <p>By implementing these strategies, the project aims to strengthen the DOT's corporate affairs agenda and effectively communicate its key initiatives to relevant audiences. Monitoring and data analytics, evaluation report is required to ensure deliverables are met accordingly.</p>	<p>3. Advertising on print and digital platforms</p> <p>4. OOH static advertising in three (3) strategic locations for at least one (1) month during the contract term with the following schedule of activities:</p> <p>Month 3: Submission and approval of OOH Advertising plan</p> <ul style="list-style-type: none"> -Target audience identification -Identify key performance indicators (KPIs) <p>3.1 Shoot and production and approval of Ad</p> <p>3.2 Crafting and approval of key messages and creative content creation</p> <ul style="list-style-type: none"> -tagline & branding -storytelling approach -visual& video content -user-generated content <p>Month 5: OOH placement on strategic place 1 for 10 days</p> <p>Month 7: OOH placement on strategic place 2 for 10 days</p> <p>Month 9: OOH placement on strategic place 3 for 10 days</p> <p>* Advertorials/placements: the consultancy will guarantee the airing of at least (TV – 900 spots; Radio - 1000 spots; Digital (25) and Print (25) placements) within a 9-month period.</p> <ul style="list-style-type: none"> ▪ 900 TV spots to be distributed as follows: -- -100 spots/ month ▪ 1,000 radio spots to be distributed as follows: -- -100 spots/ month 			
<table border="1"> <tr> <td data-bbox="206 598 369 1013">Digital Media</td> <td data-bbox="369 598 772 1013">Search, Programmatic; Facebook, YouTube, Tiktok, Instagram, Tourism/Travel Websites, HOHO App, cross-platform promotion, hyperlinking, etc.</td> </tr> <tr> <td data-bbox="206 598 369 1013">TV/OOH/Print or Other Tactical Placements</td> <td data-bbox="369 598 772 1013">TV: Spots in free TV (GMA, PTV, etc) and paid networks (CNN PH, etc);</td> </tr> </table>	Digital Media	Search, Programmatic; Facebook, YouTube, Tiktok, Instagram, Tourism/Travel Websites, HOHO App, cross-platform promotion, hyperlinking, etc.	TV/OOH/Print or Other Tactical Placements	TV: Spots in free TV (GMA, PTV, etc) and paid networks (CNN PH, etc);	
Digital Media	Search, Programmatic; Facebook, YouTube, Tiktok, Instagram, Tourism/Travel Websites, HOHO App, cross-platform promotion, hyperlinking, etc.				
TV/OOH/Print or Other Tactical Placements	TV: Spots in free TV (GMA, PTV, etc) and paid networks (CNN PH, etc);				

<p>OOH: LED billboards, on-board transit ads, etc. Print: Full-color page ad in leading local broadsheets or magazine</p>	<p>-200 spots/ 9th month (or per decision of the end-user) <ul style="list-style-type: none"> ▪ 25 placements for print to be distributed as follows: -3 placements/ month 25 placements for digital to be distributed as follows: -3 placements/ month </p>
<p>Social Media o Develop creative content for social media ad placements; o Design and implement a Facebook ad campaign from *the 2nd to 9th month* that will generate at least *250,000* engagements and increase page likes to at least 100,000; o Design and implement an Instagram ad campaign from *the 2nd to 9th month* that will generate at least *15,000* engagements;</p> <p>Google Display Network and Search Engine Optimization o Develop creative content for Google Display Network and Google Search ads; o Design and implement a Google Display Network campaign from *the 2nd to 9th month* that will generate at least 100,000 clicks and at least *500,000* impressions; o Design and implement a Google Search Ad campaign from *the 2nd to 9th month* that will generate at least 22,000 clicks and at least *200,000* impressions;</p> <p>Youtube o Design and implement a Youtube video performance campaign from *the 2nd to 9th month* that will generate at least 100,000 impressions and at least 15,000 video views in total;</p> <p>Web Banner Ads o Develop creative content for web banner ad placements on at least nine (9) relevant websites. o Implement web banner ads from *the 2nd to 9th month*</p> <p>The agency shall recommend and facilitate and allocate placements in the form of advertorials, advertisements, and/ or announcements with partner publications, media stations, and digital news platforms. A minimum of 15 percent of the approved budget of the</p>	

	contract shall be allotted for this purpose.	
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IV. LEGAL BASIS

Republic Act 9593 or the Tourism Act of 2009 touching on Section 2, Item C, which encourages DOT to promote a tourism industry that is sustainable, responsible, participative, culturally sensitive, economically viable, and ethically and socially equitable for local communities as well as Item D, which encourages DOT to provide full government assistance by way of competitive investment incentives, long-term development fund and other financing schemes extended to tourism-related investments.

Ambisyon Natin 2040 which aspires that by 2040, all Filipinos enjoy a strongly rooted, comfortable, and secure life – that they can take a vacation together with the country, with decent jobs that bring sustainable income including opportunities for entrepreneurship. Anchored on the words *matatag, maginhawa and paratag*, that Filipinos would have good connectivity through transport systems and communication.

