

TERMS OF REFERENCE
CREATIVE AGENCY FOR CENTENNIAL YEAR OF THE PHILIPPINE CINEMA CELEBRATION

I. Project Title

Full Service Creative Agency for the Philippines' celebration of the Centennial year of Philippine Cinema.

II. Background

Last November 8, 2018, the President signed Presidential Proclamation No. 622, Series of 2018 declaring 12 September 2019 to 11 September 2020 as the Centennial Year of Philippine Cinema. This is in honor of Dalagang Bukid directed by Jose Nepomuceno which was considered as the first Filipino-produced and directed feature film which premiered on Philippine Cinema has had its ups and downs from its nascent years to its golden age, from its decline to its rise again not just locally but also earning acclaim globally. That the Presidential Proclamation was signed is testament to the government's support and recognition of Cinema as an integral and ubiquitous form of Philippine culture - one that not only needs to be celebrated but also empowered so that it may thrive and continue to be a beacon of our people's stories and identity.

Film is one of the most accessible form of media, its affective nature and potential to create change in society becoming greater as the industry is ushered into the digital age; and the celebration of its One Hundred Years is a once-in-a- lifetime opportunity.

The Department of Tourism supports the main proponent of the celebration, the Film Development Council of the Philippines (FDCP). From a tourism aspect, film and film festival and other similar events can be an alternative marketing medium, as they do their own promotional campaigns, thereby reaching a wider audience through indirect publicity.

With regards to this, the Department of Tourism (DOT) will hire an experienced creative agency to help the Department in developing the marketing and promotional efforts to increase locals and tourists awareness of the film industry through the Centennial Year Celebration of the Philippine Cinema.

III. Objectives

1. Develop an integrated marketing communication campaign to promote the *Centennial Year of Philippine Cinema Celebration*
2. Market the Philippines as a cultural destination hub through the promotion of our film industry and film festivals.
3. Create publicity for the Celebration through audio visual presentations and event launches that will not only gain buzz but will attract a younger market.

IV. Scope of Work and Deliverables

Scope of Work	Deliverables
Integrated Marketing Campaign for the Centennial Year of Philippine Cinema	<ol style="list-style-type: none">1. Meet with DOT, and the FDCP to discuss the final direction of the campaign.2. Acquire the services of an expert in Philippine cinema, as recommended by the National Commission for Culture and the Arts and FDCP, and get inputs regarding the project.3. Produce and implement a strategy for the Project and the plan must include:

	<p>3a Big idea and messaging</p> <p>3b Creative treatments (audio video presentation, print ads, digital materials,etc.)</p> <p>3c Public Relations</p> <p>3d Creation and production of visual design content that detail milestones of Philippine cinema that can be translated to both digital medium and on-ground materials. The Visual Design Content must include:</p> <ul style="list-style-type: none"> • 24 static posters • 2 dynamic ads • 12 infographics <p>4. All aspects of the campaign are subject to the approval of DOT. There will be items not on this list that might be required by DOT.</p>
Production of AVPs	<p>The Agency must produce the following:</p> <ol style="list-style-type: none"> a. 1 omnibus AVP (min of 90s max ofn 180s) b. Omnibus AVP edit down of 30s, 15s, and 10s c. 10 short AVPSs – min of 30s max of 120s <p>Propose a concept, storyboard, treatment for the AVP, which is aligned with the <i>Centennial Year of Philippine Cinema Celebration</i>.</p> <p>Secure necessary permits for shooting on-location with assistance from the DOT</p> <p>Arrange for team’s flights, transportation, accommodation, meals</p> <p>Take photos and videos of behind-the-scenes</p> <p>The Agency shall provide full production and ready-to-publish product, i.e: shoot, product, edit, provide music, voiceover, script, subtitle writing</p>
Event Launches	<ol style="list-style-type: none"> A. Sandaan: 100 Luminaries for 100 Years of Philippine Cinema B. Sandaan Grand Opening <p>*all events are in coordination with FDCP</p>

	(please see attached for the details of each event)
Terminal Report	The agency will prepare one standard terminal report on the campaign.

V. Project Duration and Budget Allocation

1. The Approved Budget of Contract (ABC) for the project is Fourteen Million Philippine Pesos (Php 14,000,000) inclusive of all applicable taxes, agency service fee, bank charges, and other fees as may be incurred in the process. The campaign will be implemented from **September to December 2019**; additional/ bonus media values/ content will implemented from **January to March 2020** (if there are any)
2. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Payment %
Upon approval of integrated marketing proposal	20%
Upon approval of AVP storyboards/ campaign materials	15%
Upon submission and approval of AVP materials and events proposal	20%
Upon execution of all proposed events aligned to SANDAAN: 100 Luminaries for 100 Years of Philippine Cinema event proposal	30%
Upon approval of the Terminal Report	15%
Total	100%

VI. Qualifications

A. Qualifications

Stage 1- Submission of eligibility documents

Stage 2- For short-listed bidders, submit brief credentials and the creative proposal for AVPs and event proposal

Note: Agencies who do not pass Stage 1 will not proceed to Stage 2, which is the creative presentation.

