

TERMS OF REFERENCE

CONSULTING AGENCY FOR THE IMC ENHANCEMENT AND ACTIVATION OF THE LOVE THE PHILIPPINES CAMPAIGN

I. PROJECT DESCRIPTION

The development of a campaign for the year 2025 to enhance the implementation of the Philippine tourism campaign and uplift the marketing and promotional efforts of the Department of Tourism (DOT) that leverage digital channels.

II. BACKGROUND

The Department of Tourism (DOT), through its Branding and Marketing Communications Office (BMCO), leads a comprehensive tourism country branding program designed to elevate the Philippines' global image as a top-of-mind travel destination. By showcasing the country's rich culture, breathtaking landscapes and seascapes, vibrant and diverse culture, soulful gastronomy scene and signature Filipino brand of service excellence, "Love the Philippines" (LTP) as a tourism campaign aims to inspire travelers worldwide to visit and reinforce the country's appeal as the ultimate travel experience.

Much like how France is synonymous with romance, Italy with family, and Brazil with fun - the "Love the Philippines" campaign was set to create a global recognition of the Philippines in which the Philippines synonymous LOVE. This objective was incorporated in LTP's four brand pillars which serve as the firm foundation of the campaign and its messaging:

Biodiversity of Love - Highlighting the country's diverse ecosystems as metaphors for the many facets of love, from the depths of the Philippine Trench to the heights of Mount Apo.

Award-winning Natural Beauty of Love - Showcasing the country's internationally recognized natural wonders as backdrops for love stories, from the UNESCO World Heritage rice terraces of Ifugao to the pristine beaches of Palawan.

Archipelago of Festive and Cultural Love - Celebrating Filipinos' love for vibrant festivals, rich traditions, and warm hospitality

and **Gastronomical Love** - Promoting the country's unique culinary landscape as a journey of love through flavors, from street food adventures to fine dining experiences that blend local ingredients with global influences.

Aligned with the President's overall vision of making the Philippines a Tourism Powerhouse in Asia and the NTDP's strategic goal of Maximizing Domestic and International Tourism, the BMC undertakes a comprehensive approach to rollout the "Love the Philippines" campaign.

Through extensive planning, authentic storytelling, and leveraging of both traditional and digital media, the Philippines can carve out a unique and emotionally resonant place in the hearts and minds of people around the world. By weaving these four pillars into every aspect of the country's marketing efforts and tourism offerings, the Philippines will not only become associated with love but will redefine what it means to experience love in all its forms - romantic, familial, cultural, and environmental.

III. OBJECTIVES

The Branding program aims to elevate the Philippines’ overall brand and image as a top-of-mind travel and tourism destination to celebrate the connection of love with every human experience. And this connection will be stories worth sharing with the love to travel. We believe that every person, Filipino or foreign will want to celebrate those stories of love in the Philippines through this branding campaign - to attain the goal and associate the word "LOVE" with the Philippines brand.

The procurement of the services of experienced marketing and communications agency will enable DOT to successfully promote the Philippines as a preferred tourist destination and attract more international visitors that will help in achieving the target of 8.4 million tourist arrivals by the end of FY 2025.

- To enhance the Love the Philippines campaign through integrated marketing communications that is adaptable to the current market trends and industry needs/practices.
- To further develop and align the tourism products with the brand positioning and key messages of current tourism campaign, ensuring a cohesive and holistic approach in engaging the department’s target audience.
- To improve brand engagement and perception and to strengthen the Philippines’ identity as a premier destination and foster connections.

IV. SCOPE OF WORK AND DELIVERABLES

Scope of Work	Deliverables
Creative Direction and Campaign Development	<p>Conduct research on relevant demographics and psychographics of DOT’s priority markets.</p> <p>Research and identify emerging trends and technologies relevant to the DOT brand.</p> <p>Incorporate a comprehensive audit of the DOT’s existing branding activations across all platforms and provide</p>

	<p>analyses and recommendations from the results of the audit.</p> <p>With the information/research results, submit a campaign that shall:</p> <p>Recommend an effective campaign that will align the tourism branding campaign to the priority markets in terms of reach, frequency, and continuity.</p> <p>Recommend the most appropriate plan and other options, including appropriate execution thereof, on the various priority tourist markets vis-à-vis present campaigns on the priority markets by competitor countries.</p> <p>Recommend possible future IMC campaign activations apart from strategies and tactics covered in this TOR.</p>
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	<p>Approval of a creative campaign that shall improve and amplify the growing awareness of the Love the Philippines Campaign by providing the creative direction that align with the overall vision and direction of the Department.</p> <p>The campaign should be comprehensive and attainable within a 6-month timeframe. It must include the topics covered in this TOR and will function as the blueprint for the whole execution period.</p> <p>The campaign includes but not limited to the agency's proposed strategies, timelines, channels, platforms, networks and partnerships to effectively reach the identified markets.</p> <p>The plan must be supported by thorough research and data, and should incorporate clearly defined key performance indicators.</p> <p>The proposed strategy should encompass the core concept, work plan, timeline, and budget allocation/distribution for each project/execution.</p> <p>As part of its tactics, the overall campaign should include paid digital placements efforts and social media.</p> <p>The winning agency is likewise tasked to collaborate, align, and ensure relevant agencies that DOT will acquire to execute the Love the Philippines campaign for 2025-26 are aligned with the overall IMC campaign.</p>
<p>Strategic Digital Media Planning and Placements</p>	<p>Include an effective digital media strategy that aligns with overall IMC campaign.</p> <p>Recommend and implement a digital media campaign that includes partners with content that are gender-sensitive</p>