V. DOCUMENTARY QUALIFICATIONS

1. Company Profile
2. PhilGEPS Platinum Certificate
3. List of big-ticket consultancy projects handled related to tourism for the last 4 years
4. Company Financial Statement (audited and recent)
5. SEC/DTI Certificates or its equivalent
6. Business Permit/Certification or its equivalent
7. TIN Certificate/Registration or its equivalent
8. Notarized Omnibus Sworn Statement
9. Willing to a send-bill arrangement and Memorandum of Agreement

VI. QUALIFICATIONS OF THE CONSULTANCY COMPANY

- The Consultant to be selected must be a reputable Consultancy Firm with the required manpower/personnel and staff.
- The Consultant must be duly registered under Philippine laws and must have been continuously active in the industry for at least ten (10) years from the time of submission of the bid documents.
- The Consultant must have undertaken a similar campaign corporate media and communication project in this bidding during the last three (3) years of at least

- fifty percent (50%) of the approved budget cost, in a single contract, for this project.
- A 30-minute project pitch presentation of the proposed DOT media and communications plans with crisis management (to include presentation of proposed distribution channels for the DOT weekend program for TV and radio, print, digital, ads, and OOH).

VII. BUDGET ALLOCATION

The consultancy firm will be engaged for a period of nine months, with a total budget not exceeding **Eighty-Four Million, Two Hundred Thirty-Eight Thousand and Three Hundred Thirty-Three Pesos and 30/100 only**. The budget will cover all expenses related to the delivery of the project, including research, content creation, media campaigns, stakeholder engagement activities,

1. The campaign will run for nine (9) months, starting from the receipt of the Notice to Proceed by the selected service provider.
2. The Approved Budget for the Contract (ABC) is **Eighty-Four Million, Two Hundred Thiry-Eight Thousand and Three Hundred Thirty-Three Pesos and 30/100 only (PHP 84,238,333.30)**, inclusive of all applicable taxes, service fees, bank charges, and any other fees that may arise during project execution.
3. Payments will be made progressively based on milestones. Each billing must be supported by an accomplishment report and a Certification of Acceptance signed by DOT's Project Proponent and immediate superior.
4. Other qualifications of the required supplier for this project are stated in the Bid Data Sheet (BDS).

I. Corporate Communication, Crisis and Reputation Management

Particulars	Expected Outputs	Subtotal
1. Corporate Media and Communications Plan with Crisis Communications Strategy	Corporate Media and Communications Strategy Blueprint (available in digital and print—100 copies for the final report; to include file copy of print-ready as book/booklet)	9,875,000.00
	Research, strategy development, and content creation	
	Crisis communications consultancy and blueprint production (available in digital and print—100 copies for the final report; to include file copy of print-ready as book/booklet)	

	<p>Publication of DOT Newsletter and DOT Corporate Magazine (9 issues, 500 copies, A3-size glossy bond, 24 pages available also in digital)</p> <p>Publication schedule as follows:</p> <p>Month 1: Submission of Concept and Layout of DOT Newsletter and/or Corporate Magazine Issue No. 1</p> <p>Month 2: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 1</p> <p>Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 2</p> <p>Month 3: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 2</p> <p>Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 3</p> <p>Month 4: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 3</p> <p>Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No.4</p> <p>Month 5: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 4</p> <p>Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 5</p> <p>Month 6: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 5</p> <p>Submission of Concept and Layout for the DOT</p>	
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	<p>Newsletter and/or Corporate Magazine Issue No. 6</p> <p>Month 7: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 6</p> <p>Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 7</p> <p>Month 8: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 7</p> <p>Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 8</p> <p>Month 9: Publication of DOT Newsletter and/or Corporate Magazine Issue No. 8</p> <p>Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 9</p>	
<p>2. Professional Media Monitoring</p>	<p><i>Subscription to a reliable Media Monitoring and Listening Plan</i></p> <p>Nine-month subscription to a premium media monitoring service with report and analysis</p>	<p>5,000,000.00</p>

II. Promoting Corporate Social Responsibility

<p>3. On-ground events and Activations</p>	<p>Nine (9) local events and one (1) stand-alone event, to be distributed per Quarter during the nine-month engagement period.</p> <p>Format as follows:</p>		<p>10,000,000.00</p>
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	<ol style="list-style-type: none"> 1. Trade shows 2. Media familiarization on trips 3. Press briefings (DOT Annual Midyear Media and Stakeholders Briefing) 4. Interactive exhibits 5. And other formats <p>*as needed</p>		
<p>4. Press Conferences, Roundtable Meetings, and Networking Luncheons/Dinners</p>	<p>Event management, logistics, and all costs related to execution, venue rental</p> <p>Mounting of events such as press conferences, roundtable meetings, networking luncheons, and the DOT annual Midyear Briefing</p> <p>*no less than 12 events to be distributed per Quarter during the nine-month engagement period or as needed</p> <p>Q2 (April – June) – 4 presscon, roundtable meetings and luncheons</p> <p>Q3(July-September) – 4 presscon, roundtable</p>	<p>Events management company</p> <p>Estimate cost per number of pax and E077</p> <p>-government guests</p> <p>-non-government guests</p> <p>-logistics</p>	<p>5,340,000.00</p>