Qualification	Requirements
<p>The Agency to be selected must be a Creative Agency and duly established in the Philippines.</p> <p>The Full Creative Agency must have the capacity to produce AVPs, execute social media and publicity plans, execute high-level events or a tie-up or joint venture arrangement with an agencies that can provide the services mentioned.</p>	<ul style="list-style-type: none"> ✓ Company profile of the Full Creative Agency and a list of services offered ✓ List of previous joint venture arrangement
<p>The Full Creative Agency must have been existing for at least five (5) years, and must have an established portfolio.</p> <p>The Agency must be have no less that 5 national or international clients and have launched integrated marketing campaigns with these clients.</p>	<ul style="list-style-type: none"> ✓ Portfolio of the Creative Agency ✓ Demo Reel of the Creative Agency

B. Minimum Required Personnel

Required Personnel	Minimum Years of Experience
1. Account Manager	8 years
2. Creative Director	8 years
3. Director	8 years
4. Producer	8 years
5. Writer	8 years
6. Event Manager	8 years
7. Event Coordinator	8 years

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

C. Campaign Presentation

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. Should a presentation be required, a maximum of thirty minutes (30 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. Should a presentation be required, it will be rated by 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.

VII. Criteria for Rating

Stage 1- Submission of eligibility documents

Stage 2- For short-listed bidders, submit brief credentials and the proposed media plan

4. 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.
5. Should a presentation be required, a maximum of thirty minutes (30 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.
6. Should a presentation be required, it will be rated by 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 (80% passing score)

I	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	<i>Appropriateness of the agency for the assignment</i>	20
	Full Service Creative Agency ¹	20

¹ Full Service Creative Agency-Ad agencies that offer a range of services are able to handle every facet of planning and implementing an advertising campaign including branding, advertising, events execution, media purchasing, web marketing, public relations, social media, etc.

	Production Agency only ²	15
	Events Agency only ³	10
	Others	5
B.	<i>Extent of network of the agency</i>	10
	National	10
	Regional	5
C.	<i>Number of Similar Projects Completed in the last 3 years</i>	10
	At least one nationwide campaign	10
	At least one regional campaign	5
	No campaign	0
D.	<i>Years in Existence</i>	10
	5 years & above	10
	Below 5 years	5
E.	<i>Projects handled in last 3 years</i>	10
	At least one project with contract cost equal or greater than 10 million pesos	10
	Project with contract cost less than 10 million pesos	5
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Meets the minimum required personnel and years of experience	20
	Meets the minimum required personnel but less that minimum years of experience	10
	Does not meet the minimum required personnel	0
III	CURRENT WORKLOAD RELATIVE TO CAPACITY (20)	20%
	no project with contract cost equal or greater than 10M	10
	1-2 projects with contract cost greater than 10 million pesos	20
	3 or more projects with contract cost equal or greater than 10 million pesos	15
TOTAL		100%

Note: **NATIONAL** refers to the project's reach being the entire Philippines while **REGIONAL** refers to one or more administrative regions across the Philippines.

² Production Agency specializes in audio-video production with service that include branding videos, concept development, creative direction, script writing etc.

³ Events agency is focused on events production from strategy and planning to onsite execution and post-event follow up.

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

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the project	20%
	Similar projects ⁴ handled within the last 5 years	10%
	Personnel has at least 8 years experience	10%
B.	Expertise and Capability of the Firm	30%
	Integrated Marketing Campaign	10
	Production of AVPs	10
	Events Management	10
C.	Plan of Approach and Methodology	50%
	I. Creative Rendition	
	Integrated Marketing Campaign Strategy	10%
	Treatment	10%
	Production Flowchart	5%
	II. Event	10%
	Event Concept	5%
	Production Flowchart	10%
D.	Over-all Impact	10%
TOTAL		100%

VIII. Other Terms and Conditions

1. The selected agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the media campaign launched.
2. All AVP 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;
3. Material/s produced by the winning bidder should be original and aligned with the DOT's advocacies such as Gender and Development and barrier-free tourism;

⁴ Similar projects such as production of creative audio video presentations and events activation

4. All and each of the materials produced during the period of engagement shall be amenable to edits at no cost to the DOT for a maximum of 5 revisions in a span of 1 year, whichever comes first.
5. 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 terminate the services of the winning agency should any part of the deliverables be unsatisfactory;
6. The compensation to be paid for the services of the selected creative agency on production cost shall be pegged at the maximum amount of 12% of the production and execution cost of the campaign, which amount shall be reflected on the final cost estimate for the production and/or execution of any segment of the campaign. The amount of the compensation to the selected agency shall be all-inclusive for its services.
7. 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 and/or extended media placements, in order to maximize the effect and benefit of the campaign.

IX. Contact Person

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