

## **TERMS OF REFERENCE**

### **I. PROJECT TITLE**

Dive Philippines Five-Month Media Campaign

### **II. DESCRIPTION**

The Office of Product and Market Development (OPMD) Dive is in need of the services of a competent PR Agency to handle print and social media publicity featuring the following projects for the period of five months:

1. Anilao Underwater Shootout (November 27-December 1, 2018)
2. International Dive Shows for the 1<sup>st</sup> quarter of 2019 (i.e., Salon de la Plongee Sous Marine, Middle East Dive & Fish Expo 2019 etc.)
3. Launch of Online Campaign with French Celebrities/Influencers Camille Lacourt and Laurent Ballesta
4. DRT Philippine Dive Travel Mart Post – Event Social Media Postings

### **III. OBJECTIVES**

1. To create a strong and consistent online platform for the Dive Philippines brand where information about Philippine diving and DOT dive initiatives are showcased to the global dive market
2. To consistently build awareness, interest and endorsement of dive tourist offerings to target dive market and media through an integrated media program
3. To generate relevant information from media metrics which can be captured through constant monitoring

### **IV. MINIMUM REQUIREMENTS**

- A. Must be a Philippine organization capable of providing the following services:
  1. PR Services (Press release development and media relations);
  2. Digital Marketing (Social media management and creatives)
- B. Must have at least 3 years PR experience for medium to large scale events, preferably dive-related events;
- C. Must have at least one diver team member or willing to outsource a diver consultant who has experience in content creation/writing of dive stories and events, and who can provide editorial direction in developing the Dive Philippines brand;
- D. Must shoulder meals and accommodation expenses of staff/crew and invited media for the duration of the event;
- E. Must shoulder transportation/vehicle for the staff/crew and invited media for the duration of the event and/or press conference;
- F. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS);
- G. Must be willing to provide services on send – bill arrangement; and
- H. Must submit proposed PR and social media plan for Dive Philippines, upon submission of bid documents

### **V. SCOPE AND WORK DELIVERABLES**

- A. Devise a five-month PR and social media plan for Dive Philippines, featuring the following Dive projects (To be submitted along with the bid documents):
  1. Anilao Underwater Shootout 2018 (November 27-December 1, 2018)

- Generate and distribute at least one press release and one post-event release for seeding to major national broadsheets and magazines
  - Organize a Press Conference with the International Judges and launch of the Dive Philippines Online Campaign on November 2018 at Anilao, Mabini, Batangas (*Date and venue TBA*)
    - o Invite and ensure attendance of at least fifty (50) media representatives (print, broadcast, and online) to the Press Conference at Anilao (Date TBA)
    - o Coordinate with international media partners invited by OPMD-Dive
    - o Conduct media briefing and prepare media briefing kit in coordination with OPMD-Dive
    - o Draft questionnaires
    - o Host/facilitate the press conference
    - o Prepare snacks (finger food) for the participants
    - o Invite and ensure attendance of at least 2 national media representatives (online portals/news dailies) to the Awarding Ceremony on December 2, 2018
    - o Photo and video documentation of the event
2. Other OPMD-Dive Projects:
- Launch of Online Campaign with French Celebrities/Influencers Camille Lacourt and Laurent Ballesta
    - o Handle social media posting of readily available post-event materials (Photos, videos, and write-ups)
  - International Dive Shows and other dive projects/campaigns of OPMD-Dive for the 1<sup>st</sup> quarter of 2019 (e.g. Salon de la Plongee Sous Marine, among others)
    - o Generate and distribute at least one press release for seeding to major national broadsheets and magazine
  - DRT Philippine Dive Travel Mart (Post – Event Social Media Postings)
    - o Handle post-event social media postings
    - o Monitor releases, publications, and airings on the Dive Travel Mart
- B. Secure media sponsorships if possible, for key ad spaces or exposure from major news outlets with Philippine Daily Inquirer, Philippine Star, Manila Bulletin, ABS-CBN News, and GMA Network as main targets;
- C. Manage Dive Philippines social networking sites for the period of five months
1. Submit weekly social media calendar for approval of OPMD-Dive;
  2. Daily feed to social networking sites (infographics, shared posts, and milestones related to Dive Philippines); and
  3. Create thematic posts for event sustaining activities
  4. Must develop write-ups and infographics for print and social media publicity that would highly appeal to divers in general;
- D. Create awareness and generate online traffic for Dive Philippines social networking sites through interactive and engaging posts and boosted sponsored posts;
- E. Coordinate with relevant media for interview requests and other media-related concerns;
- F. Monitor releases, publications, and airings, as applicable;
- G. Compile all international and local exposures made on Dive Philippines on a monthly basis;

- H. Generate report of final media reach, values, and mileage for the five-month retainer period; and
- I. The implementation period for the five-month media campaign will start once a presentation and meeting on the deliverables is held between the winning PR Agency and OPMD-Dive.

**VI. BUDGET**

Total estimated budget is P2,000,000.00 inclusive of VAT

**VII. CONTACT PERSON**

Contact Persons :	<b>JAMILLE FRANCINE A. CONCEL</b>
Address :	OPMD-Dive 5 <sup>th</sup> Floor, DOT Building 351 Sen Gil Puyat Avenue, Makati City
Contact Number:	459-5200 local 520 09064136642
Email Address :	<a href="mailto:phdiveteam@gmail.com">phdiveteam@gmail.com</a>