

## TERMS OF REFERENCE

### **PROJECT TITLE**

Dive Philippines Media Campaign

### **DESCRIPTION**

The Office of Product and Market Development (OPMD) – Dive is in need of the services of a full-service media and communications agency to handle strategic public relations and social media management for the Dive Philippines brand.

### **OBJECTIVES**

1. To highlight the rich marine biodiversity in the Philippines' destinations and stimulate dive travel to top and emerging dive destinations in the Philippines
2. To support the promotion of re-opened Philippine dive destinations
3. To sustain interest in the Philippines as the World's Leading Dive Destination

### **MINIMUM REQUIREMENTS**

- A. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS);
- B. Must be willing to provide services on a send-bill arrangement.

### **REQUIRED PERSONNEL**

<b>Required Personnel</b>	<b>Minimum Years of Experience</b>
1. Account Manager / Head of Accounts	10 years
2. Strategy Manager	10 years
3. Public Relations (PR) Manager	5 years
4. Social Media Manager	3 years
5. Copywriter	3 years
6. Graphic Artist	3 years

Note: Bidders may recommend additional personnel deemed fit for the team.

### **SCOPE OF WORK AND DELIVERABLES**

- A. Design a comprehensive and relevant PR and Social Media Plan and Strategy for the Dive Philippines brand that will drive awareness, engagement, and conversion, and is in line with the Department's objectives to support the promotion of re-opened Philippine dive destinations, stimulate dive travel, and sustain global interest in the Philippines as the World's Leading Dive Destination.
- B. SOCIAL MEDIA MANAGEMENT
  - Manage Dive Philippines social networking sites (Facebook and Instagram) for the duration of the engagement through regular feed of infographics, shared posts, and milestones related to the brand;

- Develop content calendar covering the duration of the engagement for the **Dive Philippines Facebook and Instagram pages** with the following:
  - i. At least 2 original content posts per week for 4 months (includes creative design with provision for up to 2 major revisions per post) that are in line with the objectives of the campaign;
  - ii. At least 2 on-brand and on-strategy posts per week for 4 months to engage followers;
- Develop content calendar for the **Anilao Underwater Shootout Facebook page** with the following:
  - i. At least 2 original content post per week for 4 months (includes creative design with provision for up to 2 major revisions per post) that are in line with the objectives of the campaign;
- Maintain 9:00 AM to 5:00 PM customer service management on Facebook and Instagram (includes monitoring and responding to comments and inquiries);
- Design and implement a Facebook and Instagram boosting campaign that will contribute to increasing the audience growth rate (follower count) by 25% on both platforms at the end of the campaign;
- Target audience for the boosting campaign should include the following markets: United States, Germany, South Korea, Japan, France, Italy, Spain, Thailand, and Taiwan;

### C. PUBLIC RELATIONS MANAGEMENT

- Develop schedule of press release content in complete collaboration with the team;
- Generate international and local media list in collaboration with the end-user;
- Develop and maintain relationships with key media relevant to the dive market that will translate to an increase in positive exposure for Dive Philippines;
- Develop relevant story angles and generate at least 12 press releases covering Dive Philippines projects and milestones / accomplishments, including, but not limited to the following:
  - i. Dive Masters Training Program
  - ii. Dive Spotters Training Program
  - iii. Anilao Underwater Shootout 2021
  - iv. Dive Destination Assessments
- Distribute/seed press releases to relevant platforms and channels (across major newspapers, magazines, and online sites) with at least 8 pick-ups (5 local and 3 international) for each release;
- Coordinate with relevant media for interview requests and other media-related concerns;
- Develop media briefing kits including media Q&A and executive briefing for DOT Officials for confirmed press interviews;
- Assist Dive Philippines with crisis communication management, including strategy and communication services, as necessary;
- Provide the services of an on-site PR Team to cover the 5-day Anilao Underwater Shootout (AUS) event on December 1 to 5, 2021 (must include budget provision for transportation, accommodation, and meals);
- Organize a Press Conference (hybrid set-up) for the AUS event with DOT officials (on-site) and international judges (on-site and remote) before the AUS Awarding Ceremony in Anilao, Batangas on December 5, 2021;
  - i. Invite and ensure attendance of at least 30 media representatives (print, broadcast, and online) to attend via Zoom;