	<p>(based on the audience of each touchpoint) and research-based materials.</p> <p>Recommend and implement a digital media campaign that is feasible in 6 months considering the required deliverables.</p> <p>Recommend the most appropriate media plan and other options, including appropriate execution thereof to reach the local audience.</p> <p>Proposed Digital Media Plan should contain the following but not limited to:</p> <ul style="list-style-type: none"> - Branded Content - Native Advertising <p>These executions must generate at minimum of 1.5 million ad impressions per month.</p> <p>Assist the DOT in the evaluation of media proposals submitted directly to the Department.</p>
	<p>Coordinate and negotiate with media/suppliers for rates, spots, bonuses, etc. for consideration and approval of the DOT.</p>
<p>Digital Campaign for Social Media and Community Engagement Management & Monitoring</p>	<p>Leverage social media as an effective marketing tool and channel to communicate the objectives of the campaign.</p> <p>Include a comprehensive social media content strategy that aligns with DOT's overall marketing goals and the objectives outlined in this TOR, aiming to enhance follower growth across all official social media accounts.</p> <p>Create compelling and engaging multimedia content that will resonate to DOTs target audience, ultimately enhancing the campaign's efforts from the previous year. This said deliverable must utilize data and analytics to ensure optimized campaign performance and targeting.</p>

	<p>Plan, execute, and monitor social media campaign activations in line with the overall objectives of this TOR.</p> <p>Must include at least 1 content/post series per quarter related to addressing and/or increasing awareness on Gender and Development issues.</p> <p>Develop and moderate user-generated content initiatives to foster local pride and engagement, may it be in form of contests, challenges, or other forms of collaborative initiatives.</p> <p>Create and implement weekly and monthly content calendars aligned with the LTP brand, and provide a one-year content calendar to ensure continuity of posting for the next agency handling the DOT social media accounts.</p>
	<p>There should be a minimum of six content posted per week across all DOT social media accounts.</p>
Dedicated Creatives Team	<p>The agency must put together a creative team committed to handle requests related to creative deliverables including lay outing and editing of new and existing branding and marketing assets and materials.</p>
	<p>The agency also must assemble a media coverage team that shall cover at least 1 event per month in Luzon, Visayas, and Mindanao.</p> <p>This includes but is not limited to: Press release development, photo and video coverage of local DOT events as identified by the Department of Tourism.</p> <p>The agency will shoulder all expenses related to this deliverable.</p>
Business Development and Stakeholder Relations	<p>Assist in negotiating and securing partnerships or other forms of support from private stakeholders to enhance DOT's campaigns and programs. If needed, the agency shall prepare briefing materials, presentations, and reports summarizing stakeholder</p>

	<p>engagements, key takeaways, and recommended action points.</p> <p>Develop stakeholder mapping and relationship management strategies to ensure effective communication and coordination between DOT and its partners.</p> <p>The agency shall facilitate stakeholder engagement activities such as but not limited to, meetings, networking events, and industry forums, to strengthen partnerships and identify collaboration opportunities.</p> <p>Provide regular updates on stakeholder interactions, including progress reports and impact assessments, to measure the effectiveness of business development efforts.</p>
<p>Weekly, Monthly, and Terminal Report</p>	<p>The agency must submit a weekly and monthly progress report of the project. This shall be regular and comprehensive reports on engagement and other applicable performance metrics for all executions/activations on a weekly and per end of campaign basis.</p> <p>This includes a media monitoring mechanism or media listening tool for DOT to be on track on current and emerging trends, technologies, relevant news online, other media pick-ups, and any traction gained whether digital or traditional media.</p> <p>The agency must submit digital and printed copies of the aforementioned reports.</p> <p>These reports shall reflect the success rate of the implemented strategies on the immediate reach, effectiveness of placement, and return on investment, and other suggested metrics, vis-à-vis present campaigns on these markets by competitor countries. It should also provide gender-disaggregated data in all the reports.</p>