	meetings and luncheons Q4 (October – December) – 4 presscon, roundtable meetings and luncheons		
	Event management, venue rental and logistics	Events management company Estimate cost per number of pax and EO 77 -government guests -non-government guests -logistics	
	Corporate Gifts. Provision of Corporate Gifts for all DOT corporate events, good for 20 pax per event.	Estimate cost per A1 – 10 pax (VIPs) A2 – 5 pax (public officials ex. 2 Undersecretaries, 3 Assistant Secretaries) A3 – 5 pax (private stakeholders)	
5. Workshops and Post-Implementation Reporting	DOT staff training, regular alignment meetings, and post-implementation reporting	Q2 (April – June) – April – 1 DOT staff training and workshop, 1 monthly alignment meeting May - 1 DOT staff training and workshop, 1 monthly alignment meeting June- 1 DOT staff training and workshop, 2 monthly alignment meeting Q3 (July- September) July - 1 DOT staff training and workshop, 1 monthly alignment meeting August - 1 DOT staff training and	2,000,000.00

		workshop, 1 monthly alignment meeting September - 1 DOT staff training and workshop, 2 monthly alignment meeting Q4 (October – December) October - 1 DOT staff training and workshop, 1 monthly alignment meeting November - 1 DOT staff training and workshop, 1 monthly alignment meeting December - 2 DOT staff training and workshop, 2 monthly alignment meeting	
	DOT staff training and workshops	Estimate cost per number of pax per EO 77 (government employees) Consultancy Firm to handle Venue rental, accommodation, meals – estimate cost per EO 77 (government employees)	
	Monthly alignment meetings	Estimate cost per number of pax per EO 77 (government employees) Consultancy Firm to handle Venue rental, accommodation, meals – estimate cost per EO 77 (government employees)	
	Post-implementation reporting		

III. Nationwide, Multi-platform Corporate Campaign

<p>5. Multimedia Tourism Program</p>	<p>Production of a 30-minute, 2-Season/26-week DOT weekend program (TV, radio, and online) for the duration of the nine-month engagement period.</p>	<ul style="list-style-type: none"> ▪ Month 1: Conceptualization & Pre-Production for S1 ▪ Month 2: Production & Editing for EP 1-8 ▪ Month 3: Production & Editing for EP 9-13 ▪ Month 4: Post-Production & Initial Airing every Weekend (Sat-Sun) ▪ Week 1 (EP 1 & 2) ▪ Week 2 (EP 3 & 4) ▪ Week 3 (EP 5 & 6) ▪ Week 4 (EP 7 & 8) ▪ Month 5 1/2: Season Wrap-Up for EP 9-13 & Start of conceptualization for S2; Submission of Proposal Plan of S2; ▪ Week 5 (EP 9 & 10) ▪ Week 6 (EP 11 & 12) ▪ Week 7 (EP 13) ▪ Month 5 1/2: Approval & Pre- 	<p>17,333,333.30</p>
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		<ul style="list-style-type: none"> ▪ production for S2 ▪ Month 6: Production & Editing for EP 14-21 ▪ Month 7: Production & Editing for EP 22-26 ▪ Month 8: Post-Production & Airing every Weekend (Sat-Sun) ▪ Week 8 (EP 14 & 15) ▪ Week 9 (EP 16 & 17) ▪ Week 10 (EP 18 & 19) ▪ Week 11 (EP 20 & 21) ▪ Month 9: Season Wrap-Up & Future Planning ▪ Week 12 (EP 22 & 23) ▪ Week 13 (EP 24 & 25) ▪ Week 14 (EP 26) 	
	<p>Production of multimedia materials for corporate affairs use</p>	<p>Multimedia assets</p> <ul style="list-style-type: none"> ▪ Video - 24 ▪ Infographics -24 ▪ Artcards - 96 ▪ Reels – 48 <p>To be distributed as follows:</p>	<p>ARTCARDS</p>

		<p>TOTAL: 96 April - 9 May - 10 June - 9 July - 16 Aug - 9 Sept - 9 Oct - 9 Nov - 9 Dec - 16</p> <hr/> <p>INFOGRAPHICS TOTAL: 24 April - 2 May - 3 June - 2 July - 4 Aug - 2 Sept - 2 Oct - 2 Nov - 3 Dec - 4</p> <p>REELS TOTAL: 48 April - 5 May - 6 June - 5 July - 6 Aug - 5 Sept - 5 Oct - 5 Nov - 5 Dec - 6 (NOTE: 15 to 90 sec.)</p> <p>VIDEO TOTAL: 24 April - 2 May - 4 June - 2 July - 4 Aug - 2 Sept - 2 Oct - 2 Nov - 2 Dec - 4 (NOTE: 60 sec. to 3 min.)</p>	
<p>6. Advertorials/Placements</p>	<p>TV, radio, print, digital, and OOH advertising</p> <p>TV and radio advertising (1,000 TV spots and 2000 radio spots)</p> <p>Print and digital (50) placements</p>	<p>Advertorials/ placements: the consultancy will guarantee the airing of at least (TV - 1,000 spots; Radio - 2000 spots; Digital and Print - 50 placements)</p>	<p>34,690,000.00</p>

