

Procurement of Consulting Services for a Full-Service Agency for the Dive Philippines
Media Campaign (DOT-BAC REI No. 2021-016)

Technical Bid/Proposal Criteria and Rating			
	CRITERIA	RATING	
I	Qualification of personnel to be assigned	25%	
A.	Assigned Account Manager has implemented at least 4 general tourism-related or dive tourism-related projects.	5%	
	Assigned Account Manager has implemented 2 to 3 general tourism-related or dive tourism-related projects.	3%	
B.	Assigned Strategy Manager has implemented campaigns for at least 4 general tourism-related or dive tourism-related projects	10%	
	Assigned Strategy Manager has implemented a campaign for 2 to 3 general tourism-related or dive tourism-related projects.	5%	
C.	Assigned Public Relations Manager has implemented PR campaigns for at least 4 general tourism-related or dive tourism-related projects	5%	
	Assigned Public Relations Manager has implemented a PR campaign for 2 to 3 general tourism-related or dive tourism-related projects	3%	
D.	Assigned Social Media Manager has implemented Social Media campaigns for at least 4 general tourism-related or dive tourism-related projects.	5%	
	Assigned Social Media Manager has implemented a Social Media campaign for 2 to 3 general tourism-related or dive tourism-related projects	3%	
II.	Experience and capability of the firm		
A.	Actual Services Provided in Previous Projects		
1.	Traditional Public Relations Management	5%	
2.	Digital Public Relations Management	5%	
3.	Press Release Seeding/Dissemination	5 %	
4.	Media Relations Management	5%	

5.	Social Media Management	5%		
6.	Content Generation	5%		
7.	Press Conference Management	5%		
B.	Relevant Projects Carried Out in the Last 5 Years			
1.	Bidder has completed 1 underwater photo competition project / campaign and 1 dive show / dive exhibition project / campaign.	5%		
	Bidder has completed 1 underwater photo competition project / campaign	3%		
	Bidder has completed 1 dive show / dive exhibition project / campaign	3%		
III.	Plan of Approach and Methodology			
A.	Proposed campaign strategy and plan is relevant to the project objectives of supporting the promotion of re-opened Philippine dive destinations, stimulating dive travel, and sustaining global interest in the Philippines as the World's Leading Dive Destination.	10%		
B.	Proposed key campaign visuals are relevant to the dive market / dive industry and aligned to the fundamentals of the Department's on-going campaigns	10%		
C.	Proposed international and local influencers / key opinion leaders are relevant to the dive market / dive industry and have a combined follower count of at least 10,000 each on their social media pages	5%		
D.	Proposed social media plan utilizes organic and paid strategies to drive engagement and follower growth	5%		
E.	Additional strategies beyond the identified scope of work are relevant to the project objectives	5%		
	TOTAL	100%		
	Note: Passing Rate: 70%			