- ii. Invite and ensure onsite attendance of at least 5 media representatives (must include budget provision for transportation, accommodation, and meals of invited media);
- iii. Coordinate with invited international and local media;
- iv. Conduct media briefing and prepare media briefing kit in coordination with OPMD-Dive;
- v. Conduct technical run-through before the hybrid Press Conference;
- vi. Draft questionnaires;
- vii. Hire services of a competent host with relevant industry background to facilitate and moderate the press conference;
- viii. Photo and video documentation of the press conference.

#### D. INFLUENCER ENGAGEMENT

- Identify and engage the services of at least 15 key dive influencers / opinion leaders (preferably 8 international and 7 local) to spread awareness on Dive Philippines projects (including the Anilao Underwater Shootout) across relevant social media channels, including Facebook and Instagram;
- Develop an appropriate influencer agreement with deliverables (including at least 15 social media account / page posts per influencer for the duration of the campaign), posting guidelines, and terms and conditions in collaboration with the end-user;

#### E. CONTENT GENERATION

- Acquire usage rights (for all media channels i.e., print, digital, on ground, and events in perpetuity) for at least 30 new (i.e., photo taken within the last 3 years) high resolution underwater photos (minimum resolution: 300 dpi) featuring SCUBA diving and freediving in top and emerging Philippine dive destinations (such as Anilao, Apo Island, Bohol – Anda, Balicasag, and Cabilao, Camiguin, Coron, Dauin, El Nido, Malapascua, Moalboal, Puerto Galera, Romblon, Siquijor, Southern Leyte, Ticao Island, and Tubbataha Reef) for use in traditional and digital promotional activities of Department;
- Acquire usage rights (for all media channels i.e., TV, digital, on ground, and events in perpetuity) for at least 5 high-resolution underwater videos (minimum 1080p, 30-seconds length, post-processed, color graded and corrected, inclusive of audio scoring) featuring highlights of top and emerging Philippine dive destinations (such as Camiguin, Puerto Galera – including Verde Island, Siquijor, Southern Leyte, Ticao Island) for use in traditional and digital promotional activities of the Department;
- Licensing agreement for underwater photos and videos acquired must cover non-exclusive commercial use in official Department of Tourism marketing activities (social media and website), product presentations, and on-site trade and consumer fair booths in perpetuity;

#### F. MONITORING AND REPORTING

- Monitor releases, publications, and airings, as applicable;
- Compile all international and local exposures made on Dive Philippines on a monthly basis for submission to the team;
- Prepare analysis of monthly performance reports for all components;
- Generate report on final media reach, values, and mileage earned for the duration of the engagement.

### **RATING CRITERIA**

**Stage 1 – Submission of Eligibility Documents**

**Stage 2 –** For shortlisted bidders, submit brief credentials, proposed campaign plan, and financial proposal.

1. Shortlisted bidders who will be declared compliant with the technical requirements on the opening of bids may be required to present their proposed campaigns to the members of the Bids and Awards Committee (BAC) and the end-user during the pitch presentation.
2. A maximum of 45 minutes will be given to each agency for its presentation. A 15-minute question and answer portion with the BAC and the end-user will follow after the pitch presentation.
3. The presentation will be rated based on the criteria set for “Technical Bid Criteria for Rating: C. Plan of Approach and Methodology”. Ratings will be added to the overall score for the technical bid and averaged to arrive at a final score per agency.

**A. Eligibility Check and Shortlisting Criteria Rating (70% Passing Score)**

Applicable Experience of the Consultant / Company – 63 pts.

Qualification of Personnel Assigned – 30 pts.

Current Workload Relative to Capacity – 7 pts.

