

TERMS OF REFERENCE
GREAT MALL WIDE SALE CAMPAIGN – CREATIVE AGENCY

I. Project Description

Creative Agency for the promotion and marketing of the “Great Mall Wide Sale” in January 2020.

II. Background

Asia is known as a continent where you can shop for all sorts of items at a cheaper price. According to the lead travel site, As We Travel, the top shopping destinations in Asia are Malaysia, Thailand, and Hong Kong. These places are known to offer various options to shoppers, from cheap items to the more luxurious products.

The shopping experience is a vital component of the tourism industry. In fact, the United Nations World Tourism Organization (UNWTO), has stated that shopping is now a “determinant factor affecting destination choice, an important component of the overall travel experience and, in some cases the prime travel motivation.”

Last 2018, shopping topped the list of tourist activities in the Visitor Sample Survey with 38.2 % saying that they shopped in the Philippines. Being one of the nine tourism products of the country, the Department of Tourism (DOT) sees this as an opportunity to strengthen the shopping, entertainment, and leisure sector of the country.

Whether it’s in the posh shopping districts, or the discount havens, there are great deals just waiting to be found in the Philippines, from bargain finds to high-end merchandise.

The Department of Tourism’s (DOT) drive to build up shopping tourism is simple—it’s part of the equation to spur economic growth, create millions of jobs, livelihoods, and enterprises, and help the Philippines become a globally recognized quality destination.

According to the Philippine Statistics Authority, tourism contributed 12.7 percent to the country’s Gross Domestic Product in 2018. That translates to PHP 2.2 trillion earnings and a boost for the Philippine economy. A key factor for promoting shopping as a tourism product is that it is one of the major categories of tourists’ expenditures. It’s a potentially great source of income for the national economy and the Filipino people.

With regard to this, the Department of Tourism (DOT) will hire an experienced creative agency to help the Department to develop the marketing and promotional efforts to create the Philippines as a shopping destination thru a nationwide mall sale.

III. Objectives and Targeted Outcome

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

- A. To create a promotional campaign, specifically online content and creative materials for the Great Mall Wide Sale that will be launched on January 2020;
- B. To position the Philippines as a shopping destination in South East Asia;

IV. Scope of Work and Deliverables

Scope of Work	Deliverables
Creation of Promotional Campaign	<ul style="list-style-type: none"> - To produce a promotional campaign that will highlight the various malls in the country <ul style="list-style-type: none"> o The campaign must create buzz and awareness for the launch of the Great Mall Wide Sale in January 2020 o The campaign should not only promote the event but also highlight shopping tourism o The campaign must cater primarily to international tourists and local tourists as the secondary target o It must highlight the festive nature and mall culture of the Filipinos in a positive light o It must be aligned with the 2019 It's More Fun In The Philippines campaign branding.
Brand Development	<ul style="list-style-type: none"> - Development of a brand name, logo and key visuals for the "Great Mall Wide Sale" in the Philippines. <ul style="list-style-type: none"> o Developed brand must have a digital and print ready brand book
AVP Production and Creation	<ul style="list-style-type: none"> - To produce at least one (1) AVP that: <ul style="list-style-type: none"> o Aims to feature the participating mall brands in the Philippines o Material will be used for digital and OOH

	<ul style="list-style-type: none"> placements and events o Edit-downs of 45s, 30s, and 15/10s o Length of AVP: Minimum of 1 minute and 30 seconds and maximum of 3 minutes o At least 5 translations to other languages
Digital Media Partnerships	<ul style="list-style-type: none"> - To partner with at least one (1) effective social media influencer that will cater to both the local and foreign market <ul style="list-style-type: none"> o Influencer must have at least 300,000 followers in their main social media platform
Digital Content Creation	<ul style="list-style-type: none"> - To produce at least five (5) dynamic and five (5) static digital content derived from AVP visuals
OOH Visual Design	<ul style="list-style-type: none"> - To produce at least 10 out of home designs derived from AVP visuals and brand developed

V. Project Duration and Budget Allocation

The Approved Budget of the Contract (ABC) is **Ten Million Pesos (Php 10,000,000.00)** inclusive of all applicable taxes, bank charges and other fees as may be incurred in the process. The campaign will be implemented from **November to December 2019**.

