

TERMS OF REFERENCE
CREATIVE AGENCY FOR THE DOT'S ADVOCACY PROGRAMS AND CAMPAIGNS
Department of Tourism

I. Project Overview

The procurement of an agency that will develop and produce the creative requirements for DOT's advocacy programs including Barrier Free Tourism, Tourism Integrates Support and Minds Women's Respect and Child Safety (TourISM WORCS), Filipino Brand of Service, and other programs to enhance awareness among tourism stakeholders.

II. Background

In the past years, the DOT has been active in supporting several advocacy programs that promote inclusivity, equality, and the world renowned brand of service in the tourism industry. This was championed by partnering with different offices and agencies including the DOJ, PNP, DILG, PCW, DEPED, ECPAT, and CWC for the TourISM WoRCS; DOT OIMD, DPWH, DSWD, DTI, DOH and NCDA for Barrier-Free Tourism; and recently the DOT's coordination with DFA and Foreign Embassies for the repatriation of stranded tourists amid the government-enforced community quarantine brought about by the Covid-19 pandemic, which has earned high appreciation as it continues to uphold the Filipino brand of hospitality and service.

DOT's Advocacy Programs:

First, the **TourISM WoRCS** program also known as Tourism Integrates Support and Minds Women's Respect and Child Safety, is the ASEAN-wide campaign that started in 2001 in collaboration with Child Wise Australia. This is in line with the Department of Tourism's mandate to develop and promote a socially-responsible tourism industry in the Philippines and position the country as a safe and wholesome tourist destination.

The TourISM WoRCS Program was launched in various tourist destinations such as Manila, Boracay, Puerto Princesa City, Panglao, Bohol and Cebu City. Trainings were also conducted among tourism stakeholders and the PNP to gain commitment from various tourism stakeholders to protect children against CSEC.

Second, through the Office of the Industry Manpower Development and in partnership with the National Council on Disability Affairs (NCDA), various initiatives on **Barrier-Free Tourism** are implemented.

This is to intensify and promote public awareness on the statutes and mandates that require respect for the inherent dignity, prescribe non-discrimination and inclusion in society, and the promulgation of equality for opportunity and all other rights of PWDs in society.

And last but not least, The **Filipino Brand of Service (FBS)** is one of the centerpiece programs of the Department of Tourism to promote the Filipino hospitality. The FBS is envisioned to enhance and uplift the quality of tourism services in the country where the excellence in service becomes a regional brand and a holistic national identity.

The FBS journey started in 2013 when the DOT conducted a cultural mapping of how the different regions welcome and treat our guests. After several workshops, the DOT in consultation with our culture expert, Dr. Eric Zerrudo, came up with a list of Filipino values that are manifested in treating our guests.

This year, in anticipation of the reopening of more destinations in the country, the DOT will continue to support these advocacy programs to rebuild the trust and confidence in the tourism industry. Moreover, the department needs to intensify public awareness on the statutes and mandates that require the non-discrimination, inclusivity, and equal opportunities among tourists and tourism workers, and promote a socially-responsible tourism industry in the Philippines thereby enhancing the the quality of tourism services.

In order to communicate these programs more creatively, the DOT will hire an experienced full-service creative agency to produce high quality and engaging multimedia content in support of the aforementioned advocacies.

III. Scope of Work and Deliverables

The objectives of the procurement of the services of an experienced full-service creative agency are as follows:

- To communicate DOT's advocacy programs to its stakeholders and the general public

- To develop and produce IEC marketing materials that reflect the Philippines as a socially – responsible and inclusive tourism industry