<b>I.</b>	<b>Applicable experience of the consultant / company</b>	
<b>A.</b>	<b>Appropriateness of the agency for the assignment</b>	
1.	Bidder is an agency that has experience providing the following services: Campaign Strategy Development, Public Relations Management, Social Media Management, Media Relations Management, and Content Creation.	<b>20 pts.</b>
	Bidder is an agency that has experience providing the following services: Campaign Strategy Development, Public Relations Management, and Social Media Management.	15 pts.
	Bidder is an agency that has experience providing the following services: Public Relations Management and Social Media Management.	10 pts.
	Bidder is an agency that has experience providing Public Relations Management.	5 pts.
<b>B.</b>	<b>Relevance of the company portfolio to the project</b>	
1.	Bidder has completed <b>3 or more Public Relations Management or Social Media Management</b> projects for a national government agency.	<b>15 pts.</b>
	Bidder has completed <b>2 Public Relations Management or Social Media Management</b> projects for a national government agency.	10 pts.
	Bidder has completed <b>1 Public Relations Management or Social Media Management</b> project for a national government agency.	5 pts.
2.	Bidder has completed at least 1 project with contract cost amounting to at least Php 4,000,000.00.	<b>8 pts.</b>
	Bidder has completed at least 1 project with contract cost amounting to Php 2,000,000.00.	5 pts.
<b>C.</b>	<b>Years of experience</b>	
1.	Bidder has completed at least 8 contracts for private or government clients in the past 5 years.	<b>20 pts.</b>
	Bidder has completed 5 to 7 contracts for private or government clients in the past 5 years.	15 pts.

	Bidder has completed 2 to 4 contracts for private or government clients in the past 5 years.	10 pts.
	Bidder has completed 1 contract for a private or government client in the past 5 years.	5 pts.
<b>II.</b>	<b>Qualification of personnel assigned</b>	
A.	Assigned Account Manager / Head of Accounts has been involved in at least 3 projects while employed with the bidding company.	<b>5 pts.</b>
	Assigned Account Manager / Head of Accounts has been involved in 1 to 2 projects while employed with the bidding company.	3 pts.
B.	Assigned Strategy Manager has been involved in at least 3 projects while employed with the bidding company.	<b>5 pts.</b>
	Assigned Strategy Manager has been involved in 1 to 2 projects while employed with the bidding company.	3 pts.
C.	Assigned PR Manager has been involved in at least 3 projects while employed with the bidding company.	<b>5 pts.</b>
	Assigned PR Manager has been involved in 1 to 2 projects while employed with the bidding company.	3 pts.
D.	Assigned Social Media Manager has been involved in at least 3 projects while employed with the bidding company.	<b>5 pts.</b>
	Assigned Social Media Manager has been involved in 1 to 2 projects while employed with the bidding company.	3 pts.
E.	Assigned Copywriter has been involved in at least 2 projects while employed with the bidding company.	<b>5 pts.</b>
	Assigned Copywriter has been involved in 1 project while employed with the bidding company.	3 pts.
F.	Assigned Graphic Artist has been involved in at least 2 projects while employed with the bidding company.	<b>5 pts.</b>
	Assigned Graphic Artist has been involved in 1 project while employed with the bidding company.	3 pts.
<b>III.</b>	<b>Current workload relative to capacity</b>	
A.	No on-going projects with contract cost equal or greater than the ABC.	<b>7 pts.</b>
	1 to 2 on-going projects with contract cost equal or greater than the ABC.	5 pts.
	3 or more on-going projects with contract cost equal or greater than the ABC.	3 pts.
	<b>Total</b>	<b>100 pts.</b>
	<b>Passing Score</b>	<b>70 pts.</b>

