

TERMS OF REFERENCE
MEDIA PLANNING & PLACEMENT AGENCY

I. Project Title

The development of a media plan for the year 2018 to implement the Philippine tourism brand campaign and uplift the marketing and promotions efforts of the Department of Tourism (DOT) focused on its priority international source markets.

II. Background

The Department of Tourism (DOT) launched in January 2012 the country's new tourism brand called "It's more fun in the Philippines®" [IMFITP].

The brand aims to setup a unique market positioning that boosts and differentiates the Philippines as a "more fun" travel destination by customizing and mounting integrated and aggressive tourism brand awareness campaigns in key international source markets. Much has been achieved by the branding since its launching in 2012. To ensure consistency in message development and sustain the tourism brand, there is a need to develop and implement a new media plan.

Henceforth, DOT now seeks to appoint an experienced media planning and placement agency that will help design, execute, implement, evaluate the DOT's media plan in various forms such as digital, broadcast, outdoor/out-of-home, print, etc., for campaigns that enhance the country tourism brand.

III. Objective and Targeted Outcome

The deliverables required under this project in the form of a media plan and related work for the year 2018 are expected to draw attention to the Philippines through adaptive and convincing presentation in different forms of media of why "It's more fun in the Philippines®" for tourists to visit. The media plan shall serve as DOT's framework in the development and application of strategies that will provide impetus in promoting the Philippines as a preferred tourist destination in view of its target of achieving an increase in the foreign tourist arrivals to 12 million by the end of 2022.

IV. Scope of Work and Deliverables

Scope of Work	Deliverables
Conduct research through methodologies relevant to demographic and psychographic information about the following priority tourist and MICE markets:	Recommend an effective media strategy that will align the tourism branding campaign to the listed priority markets in terms of reach, frequency, and continuity.
<ul style="list-style-type: none"> a. Korea (Seoul and Busan) b. USA and Canada (including overseas Filipino communities in North America) c. Japan (Tokyo, Osaka, Nagoya, Fukuoka) d. China (Beijing, Shanghai, Guangzhou) e. Australia f. Asia Pacific (ASEAN countries, Hong Kong, Taiwan, Macau, Indonesia, Singapore, Malaysia, Thailand, Vietnam) g. Major European Countries 	Recommend the most appropriate media plan and other options, including appropriate execution thereof, on the various priority tourist markets vis-à-vis present media campaigns on these markets by competitor countries.
	Submit a comprehensive international media plan for DOT for the year 2018

<ul style="list-style-type: none"> · First Priority – United Kingdom, Germany, France · Second Priority – Russia & the CIS, Spain, Scandinavian countries, Israel · Third Priority – Italy, Switzerland, Netherlands, Turkey, etc. h. India (New Delhi, Mumbai) i. Middle East (Dubai, Abu Dhabi, Doha, Riyadh) 	<p>showing its reach and frequency goals based on the proposed budget.</p>
	<p>Submit an implementation strategy for the media plan mentioned above.</p>
	<p>Submit a corresponding monitoring and evaluation system in the form of appropriate metrics and timelines in gauging the implementation of the media plan.</p>
<p>Render regular reviews of the overall media plan to make the campaign adapt to current trends particularly with regard to campaign advantage of a competitor country at any given time.</p>	<p>Provide monthly assessment and implementation reports to 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 media campaigns on these markets by competitor countries.</p> <p>Said assessment shall serve as basis for any modifications in the Media Plan to accommodate a more fitting approach to address deficiencies identified, if any.</p>
<p>Coordinate and negotiate with all media for rates, spots, bonuses, etc. for consideration and approval of the DOT.</p>	
<p>Assist the DOT in the evaluation of media proposals submitted directly to the Department.</p>	
<p>Towards the completion of the engagement, assess the outcome of the overall media plan and aid the DOT in the crafting of the succeeding campaign incorporating the insights and recommendations from the evaluation of placements made during the period of engagement.</p>	<p>Provide at no cost to the DOT a post-project report and workshop assessing the outcome of the engagement and developing the working guidelines for subsequent media-buying / media-placement engagements.</p>

V. Qualifications

1. The agency to be selected must be a full media planning and placement agency with the required manpower/personnel and staff. The agency must be duly established in the Philippines and must have a tie-up or a joint venture arrangement with an international media agency with strong client presence in the DOT's priority international markets.
2. The agency and its international partner/s must have been in existence for at least ten (10) years and must have undertaken a similar campaign required by the DOT in this bidding during the last two (2) years with an aggregate cost of at least fifty percent (50%) of the approved budget cost for this project.

3. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

VI. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
1. Account Manager	10 years
2. Strategic Planner	10 years
3. Account Director	10 years
4. Managing Supervisor	5 years
5. Digital Strategist	5 years

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

VII. Project Duration and Budget

1. The campaign will be launched not later than thirty (30) days after the signing of the contact to be implemented until 31 March 2019 with a budget cost of Two Hundred Fifty Million Philippine Pesos (Php 250,000,000.00) inclusive of all applicable taxes, commissions, bank charges, and other fees as may be incurred in the process.
 - A. The compensation to be paid for the services of the selected media agency shall be pegged in the amount equivalent to 2% of the placement cost of each placement, which amount, however, shall be taken from the industry commission rebate from the media suppliers (e.g. TV stations/programs, radio, print, online, etc.). The amount of compensation to the selected agency herein shall be inclusive for its services.
2. The selected media agency shall provide billing to the DOT based on the following schedule of payment upon completion of identified milestones—

Milestones	% of Payment
Presentation and Approval of Media Plan	10%
Submission of Performance Certificate and Assessment Report for December	20%
Submission of Performance Certificate and Assessment Report for January	20%
Submission of Performance Certificate and Assessment Report for February	20%
Submission of Performance Certificate and Assessment Report for March	20%
Submission of Terminal Report for the Whole Campaign	5%
Conduct of the post-project workshop for the DOT	5%
TOTAL	100%

VIII. Terms and Conditions

1. The Approved Budget of Contract (ABC) for the project is Two Hundred Fifty Million Philippine Pesos (Php 250,000,000.00) inclusive of all applicable taxes, commissions, bank charges, and other fees as may be incurred in the process.
2. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the media agency at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation.
3. The selected media agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the media campaign launched.

IX. Contact Person

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