	OOH advertising (3 locations for 1 month) with the following schedule of activities: Month 3: Submission and approval of OOH Advertising plan -Target audience identification -Identify key performance indicators (KPIs) -Shoot and production and approval of Ad -Crafting and approval of key messages and creative content creation -tagline & branding -storytelling approach -visual& video content -user-generated content Month 5: OOH placement on strategic place 1 for 10 days Month 7: OOH placement on strategic place 2 for 10 days Month 9: OOH placement on strategic place 3 for 10 days	<ul style="list-style-type: none"> ▪ 900 TV spots to be distributed as follows: -- -100 spots/month ▪ 1,000 radio spots to be distributed as follows: -- -100 spots/month -200 spots/9th month (or per decision of the end-user) ▪ 25 placements for print to be distributed as follows: -- -3 placements/month ▪ 25 placements for digital to be distributed as follows: -- -3 placements/month 	
GRAND TOTAL		PHP	84,238,333.30

VIII. MILESTONES

DELIVERABLES	MONTHS	PERCENTAGE OF PAYMENT
<p>1. Submission of Concept and Layout of DOT Newsletter and/or Corporate Magazine Issue No. 1</p> <p>2. Corporate Media Communication Plan</p> <p>2.1 Submission of Conduct of Media Landscape Analysis</p> <p>2.2 Identify gaps, opportunities and areas for improvement</p> <p>2.3 Segment target audience based on demographics, interests and travel preferences</p> <p>3. Crisis Communication Strategy</p> <p>-Submission of Crisis Management Team</p> <p>3.1 Identify and onboard key consultants</p> <p>-Crisis Management Director</p> <p>-PR and Brand Manager</p> <p>-Tourism Expert/Director</p> <p>-Define roles and responsibilities</p> <p>-Align with DOT leadership on objectives and expectations</p> <p>3.2 Risk Assessment & Crisis Scenario Identification</p> <ul style="list-style-type: none"> - Conduct of SWOT analysis on potential crises affecting Philippine tourism. - Identify high-risk scenarios (e.g. pandemics, typhoons, security threats, reputational issues) - Assess past-tourism-related crises and DOT's response effectiveness <p>4. Subscription to premium media monitoring and listening plan</p> <p>5. Submission of storyboard/concept, script for the Season 1 30-minute, 26-week DOT weekend program</p> <p>6. Production of multimedia materials for 1 month</p> <ul style="list-style-type: none"> • 9 Art Cards • 2 Infographics 	<p>Month 1</p>	<p>15%</p>

<ul style="list-style-type: none"> • 5 Reels (15-90s) • 2 Videos (60s-3mins) <p>7. Submission of storyboard, concept plan, and script for the Ads for placements for TV and radio spots, print and digital platforms</p> <p>-Submission of key messages& creative content</p> <p>-Submission of media Plan (schedule of ad placements)</p> <p>8. Implementation of first DOT Staff training and workshop with the following key areas (to be determined by the end-user):</p> <ul style="list-style-type: none"> -digital media management -crisis communication -content creation (graphics, video, script writing, PR writing) -photo journalism -media relations -stakeholders engagement <p>9. Implementation of the first monthly alignment meeting</p> <p>10. Submission of proposed corporate giveaways</p>		
<p>1. Publication of DOT Newsletter and/or Corporate Magazine Issue No. 1</p> <p>2. Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 2</p> <p>Progressive billing on:</p> <ol style="list-style-type: none"> 1. Corporate Media Communication Plan <ol style="list-style-type: none"> 1.1 Submission of key messaging 1.2 Alignment of key messages with NTDP goals and DOT's corporate priorities 1.3 Submission of framework of messages for different audience segments 2. Crisis Communication Strategy <ol style="list-style-type: none"> 2.1 Submission of stakeholder mapping and communication audit 2.2 Review of current crisis communication protocols, gaps, and areas for improvement 	<p>Month 2</p>	<p>10%</p>

