

TERMS OF REFERENCE
MEDIA PLANNING AND PLACEMENT AGENCY
Philippine Tourism Branding for Opportunity and Emerging Markets

I. Project Description

The development of a media plan for the year 2019 to implement the refreshed Philippine tourism brand campaign, and uplift the marketing and promotional efforts of the Department of Tourism (DOT) focused on opportunity and emerging international source markets.

II. Background

The Department of Tourism (DOT) launched its refreshed “It’s More Fun In The Philippines” branding campaign last February 2019. While the famous tagline “It’s More Fun In the Philippines” remains to sustain the mileage it has brought, this refreshed campaign primarily promotes the Philippines as one of the pioneering countries for sustainable tourism. It gave “fun” a renewed sense of purpose; instilling a culture of sustainable tourism that entails a paradigm shift among the public and private sectors alike—to change how business thinks; to care more about environment, natural resources and tourist destinations.

The campaign aims to set up a unique market positioning that boosts and differentiates the Philippines as a “more fun” travel destination by customizing and mounting integrated and aggressive tourism brand awareness campaigns in opportunity and emerging international markets, such as Western Europe, Russia and the CIS, the Middle East, the Mediterranean and South East Asia.

These areas comprise of countries that have tourist arrivals that number in the ten thousands and show great potential in terms of growth. Under the Philippine National Tourism Development Plan (NTDP) 2016-2022, these countries are categorized as opportunity market with under 100,000 tourist arrivals annually.

Strengthening the awareness level of the Philippines in these places will increase the demand for travel and further develop the connectivity of our country. Since 2017, they have achieved double-digit growth rates in addition to developments in flights, routes and tour packages.

Based on the data of DOT, several countries showed a remarkable increase in tourist arrivals from 2017 to 2018. For 2018, tourist arrivals from Indonesia reached to 76,651, which is 22% increase higher than the 2017. Spain recorded 19% growth by producing 44,130 over the 2017. While, France grew by 14% with 74,389 tourist arrivals compared to 64,777 in 2017.

The DOT aims to increase the annual tourist arrivals of these opportunity and emerging international markets to 100,000 and more.

In view of this, the DOT will engage the services of experienced media buying and placement agency to develop and implement the media plan in various forms, including but not limited to digital, broadcast, outdoor/out-of-home and print.

III. Objectives and Targeted Outcome

The procurement of the services of experienced media planning agency will enable DOT to successfully promote the Philippines as a preferred tourist destination, and attract more international visitors that will help in achieving the target of 8.2 million tourist arrivals by the end of FY 2019 and contribute greatly to the 12 million tourist arrivals by the end of 2022.

IV. Scope of Work and Deliverables

Scope of Work	Deliverables
<p>Conduct a research on relevant demographics and psychographics about the following priority tourist markets:</p> <ul style="list-style-type: none"> a. Western Europe <ul style="list-style-type: none"> i. Austria ii. Norway iii. Germany iv. France v. Netherlands vi. Switzerland b. Mediterranean <ul style="list-style-type: none"> i. Italy ii. Israel iii. Spain iv. Turkey c. Middle East <ul style="list-style-type: none"> i. Kuwait ii. Qatar iii. Bahrain iv. Oman v. United Arab Emirates vi. Saudi Arabia d. Russia and CIS <ul style="list-style-type: none"> i. Moscow ii. Saint Petersburg iii. Novosibirsk iv. Yekateringburg v. Vladivostok vi. Khabarovsk vii. Kazakhstan viii. Ukraine e. South East Asia <ul style="list-style-type: none"> i. Indonesia ii. Malaysia iii. Singapore iv. Thailand v. Vietnam <p>Submit a comprehensive media plan to the</p>	<p>Recommend an effective media strategy that will align the tourism branding campaign to the listed priority markets in terms of reach, frequency, and continuity.</p>
	<p>Recommend the most appropriate media plan and other options, including appropriate execution thereof, on the various priority tourist markets vis-à-vis present media campaigns on these markets by competitor countries.</p>
	<p>Submit a comprehensive international media plan for DOT for the fourth quarter of 2019 showing its reach and frequency goals based on the proposed budget.</p>
	<p>Submit an implementation strategy for the media plan mentioned above.</p>
	<p>Submit a corresponding monitoring and evaluation system in the form of appropriate metrics and timelines in gauging the implementation of the media plan.</p>

DOT to include the agency's proposed strategies, timelines, channels, platforms, networks and partnerships to effectively reach the identified markets.	
Render regular reviews of the overall media plan to make the campaign adapt to current trends particularly with regard to campaign advantage of a competitor country at any given time.	Provide monthly assessment and implementation reports to reflect the success rate of the implemented strategies on the immediate reach, effectiveness of placement, and return on investment, and other suggested metrics, vis-à-vis present media campaigns on these markets by competitor countries. Said assessment shall serve as basis for any modifications in the Media Plan to accommodate a more fitting approach to address deficiencies identified, if any.
Coordinate and negotiate with all media for rates, spots, bonuses, etc. for consideration and approval of the DOT.	
Assist the DOT in the evaluation of media proposals submitted directly to the Department.	
Towards the completion of the engagement, assess the outcome of the overall media plan and aid the DOT in the crafting of the succeeding campaign incorporating the insights and recommendations from the evaluation of placements made during the period of engagement.	Provide at no cost to the DOT a post-project report and workshop assessing the outcome of the engagement and developing the working guidelines for subsequent media-buying / media-placement engagements.