B. Technical Bid Criteria for Rating

*Qualification of personnel to be assigned – 25 pts.*

*Experience and capability of the firm – 40 pts.*

*Plan of approach and methodology – 35 pts.*

<b>I.</b>	<b>Qualification of personnel to be assigned</b>	
A.	Assigned Account Manager has implemented at least 4 general tourism-related or dive tourism-related projects.	<b>5 pts.</b>
	Assigned Account Manager has implemented 2 to 3 general tourism-related or dive tourism-related projects.	3 pts.
B.	Assigned Strategy Manager has implemented campaigns for at least 4 general tourism-related or dive tourism-related projects.	<b>10 pts.</b>

	Assigned Strategy Manager has implemented a campaign for 2 to 3 general tourism-related or dive tourism-related projects.	5 pts.
<b>C.</b>	Assigned Public Relations Manager has implemented PR campaigns for at least 4 general tourism-related or dive tourism-related projects.	<b>5 pts.</b>
	Assigned Public Relations Manager has implemented a PR campaign for 2 to 3 general tourism-related or dive tourism-related projects.	3 pts.
<b>D.</b>	Assigned Social Media Manager has implemented Social Media campaigns for at least 4 general tourism-related or dive tourism-related projects.	<b>5 pts.</b>
	Assigned Social Media Manager has implemented a Social Media campaign for 2 to 3 general tourism-related or dive tourism-related projects.	3 pts.
<b>II.</b>	<b>Experience and capability of the firm</b>	
<b>A.</b>	<b>Actual Services Provided in Previous Projects</b>	
1.	Traditional Public Relations Management	<b>5 pts.</b>
2.	Digital Public Relations Management	<b>5 pts.</b>
3.	Press Release Seeding / Dissemination	<b>5 pts.</b>
4.	Media Relations Management	<b>5 pts.</b>
5.	Social Media Management	<b>5 pts.</b>
6.	Content Generation	<b>5 pts.</b>
7.	Press Conference Management	<b>5 pts.</b>
<b>B.</b>	<b>Relevant Projects Carried Out in the Last 5 Years</b>	
1.	Bidder has completed 1 underwater photo competition project / campaign and 1 dive show / dive exhibition project / campaign.	<b>5 pts.</b>
	Bidder has completed 1 underwater photo competition project / campaign.	3 pts.
	Bidder has completed 1 dive show / dive exhibition project / campaign.	3 pts.
<b>III.</b>	<b>Plan of Approach and Methodology</b>	
<b>A.</b>	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.	<b>10 pts.</b>
<b>B.</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	<b>10 pts.</b>
<b>C.</b>	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	<b>5 pts.</b>
<b>D.</b>	Proposed social media plan utilizes organic and paid strategies to drive engagement and follower growth	<b>5 pts.</b>
<b>E.</b>	Additional strategies beyond the identified scope of work are relevant to the project objectives	<b>5 pts.</b>
	<b>Total</b>	<b>100 pts.</b>
	<b>Passing Score</b>	<b>70 pts.</b>

## **BUDGET**

The total working budget is **FOUR MILLION SEVEN HUNDRED EIGHTY FIVE THOUSAND FIVE HUNDRED PESOS (P4,785,500.00)** inclusive of 12% VAT, and should cover all requirements enumerated above. Contract duration shall be **for 4 months upon receipt of the Notice to Proceed.**

**PAYMENT TERMS**

<b><u>Milestones</u></b>	<b><u>Payment %</u></b>
Submission and approval of overall campaign strategy and plan	20%
Submission, completion, and approval of 30 underwater photos and 5 underwater videos	20%
Submission and approval of the first and second month progress report	30%
Submission and approval of terminal report for the whole campaign and completed deliverables	30%

**CONTACT INFORMATION**

Project Officer : **MS. CELSTINE JOYCE T. SY**  
Contact Number : 0917 584 7556  
Email Address : [ctsy@tourism.gov.ph](mailto:ctsy@tourism.gov.ph)

**PREPARED BY:**

  
**CELSTINE JOYCE T. SY**  
Project Officer

**APPROVED BY:**

  
**RENEE MARIE N. REYES**  
Director  
Office of Product and Market Development