<p>2.3 Conduct of interviews and focus group discussions with DOT leadership and stakeholders</p> <p>3. Production shoot and editing of the 30-minute, 26-week DOT weekend program (EP 1-8)</p> <p>4. Production of multimedia materials for the month</p> <ul style="list-style-type: none"> -10 Art Cards -3 Infographics -6 Reels (15-90s) -4 Videos (60s-3mins) <p>5. Mounting of on 1 ground events and 1 press conferences, roundtable meetings, networking lunches</p> <p>6. Provision of corporate gifts for DOT events</p> <p>7. DOT Staff training and workshop</p> <p>8. Monthly alignment meeting</p> <p>9. Approval of media plan for the TV and radio spots, print and digital placements</p> <ul style="list-style-type: none"> -Target audience identification -Identify key performance indicators (KPIs) <p>9.1 Shoot and production and approval of Ad</p> <p>9.2 Crafting and approval of key messages and creative content creation</p> <ul style="list-style-type: none"> -tagline & branding -storytelling approach -visual& video content -user-generated content 		
<p>1. Publication of DOT Newsletter and/or Corporate Magazine Issue No. 2</p> <p>2. Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 3</p> <p>Progressive billing on:</p> <p>1. Corporate Media Communication Plan</p> <ul style="list-style-type: none"> 1.1 Submission of identified key digital platforms for communication efforts. 1.2 Establishment of content themes and digital engagement guidelines. 	<p>Month 3</p>	<p>10%</p>

<p>1.3 Submission of Editorial Calendar for content distribution</p> <p>3. Crisis Management Plan 3.1 Submission of Crisis Management Framework</p> <p>4. Production shoot and editing of the 30-minute, 26-week DOT weekend program (EP 9-13)</p> <p>5. Production of multimedia materials for the month</p> <ul style="list-style-type: none"> - 9 Art Cards - 2 Infographics - 5 Reels (15-90s) - 2 Videos (60s-3mins) <p>6. Ad placements</p> <p>-3 placements on digital advertising social media ads (on choice of platforms: facebook, Instagram, Tiktok, YouTube, X, Google Display and Search Ads, Email marketing and website promotions, Influencer marketing and travel blogs</p> <p>-100 spots each traditional media (TV, radio)</p> <p>-3 placements on print</p> <p>7. Mounting of 1 on ground events and 2 press conferences, roundtable meetings, networking lunches</p> <p>8. Provision of corporate gifts for DOT events</p> <p>9. DOT Staff training and workshop</p> <p>10. Two Monthly alignment meeting</p> <p>3. Submission and approval of OOH Advertising plan</p> <ul style="list-style-type: none"> -Target audience identification -Identify key performance indicators (KPIs) <p>3.1 Shoot and production and approval of Ad</p>		
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<p>3.2 Crafting and approval of key messages and creative content creation</p> <ul style="list-style-type: none"> -tagline & branding -storytelling approach -visual& video content -user-generated content 		
<ol style="list-style-type: none"> 1. Publication of DOT Newsletter and/or Corporate Magazine Issue No. 3 2. Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 4 <p>Progressive billing on:</p> <ol style="list-style-type: none"> 1. Corporate Media Communication Plan <ul style="list-style-type: none"> 1.1 Submission of multimedia content 1.2 Submission of collaboration plan with influencers and tourism stakeholders to create compelling narratives. 1.3 Submission of sustainability-driven campaigns 2. Crisis Management Plan <ul style="list-style-type: none"> 2.1 Submission of Crisis Communication Plan 2.2 Submission of detailed communication protocols for different crisis scenarios. 2.3 Briefing of designated Department spokesperson guidelines and media handling protocols 2.4 Submission of pre-approved messaging templates for different crises 2.5 Submission of crisis response flowchart for DOT personnel 3. Post-Production & Initial Airing of the First Season 30-minute, 26-week DOT weekend program <ul style="list-style-type: none"> - Week 1 (EP 1 & 2) - Week 2 (EP 3 & 4) 	<p>Month 4</p>	<p>10%</p>

<ul style="list-style-type: none"> - Week 3 (EP 5 & 6) - Week 4 (EP 7 & 8) <p>2. Production of multimedia materials for the month</p> <ul style="list-style-type: none"> - 16 Art Cards - 4 Infographics - 6 Reels (15-90s) - 4 Videos (60s-3mins) <p>3. Ad placements</p> <p>-3 social media ads (on choice of platforms: facebook, Instagram, Tiktok, YouTube, X, Google Display and Search Ads, Email marketing and website promotions, Influencer marketing and travel blogs</p> <ul style="list-style-type: none"> -100 spots on TV -100 spots on radio -3 placements on print <p>4. Mounting of 1 on ground events and 1 press conferences, roundtable meetings, networking lunches</p> <p>5. Provision of corporate gifts for DOT events</p> <p>6. DOT Staff training and workshop</p> <p>7. One Monthly alignment meeting</p>		
<ul style="list-style-type: none"> 1. Publication of DOT Newsletter and/or Corporate Magazine Issue No. 4 2. Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 5 <p>Progressive billing on:</p> <ul style="list-style-type: none"> 1. Corporate Media Communication Plan 1.1 Launch of corporate media campaigns focusing on: <ul style="list-style-type: none"> -digital platforms (facebook, Instagram, Tiktok, YouTube) 	<p>Month 5</p>	<p>10%</p>