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 Promotional Campaign & Timelines	10%
Submission of Brand Book (brand name, logo, key visuals)	15%
Submission of Approved AVP Storyboard	10%
Completion of AVP and derivatives	15%
Approval of Influencer and its content bucket	10%
Completion of Influencer's deliverables	15%
Completion of OOH Designs	15%
Submission of Terminal Report for the whole campaign	10%
TOTAL	100%

VI. Qualifications

1. The agency must be a full creative agency with the required manpower/personnel and staff. It shall be duly established in the Philippines.
2. The agency must have been in existence for at least five (5) years, and must have produced similar material during the last three (3) years with an aggregate cost of at least fifty percent (50%) of the approved budget cost for this project.

VII. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
1. Account Manager	10 years
2. Creative Director	7 years
3. Art Director	5 years
4. Copywriter	5 years
5. Video Editor	5 years
6. 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 and AVP storyboard

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 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%
	Creative Agency or Production Agency	20
	Others	0
B	<i>Extent of network of the agency</i>	10%
	International	10
	Domestic	5
C	<i>Similar Projects Completed in the last 3 years</i>	10%
	Five (5) or more television commercials produced and aired	10
	At least four (4) television commercials produced and aired	5
	No AVPs made	0
D	<i>Years in Existence</i>	10%
	5 years & above	10
	Below 5 years	0
E	<i>Contract cost of Completed Projects in the last 3 years</i>	10%
	More than one (1)	10
	At least one project with contract cost equal or greater than 5M	5
	Projects cost less than 5M	0
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Required number and positions of personnel is exceeded with minimum years of experience	20
	Required number and positions of personnel is met with minimum years of experience	10
	Required number and positions of personnel is not met	0
III	CURRENT WORKLOAD RELATIVE TO CAPACITY	20%
A	<i>Number of on-going similar and related projects relative to capacity</i>	20%
	3 or more projects with contract cost equal or greater than PHP five (5) million	20
	1-2 projects with contract cost equal or greater than PHP five (5) million	10
	No on-going projects with contract cost equal or greater than PHP 5 Million	0
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%
	Similar projects handled <i>(Agency must have projects involving brand development, production of omnibus AVP, and creation of multimedia materials promoting a brand)</i>	10
	Tenure of work in the similar industry	10

		<i>(Employees of the agency must be in the same line of industry, creative agency, equivalent or greater than the required minimum years of experience)</i>	
B Expertise and Capability of the Firm 30%			
		Creative Conceptualization <i>(Previous projects of the agency must be creatively developed)</i>	20
		Multimedia production <i>(Previous AVPs , TVCs, or multimedia materials should best represent the respective brand it is created for)</i>	10
C. Plan of Approach and Methodology of Promotional Campaign Plan 50%			
		Proposed Branding and Key Visuals <i>(Proposed branding and key visual must be unique. Brand development must be fresh but still has the essence and fundamentals of the department’s ongoing campaign “It’s More Fun in the Philippines”)</i>	15
		AVP Concept and treatment <i>(AVP storyboard must be clear and should capture the campaign’s objectives)</i>	15
		Adherence to “More Fun” brand essence <i>(Proposed brand should carry the idealisms of the department’s campaign – see brand manual)</i>	10
		Resonance with the target audience <i>(Messaging of the campaign must be understood easily and clearly by the target audience identified by the agency)</i>	10
TOTAL			100%

IX. Terms and Conditions

1. All materials produced during the period of engagement shall be amenable to edits at no cost to the DOT for a maximum of 5 revisions for each material.
2. 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;
3. The selected agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the media campaign launched.

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

X. Contact Person

Pauline M. Ramo
459-5200 local 302
pmramo.dot@gmail.com