Scope of Work	Deliverables
Branding Guidelines	<p>Brand book containing the following:</p> <ul style="list-style-type: none"> • Key Visuals, Logo, and design guidelines • Messaging and writing styles • Guidelines regarding the content of GAD related IEC materials.
<p>Production and implementation of an audio-visual presentation (AVP) to promote the DOT advocacy programs</p> <p>Execute resizing and reformatting of the AVP materials as needed</p>	<p>Produce at least three (3) omnibus AVPs to be used for events and digital platforms to further the following DOT advocacy programs:</p> <ol style="list-style-type: none"> 1. TourISM WoRCS 2. Barrier-Free Tourism 3. Filipino Brand of Service <p>Minimum of 1:30 minutes and maximum of 5 minutes each</p> <p>Produce at least 5 sustaining video materials for each advocacy program for a total of at least 15 video materials</p> <p>All materials must be gender-sensitive (in compliance with the Gender- Fair Media Guidebook)</p> <hr/> <p>Editable files must be submitted to DOT at no additional cost</p>
Design of Digital and Printed IEC Materials	<p>To develop digital and printed materials for the DOT’s advocacy programs, which includes but not limited to the following:</p> <ul style="list-style-type: none"> - at least 10 digital posters for each advocacy programs - at least 10 infographics for each advocacy programs

	<ul style="list-style-type: none"> - at least 30 curated photos for each advocacy programs - <p>Editable files must also be submitted to DOT at no additional cost</p>
Comprehensive Report	<ul style="list-style-type: none"> - Submit regular reports detailing work progress, issues, concerns and recommend next steps in relation to the project
<p>Terminal Report and Workshop</p> <p>The agency must submit a digital and printed copy of the terminal report, covering all aspects of the project from planning to execution.</p> <p>It must include insights, analysis, recommendations, and evaluations of the project including conceptualization, asset creation, and execution.</p> <p>All the approved materials, files, data, and reports must also be submitted.</p>	<p>The agency must provide the following:</p> <ul style="list-style-type: none"> - Submit a comprehensive terminal report including insights, analysis, recommendations, and evaluations of the project; - Conduct a workshop with at least 2 resource speakers nominated by the chosen agency, and at least 20 attendees from the Department. The Agency will shoulder all costs, including food, accommodation, transportation, honorarium, and other applicable logistical expenses, if need be.

IV. Scope of Price Proposal and Schedule of Payment

1. The campaign shall be for a period of **four (4) months, upon the receipt of Consultant of the Notice to Proceed (NTP);**
2. The Approved Budget of Contract (ABC) is **Fifteen Million Five Hundred Thousands Philippine Pesos (Php 15,500,000.00)** inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
 - a. The compensation to be paid for the agency shall be pegged in the amount equivalent to maximum of 12% of their proposed budget for the entire project.
3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones. In each milestone, the Awarded Agency will be required to submit (1) an accomplishment report; (2) Certification of Acceptance signed by DOT Project Proponent and Superior;

Milestones	Payment %
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Submission and approval of the brand book, AVP, and KV concepts, and the methodology and production timeline	25%
Submission and approval of all three storyboards	15%
Completion and approval of all three omnibus AVPs	20%
Completion and approval of at least 15 sustaining AVPs	15%
Completion and approval of digital poster, infographic, and curated photo requirements	15%
Upon submission and approval of the Terminal Report and conduct of the Workshop	10%
Total	100%

V. Qualifications

1. The agency must have completed four (4) projects involving AVP production in the last three (3) years and is duly established in the Philippines.
2. The agency must have been in existence for at least five (5) years.
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 Nationwide Accounts
1. Managing Director	10 years
2. Senior Account Manager	10 years
3. Junior Account Manager	5 years
4. Senior Production Coordinator	10 years
5. Junior Production Coordinator	5 years
6. Creative Director	10 years
7. Copywriter	7 years
8. Creative Artist	5 years
9. Video Editor	5 years
10. Researcher	5 years

Note: Bidders may recommend additional personnel deemed fit for the team. Personnel must have had been in his/her position or similar capacity in the required number of years based on their career. Please include in the bid documents the resume of the personnel and the work reference's contact details.

VII. Criteria for Rating

Stage 1- Submission of eligibility documents

Stage 2- For short-listed bidders, submit brief credentials and the proposed marketing campaign strategy.