<p>-Traditional media (TV, radio, print)</p> <ul style="list-style-type: none"> -Strategic partnerships with influencers and key opinion leaders 1.2 Execution of campaigns promoting DOT's sustainability and resilience programs 1.3 Execution of press releases, interviews and events to enhance media visibility 2. Crisis Management Plan 2.1 Training & Capacity Building -Conduct workshops for DOT leadership and key personnel on crisis communication -train spokesperson on effective media handling and damage control -organize PR and media engagement training for tourism offices and partners -establish a crisis response playbook for easy reference 3. Season 1 Wrap-Up & Submission of Proposal Plan for Season 2 - Week 5 (EP 9 & 10) - Week 6 (EP 11 & 12) - Week 7 (EP 13) 4. Production of multimedia materials for the month - 9 Art Cards - 2 Infographics - 5 Reels (15-90s) - 2 Videos (60s-3mins) 5. Ad placements -3 social media ads (on choice of platforms: facebook, Instagram, Tiktok, YouTube, X, Google Display and Search Ads, Email marketing and 		
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<p>website promotions, Influencer marketing and travel blogs</p> <p>-100 spots on TV</p> <p>-100 spots on radio</p> <p>-3 placements on print</p> <p>6. Mounting of 1 on ground events and 1 press conferences, roundtable meetings, networking lunches</p> <p>7. Provision of corporate gifts for DOT events</p> <p>8. DOT Staff training and workshop</p> <p>9. Monthly alignment meeting</p> <p>3. OOH placement in strategic location 1 for 10 days</p>		
<ol style="list-style-type: none"> 1. Publication of DOT Newsletter and/or Corporate Magazine Issue No. 5 2. Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 6 <p>Progressive billing on:</p> <ol style="list-style-type: none"> 1. Corporate Media Communication Plan <ol style="list-style-type: none"> 1.1 Submission of plan of engagement with local communities, tourism businesses, and travel enthusiasts through interactive campaigns 1.2 Execution of roundtable discussions with key tourism stakeholders 2. Crisis Management Plan <ol style="list-style-type: none"> 2.1 Crisis Simulation & Emergency Response Drills <p>-execute tabletop crisis exercises to test protocols</p> <p>-conduct live crisis simulations (e.g. mock press conferences, social media response drills)</p>	<p>Month 6</p>	<p>10%</p>

<ul style="list-style-type: none"> -evaluate DOT's crisis response speed, effectiveness, and coordination -identify areas for refinement and improvements 3. Production shoot & editing for Second Season (4 weekend) 30-minute, 26-week DOT weekend program; (EP 14-21) 4. Production of multimedia materials for the month <ul style="list-style-type: none"> - 9 Art Cards - 2 Infographics - 5 Reels (15-90s) - 2 Videos (60s-3mins) 5. Ad placements <ul style="list-style-type: none"> -3 social media ads (on choice of platforms: facebook, Instagram, Tiktok, YouTube, X, Google Display and Search Ads, Email marketing and website promotions, Influencer marketing and travel blogs -100 spots on TV -100 spots on radio -3 placements on print 6. Mounting of 1 on ground events and 2 press conferences, roundtable meetings, networking lunches 6.1. Mounting of 1 stand-alone event 7. Provision of corporate gifts for DOT events 8. DOT Staff training and workshop 9. Two Monthly alignment meeting 		
<ol style="list-style-type: none"> 1. Publication of DOT Newsletter and/or Corporate Magazine Issue No. 6 2. Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 7 <p>Progressive billing on:</p>	<p>Month 7</p>	<p>10%</p>

<p>1. 1. Corporate Media Communication Plan</p> <p>1.1 Submission of campaign performance monitoring and tracking using key performance indicators (KPIs), such as:</p> <ul style="list-style-type: none"> -social media engagement (likes, shares, comments, reach) -website traffic and audience retention -media coverage and public sentiment analysis -stakeholder feedback and participation rates <p>1.2 Post-campaign assessments to measure effectiveness and areas of improvement</p> <p>2. Crisis Management Plan</p> <p>2.1 Implementation of Crisis Communication Plan</p> <ul style="list-style-type: none"> -distribute and integrate the finalized plan across DOT's organizational structure -launch real-time monitoring systems for crisis alerts and media tracking -establish digital crisis response strategies, including social media monitoring and emergency updates -alignment of DOT's website, press releases and official communication channels with crisis framework <p>3. Production shoot & editing for Second Season 30-minute, 26-week DOT weekend program; (EP 22-26)</p> <p>4. Production of multimedia materials for the month</p> <ul style="list-style-type: none"> - 9 Art Cards - 2 Infographics - 5 Reels (15-90s) - 2 Videos (60s-3mins) 		
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<p>5. Ad placements</p> <p>-3 social media ads (on choice of platforms: facebook, Instagram, Tiktok, YouTube, X, Google Display and Search Ads, Email marketing and website promotions, Influencer marketing and travel blogs</p> <p>-100 spots on TV</p> <p>-100 spots on radio</p> <p>-3 placements on print</p> <p>6. Mounting of 1 on ground events and 1 press conferences, roundtable meetings, networking lunches</p> <p>7. Provision of corporate gifts for DOT events</p> <p>8. DOT Staff training and workshop</p> <p>9. Monthly alignment meeting</p> <p>3. OOH Ad placement in strategic location 2 for 10 days</p>		
<p>1. Publication of DOT Newsletter and/or Corporate Magazine Issue No. 7</p> <p>2. Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 8</p> <p>Progressive billing on:</p> <p>1. Corporate Media Communication Plan</p> <p>1.1 Submission of data analysis/ insights to refine messaging and campaign approaches</p> <p>1.2 Submission of recommendations for the next phase of the communication strategy</p> <p>2. Crisis Management Plan</p> <p>2.1 Submission of collaboration plan with external partners</p>	<p>Month 8</p>	<p>10%</p>