	<p>Said assessment shall serve as basis for any modifications in the campaign to accommodate a more fitting approach to address deficiencies identified, if any.</p> <p><i>Note: The procured agency is required to regularly coordinate with the DOT team and other relevant consulting agencies; and update all teams concerned with the status of the deliverables.</i></p> <p>Provide at no cost to the DOT, a workshop with at least twenty (20) DOT Employees and no less than two resource speakers. This shall include a presentation of the terminal report, discussion, evaluation, and recommendation from invited resource persons. This must also be held at a neutral location such as, a private room or conference space that will ensure privacy for sensitive information, and provide a distraction-free space. The objective of which is to initiate the development of the campaign and to set guidelines based on the recent data, new learnings, and best practices.</p> <p>The agency shall shoulder all costs, including food, accommodation, transportation, honorarium, and other applicable logistical expenses.</p>
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V. PROJECT DURATION AND BUDGET ALLOCATION

1. The campaign shall be for a period of six (6) months, to commence upon the receipt of the consultant of the Notice to Proceed.
2. The Approved Budget of Contract (ABC) for the project is **Forty-Nine Million Nine Hundred Eighty-One Thousand Five Hundred Ninety-Eight Pesos and Twenty-Four Centavos (PHP49,981,598.24)** inclusive of all applicable taxes, agency service fees, bank charges and other fees as may be incurred in the process.
3. Target implementation of the campaign will be from **June 2025 to December 2025, with additional media values until two months after the campaign duration.**
4. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones. In each milestone the awarded agency must submit (1) an accomplishment report; (2) certification of acceptance signed by the DOT project proponent and superior.

5. Other qualifications required of the agency for this project are stated in the Bid Data Sheet (BDS)
6. The compensation to be paid for the agency service fee of the selected media agency shall be pegged in the amount equivalent to maximum of 12% of their proposed budget for the entire project.

The selected agency shall provide billing to the DOT based on the following schedule of payment upon completion of identified milestones;

Milestones	% of Payment
Approval of the media plan and campaign strategy which must be submitted within one month of the receipt of the notice to proceed.	20%
Submission of monthly progressive billing with signed implementation report by DOT with proof of executions based on the billing invoice equivalent to 75% of the contract price.	75%
Submission of Terminal Report for the whole campaign, completed deliverables, and approved by the end-user.	5%
TOTAL	100%

VI. QUALIFICATIONS

- a. The agency must be an integrated marketing and communications agency, creative agency, media agency with media placements, social media management, and creative services, or other agencies with the required manpower/personnel and staff and is capable to provide the services needed to execute this project efficiently and effectively. It shall be duly established in the Philippines and has nationwide reach.
- b. The agency must have been in existence for at least eight (8) years, and have undertaken an integrated marketing communications campaign during the last three (3) years.
- c. Other qualifications of the required integrated marketing communications agency for this project are stated in the Bid Data Sheet (BDS).

VII. MINIMUM REQUIRED PERSONNEL

Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
1. Managing Director (Project Lead)*	15 years
2. Deputy Project Manager*	10 years
3. Account Manager*	10 years
4. Strategic Planner/ Content Strategist*	15 years
5. Data Analyst*	10 Years
6. Researcher	8 years

7. Social Media Manager*	7 Years
8. Content Manager	7 Years
9. Stakeholder Relations (Community Manager)	5 years
10. Social Media Strategist	5 years
11. Senior Copywriter	5 years
12. Content Writer	5 years
13. Video Editors	5 years
14. Graphic Artists and Designers	5 years
15. Media Planner	5 years
16. Media Buyer	5 years

Note: Dedicated personnel must be exclusive to this contract; Bidders are encouraged to employ additional personnel deemed fit for the Team.

Positions indicated with an asterisk () are considered as key personnel for the project.*

VIII. 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 may 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.
2. A maximum of thirty minutes (30 minutes) will be given to each agency for their presentation to the TWG members and other individuals to be invited by the DOT. They will also be required to present their proposed campaign with the big idea, key message, proposed strategy, tactics, timeline, and budget and introduce their team members' credentials assigned to the DOT project. The time allotted excludes the question-and-answer portion.
3. The presentation will be rated by the BAC and TWG members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.