V. Project Duration and Budget Allocation

The Approved Budget of the Contract (ABC) is **Five Hundred Million Pesos (PHP500,000,000.00)** inclusive of all applicable taxes, bank charges and other fees as may be incurred in the process. The campaign will be implemented from **September 2019 to December 2019, with additional media values until February 2020.**

- A. The compensation to be paid for the agency service fee of the selected media agency shall be pegged in the amount equivalent to maximum of 12% of their proposed budget for the entire project.
 1. The selected media agency shall provide billing to the DOT based on the following schedule of payment upon completion of identified milestones;

Milestones	% of Payment
Submission of Approved Media Plan and Strategy	30%
Submission of rollout report of approved placements for October 2019	20%
Submission of rollout report of approved placements for November 2019	20%
Submission of rollout report of approved placements for December 2019	20%
Submission of Terminal Report for the Whole Campaign	10%
TOTAL	100%

VI. Qualifications

1. The agency must be a full media planning and placement agency with the required manpower/personnel and staff. It shall be duly established in the Philippines, and must have a tie-up or a joint venture arrangement with an international media agency with strong client presence in the DOT's priority international markets.
2. The agency and its international partner/s must have been in existence for at least five (5) years, and have undertaken an international campaign during the last three (3) years with an aggregate cost of at least fifty percent (50%) of the approved budget cost for this project.
3. Other qualifications of the required media planning and placement agency for this project are stated in the Bid Data Sheet (BDS).

VII. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
1. Media Planner (Project Lead)	10 years
2. Deputy Project Manager	8 years
3. Account Manager	10 years
4. Strategic Planner	10 years
5. Media Buyer	10 years
6. Digital Strategist	5 years

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

VIII. Criteria for Rating

Stage 1- Submission of eligibility documents

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

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.

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>	15%
	Media Buying and Planning Agency	15%
	Public Relations Agency	10%
	Others	5%
B.	<i>Extent of partnered network of the agency</i>	15%
	International Partners	15%
	Domestic Partners	10%
C.	<i>Similar Projects Completed in the last 3 years</i>	10%
	Media Placements in international network targeting a foreign market	10%
	Only Domestic Media Placements	5%
D.	<i>Years in Existence as Media Planning and Placement Agency</i>	10%
	5 years & above	10%
	Below 5 years	0
E.	<i>Contract cost of Completed Projects in the last 3 years</i>	10%
	At least one project with contract cost equal or greater than 250M Pesos	10%
	Projects cost less than 250M Pesos	5%
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Required number and positions of personnel with minimum years of experience is met	20
	Required number and positions of personnel with less than minimum years of experience is met	10
	Required number and positions of personnel is not met	0
III	CURRENT WORKLOAD RELATIVE TO CAPACITY	
	Number of on-going similar and related projects relative to capacity	20%
	3 or more projects with contract cost equal or greater than 250M Pesos	10%
	2 projects with contract cost equal or greater than 250M Pesos	15%
	0-1 project with contract cost equal or greater than 250M Pesos	20%

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

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the project	20%
	i. Similar projects handled	10%

	II.	Level of experience with similar nature of work	10%
B. Expertise and Capability of the Firm			30%
	I.	Services rendered in completed projects in the past 3 years	
		Research or Insight Gathering	2%
		Media Planning	3%
		Media Buying	3%
		Public Relations	2%
	II.	Experience and Credentials	
		At least one (1) successful campaign in Media Planning and Placement, validated by previous clients, the agency has launched within 3 years	5%
		At least one (1) Advertising or Marketing international (outside Philippines) or local award in the last 5 years by an award-giving body in existence for at least 10 years	5%
		At least one (1) campaign with media placements in international networks within 3 years, excluding print and digital	5%
		At least one (1) campaign with media placements that are exclusively abroad within 3 years, excluding digital	5%
C. Plan of Approach and Methodology			50%
	I.	Media Plan	
		Consumer touch points strategy	10%
		Quality of media values	10%
	II.	Placement Strategy	
		Choice of networks, platforms and non-traditional media partners	10%
		Type of media placements	10%
	III.	Over-all Impact	10%
TOTAL			100%

IX. Terms and Conditions

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the media 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 media agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the media campaign launched.
3. Any excess remuneration or compensation in the form of rebate from media suppliers following the industry practice of compensating services of an advertising or media agency shall be negotiated by the winning agency and certified by the supplier

in favor of 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.

4. The firm shall submit regular reports detailing work progress, issues and concerns, and recommend next steps in relation to the project as part of the deliverables.

5. 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;

X. Contact Person

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