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 if necessary.
2. A maximum of forty-five minutes (45 minutes) will be given for each agency for its presentation excluding the question and answer portion with BAC and TWG Members and such other individuals to be invited by the DOT.
3. The presentation will be rated by 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 (80% passing score)

I	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
<i>A.</i>	<i>Appropriateness of the agency for the assignment</i>	<i>15</i>
	Full – Service Creative Agency	15
	Production Agency	10
	Public Relations or Media Agency that has a dedicated team for Creatives	5
<i>B.</i>	<i>Projects handled in last 3 years</i>	<i>20</i>
	10 or more marketing-related or advocacy campaign projects completed and with a certification of completion from the client	20
	5 to 9 marketing-related or advocacy campaign projects completed and with a certification of completion from the client	15

	1-4 or more marketing-related or advocacy campaign projects completed and with a certification of completion from the client	10
	No completed campaigns	0
<i>C.</i>	<i>Years in Existence as a Full-Service Creative Agency/ Production Agency/ Media Agency</i>	<i>10</i>
	10 years & above	10
	5-9 years	5
<i>D.</i>	<i>Contract Cost of Completed Projects in the last 3 years</i>	<i>15</i>
	Two (2) or more projects that each had a contract cost equal or greater than PHP8 Million	15
	At least one (1) project with a contract cost equal or greater than PHP8 Million	10
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
<i>A.</i>	Required number and positions of personnel with minimum years exceed the minimum number by at least five (5) additional personnel from the required personnel list with matching minimum number of years in experience	20
	Required number and positions of personnel with minimum years of experience is met	15
III	CURRENT WORKLOAD RELATIVE TO CAPACITY	20%
	Number of on-going similar and related projects relative to capacity	
	1-2 projects that each have a contract cost equal or greater than PHP8 Million each	20%
	3 or more projects that each have a contract cost equal or greater than PHP8 Million each	15%
	No projects amounting to Php 8 Million each but with sum total of all on - going projects equal or greater than Php 8 Million	10%
	No projects amounting to PHP 8 Million each and with sum total of all on - going projects is less than PHP 8 Million	5%
	TOTAL	100%

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 Managing Director, Senior and Junior Account Managers, and Creative Director -Handled at least 3 nationwide marketing campaigns satisfactorily in the last 3 years	10%
	II.	For Senior and Junior Project Coordinator, Copywriter, Video Editor and Creative Artist - Involved in producing at least 3 aired TVCs (15s-60s) or 3 published digital AVPs of at least 90 seconds in length in the last 3 years	10%
B		Expertise and Capability of the Firm	30%
	I.	Services rendered in completed projects in the past 3 years	
		Creative Conceptualization	10%
		Multimedia Production	10%
	II.	Experience and Credentials	
		At least three (3) recommendation letters from previous clients with campaigns the agency has launched within the last three (3) years	5%
		At least one (1) international or local award in Advertising/ Marketing in the last three (3) years by an award-giving body in existence for at least ten (10) years	5%
C.		Plan of Approach and Methodology	50%
		Originality of concept and treatment for omnibus AVPs and sustaining content	15%
		Quality of additional content to the scope of work that the agency can do to further the project's objectives	15%
		Creativity of IEC visual design for digital and print	10%
		Other content not mentioned in the Scope of Work that the agency can do to further the project's objectives	10%
TOTAL			100%

VIII. Terms and Conditions

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the full creative agency at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation.

2. The selected full service creative agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the campaign launched.
3. All advertising and creative concepts and original materials (raw and edited) 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;
4. All marketing collaterals including but not limited to articles, write - ups, photos, and videos submitted in conjunction with the campaign shall be created for this project exclusively. Moreover, it shall be owned by DOT with full exclusive rights;
5. Any excess remuneration or compensation in the form of rebate from the international network/s shall be negotiated with the DOT in the form of additional advertising materials, in order to maximize the effect and benefit of the campaign;
6. The DOT reserves the right to change, suspend, or discontinue temporarily or permanently the contract at any time should the DOT deemed the agency incapable of the project, subject to the guidelines issued by the Government, Procurement Policy Board (GPPB).


IX. Contact Person

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