<ul style="list-style-type: none"> -alliances with emergency services, government agencies, and industry groups -development of MOUs with LGUs, tourism organizations, and law enforcement for crisis coordination -submission of a media partnership strategy to ensure accurate reporting and prevent misinformation 3. Post-Production & Initial Airing of the Second Season 30-minute, 26-week DOT weekend program <ul style="list-style-type: none"> - Week 8 (EP 14 & 15) - Week 9 (EP 16 & 17) - Week 10 (EP 18 & 19) - Week 11 (EP 20 & 21) 4. Production of multimedia materials for the month <ul style="list-style-type: none"> - 9 Art Cards - 2 Infographics - 5 Reels (15-90s) - 2 Videos (60s-3mins) 5. Ad placements for TV, radio spots, print and digital placements 6. Mounting of 1 on ground events and 1 press conferences, roundtable meetings, networking lunches 7. Provision of corporate gifts for DOT events 8. DOT Staff training and workshop 9. Monthly alignment meeting 		
<ol style="list-style-type: none"> 1. Publication of DOT Newsletter and/or Corporate Magazine Issue No. 8 2. Submission of Concept and Layout for the DOT Newsletter and/or Corporate Magazine Issue No. 9 	<p>Month 9</p>	<p>15%</p>

<p>Progressive billing on:</p> <ol style="list-style-type: none"> 1. Corporate Media Communication Plan <ol style="list-style-type: none"> 1.1 Submission of areas for refinement and improvement of the communication plan 2. Crisis Management Plan <ol style="list-style-type: none"> 2.1 Submission of Post-Crisis Review & Continuous Improvement <ul style="list-style-type: none"> -conduct case study reviews of recent crises and DOT's response -implement a post-crisis feedback mechanism to assess effectiveness -revise and update the crisis plan based on lessons learned -establish an annual review process for continuous improvement 3. Season 2 Wrap-Up of the Second Season 30-minute, 26-week DOT weekend program <ul style="list-style-type: none"> - Week 12 (EP 22 & 23) - Week 13 (EP 24 & 25) - Week 14 (EP 26) 2. Production of multimedia materials for the month <ul style="list-style-type: none"> -16 Art Cards -4 Infographics -6 Reels (15-90s) -4 Videos (60s-3mins) 3. Ad placements <ul style="list-style-type: none"> -4 social media ads (on choice of platforms: facebook, Instagram, Tiktok, YouTube, X, Google Display and Search Ads, Email marketing and website promotions, Influencer marketing and travel blogs 		
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<ul style="list-style-type: none"> -200 spots on TV -300 spots on radio -4 placements on print 3.1 Submission of monitoring and analysis performance report on all Ad placements -track key performance indicators (KPIs) -social media engagement (likes, shares, comments, reach) -website traffic and visitor inquiries -Ad conversion rates and ROI -audience sentiment and feedback -report from analytics tools (Google analytics, Meta Ads Manager, etc.) 4. Mounting of 1 on ground events and 2 press conferences, roundtable meetings, networking lunches 5. Provision of corporate gifts for DOT events 6. Two DOT Staff training and workshop 7. Two Monthly alignment meeting 4. Final Report on Corporate Media Communications and Crisis Communication Strategy 5. Post implementation reporting 6. OOH Ad placement on strategic place 3 for 10 days 		
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IX. MINIMUM REQUIRED OF DEDICATED PERSONNEL

Required Personnel	Minimum Years of Experience
1. Managing Director / Supervisor	20 years
2. Crisis Management Expert/ Director	20 years
3. Travel and Tourism Expert/ Director	15 years

4. Account Executive / PR& Brand Manager	15 years
5. Production Manager	15 years
6. Executive Producer	10 years
7. Head Writer	10 years
8. Editorial Associate / Researcher	5 years
9. Graphic Designer	5 years
10. Five (5) Senior Copywriters	5 years

Note: Dedicated personnel must be exclusive to this contract; Bidders may recommend additional personnel deemed fit for the team

a. **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), DOT officials, and other tourism stakeholders that the DOT will invite during the pitch presentation.
2. A maximum of thirty minutes (30 minutes) will be given to each bidder for their presentation to TWG Members and other individuals to be invited by the DOT. They will also be required to present and introduce the team members' credentials assigned to the DOT project. The allotted time excludes the question-and-answer portion.
3. The presentation will be rated by TWG members individually, and ratings will be averaged to arrive at a final score per bidder. Rating will be done based on the scores.