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

I	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	Appropriateness of the agency for the assignment	15%
	Integrated Marketing Communications Agency	15%
	Creative Agency / Media agency with media placements, social media management, and creative services.	10%
	Others	5%
B.	Extent of partnered network of the agency	15%
	Has International and local reach	15%
	Nationwide and regional reach or less	10%
C.	Similar Projects Completed in the last 3 years	10%
	At least four completed publicity campaigns	10%
	One to three completed publicity campaigns	5%
D.	Years in Existence as an Integrated Marketing Communications Agency, Creative Agency, or Media Agency with media placements, social media management, and creative services	10%
	Above Eight (8) years	10%
	Eight (8) years	5%
E.	Contract cost of Completed Projects in the last 3 years	10%
	At least one project with contract cost equal or greater than 25M Pesos	10%
	Projects cost less than 25M Pesos	5%
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB (refer to VII. Minimum Required Personnel)	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%
	Required number and positions of personnel is not met	0%
III	CURRENT WORKLOAD RELATIVE TO CAPACITY	20%
	5 or more projects with a contract cost equal or greater than 25M Pesos	5%
	3-4 projects with contract cost equal or greater than 25M Pesos	10%
	1-2 projects with contract cost equal or greater than 25M Pesos	20%

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

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the project	20%
	I. For key personnel, all individuals must have completed an integrated marketing communications campaign or a full-service media campaign for a government agency or a multinational brand in the last 5 years	10%

	II.	For key personnel, all individuals must have handled similar integrated marketing communications or full-service media campaign for a company but not necessarily a government agency or a multinational brand in the last 5 years	5%
	III.	For key personnel, all individuals must have at least 5 years' worth of experience with similar nature of work dealing with integrated marketing communications, media placements, and social media management projects	5%
B.	Expertise and Capability of the Firm		30%
	I.	Services rendered in completed projects in the past 3 years	
		Integrated Marketing Communications	5%
		Media Planning and Buying	4%
		Social Media Management	3%
		Research or Insight Gathering	3%
		Creatives (graphic design, lay outing, video editing, among others)	5%
	II.	Experience and Credentials	
		At least three (3) completed campaigns related to marketing, media placements, and social media management, validated by previous clients, the agency has launched within 3 years	5%
		At least one (1) international (outside Philippines) or local award related to Marketing or Advertising in the last 5 years by an award-giving body in existence for at least 10 years	5%
		Required number and positions of personnel is not met	0%
C.	Plan of Approach and Methodology		50%
		Resonance of the overall messaging of the campaign to accomplish the objectives and the "Love the Philippines" tourism brand	20%
		The appropriateness of the proposed consumer touchpoints strategy and social media strategy (platforms used, media partners, among others)	10%
		The effectiveness and soundness of campaign strategies and tactics to accomplish the project's objective.	10%
		Other strategies outside of the TOR that can further the goals of the project without additional cost to the proposed budget	10%
TOTAL			100%

IX. TERMS AND CONDITIONS

1. The selected agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the campaign launched.
2. The DOT reserves the right to adjust the budget allocation for the project, as it may deem necessary and proper and within the scope of the contract, to achieve optimal exposure. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the agency at no cost on the part of DOT for the purpose of modifying the said segment(s) or phase(s) for future implementation.

3. Any excess remuneration or compensation in the form of rebate from media suppliers following the industry practice of compensating services of an advertising or media agency shall be negotiated by the winning agency and certified by the supplier in favor of the DOT in the form of additional marketing materials and/or extended placements, in order to maximize the effect and benefit of the campaign.
4. All advertising, 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;
5. Copyright Infringement. The design layouts, specifications, reports, other documents, and software prepared by the Consultant for the Procuring Entity under this contract 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, videos, and other creative assets (all assets must be in-house and purchasing of assets is strictly prohibited); - All graphics or written consent, including translations, digital or printed materials, and other advertisements produced under the agreement; - All traditional and digital media subscriptions made by the Consultant for the Procuring Entity.
6. 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.
7. The compensation to be paid for the services the selected creative agency on production, costs shall be pegged at the maximum of 12% of the production and execution cost of the campaign, Which amount shall be reflected in the final cost estimates for the production and/or execution of any segment of the campaign. The amount of compensation given to the selected agency shall be all-inclusive for its services.
8. All and each of the materials produced during the period of engagement shall be amenable to editing at no cost to the DOT. The agency must revert 2-3 days for minor revisions such as but not limited to: text edits, color adjustments, image cropping / resizing, font changes, simple layout adjustments, changing the assets used, etc. For major revisions, the agency shall revert within 4-6 days if it entails major concept revision, such as rewriting large portion of the content, etc. For timeline delays due to excessive revisions and failure to meet the expected output, the agency is expected to provide an explanation of their non-compliance. All rendered work and materials submitted to the client prior to the end of the contract duration shall be rightfully owned by the Department of Tourism.

9. The winning Agency shall be subject to the assessment by the DOT according to the effectiveness of delivery of any part or phase of the campaign. The DOT reserves the right to change, terminate, suspend or discontinue temporarily or permanently the contract at any time should the DOT deem the agency incapable of the project or any part of the deliverables be unsatisfactory.
10. The firm shall submit regular reports detailing work progress, issues and concerns, and recommend next steps in relation to the project as part of the deliverables.
11. The winning bidder should cater to relevant ad hoc requests by the end user, as may be requested from time to time.
12. All deliverables and materials are subject to the approval of the DOT prior to implementation.

X. CONTACT PERSONS

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