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

1.	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	Readiness of the agency for the assignment	30%
	Public Relations Firm/Agency	10%
	Full-service creative Agency with PR services	30%
	Media Planning and Buying Agency with PR services	20%
B.	Similar projects completed in the last three years	10%
	At least four completed Corporate Media and Communications project	10%
	One to three completed Corporate Media and Communications project	5%
C.	Years in existence as Public Relations Agency, Full Service Creative Agency, or Media Planning Agency	10%
	More than 10 years	10%
	At least 10 years	5%
D.	Contract cost of Completed Projects in the last 3 years	10%

	At least one project with contract cost equal or greater than 42 million pesos	10%
	All projects cost less than 42 million pesos	5%
II.	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Required number and positions of personnel with minimum years of experience is exceeded by an additional 6 personnel following any of the profiles of the identified minimum required personnel.	20%
	Required number and positions of personnel with minimum years of experience is met.	10%
III.	Current Workload relative to capacity	20%
	5 or more projects with contract cost equal or greater than 42 million pesos	5%
	3-4 projects with contract cost equal or greater than 42 million pesos	10%
	1-2 projects with contract cost equal or greater than 42 million pesos	20%
	No projects with contract cost equal or greater than 42 million pesos	0%
TOTAL		100%

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

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the project	15%
	Similar corporate media-related projects handled for the Philippine government agencies and/or organizations in the tourism sector	5%
	Similar corporate media-related projects handled for a private company.	5%
	At least 3 years' worth of experience with similar nature of work dealing with the media projects, corporate affairs, and public relations	5%
B.	The extent of the partnered network of the broadcast media network	15%
	Global and National	15%
	National only	10%
C.	Expertise and capability of the firm	30%
I.	Services rendered in completed projects in the past three years	
	Two or more media Ads and placements	15%
	Two or more event-activations	10%
	One of more data Analytics and Monitoring	5%
II.	Experience and Credentials	15%
	At least three (3) completed projects related to corporate media communications projects, validated or certified by previous clients within 3 years	15%
	At least one (1) international (outside Philippines) or national award related to corporate media and communications projects in the last 3 years by an award-giving body	10%
D.	Plan of approach and methodology	40%
	Efficient allocation of given budget (proposal of budget breakdown	30%

showing how media placements will be spread out across all media channels)	
The appropriateness of the proposed media partners and entities for national promotion of DOT corporate affairs	10%
TOTAL	100%

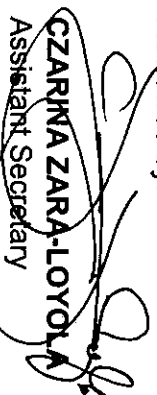
- b. Terms and Conditions**
1. **Assessment and Adjustment:** The DOT reserves the right to assess the effectiveness of any corporate media and communications plan and adjust the budget allocation or scope to optimize exposure, provided changes remain within the contract terms. Any revisions shall not incur additional costs to DOT.
 2. **Ownership of Materials:** All advertising and creative materials, both raw and edited, will be exclusively owned by DOT for future use locally and internationally.
 3. **Copyright Infringement:** The service provider is required to use only original materials unless otherwise authorized by DOT. Any breach of this clause will cause the output void, and the service provider will be liable for liquidated damages equivalent to the cost of the non-original material, without the need for demand or proof of damages.
 4. **Compensation Cap:** The compensation for the service provider on production costs shall not exceed 12% of the total campaign cost, to be reflected in the final cost estimate.
 5. **Revisions:** All produced materials may be edited up to five times within a five-year period at no additional cost to DOT.
 6. **Termination or Suspension:** DOT reserves the right to terminate, suspend, or adjust the contract if the service provider's performance is deemed unsatisfactory or non-compliant with the TOR requirements. In case of termination, the DOT shall have full ownership of all materials produced up to the point of termination.
 7. **Performance Bond:** To safeguard the Department's interests, the service provider will be required to submit a performance bond to ensure the faithful performance of the project in accordance with the terms agreed upon.
 8. **Penalties for Non-Performance:** The service provider shall be liable for penalties for non-performance or unsatisfactory performance of the contract deliverables. Penalties will be assessed based on the value of the unfulfilled portion of the contract, without prejudice to any additional legal recourse available to the DOT.
 9. **Approval of Materials:** All materials must be submitted for DOT's approval prior to implementation. Materials that do not meet DOT standards must be revised at no additional cost.
 10. **Warranties:** The service provider warrants that all work and materials comply with DOT's specifications and that they are free from defects in workmanship and materials. The service provider will correct any defects at no additional cost to DOT.
 11. **Liquidation Damages:** The DOT has the right to impose liquidated damages equal to the cost of the contract to compensate one party if the other party fails to fulfill their contractual obligations, such as completing a project on time.
 12. **Retention Fees:** Retention fees shall be determined by the DOT in the percentage of the contract amount withheld by the client to ensure that the contractor fulfills all obligations, including any post-completion revisions or adjustments.

Prepared by:



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