

**TERMS OF REFERENCE  
LOCAL MEDIA PLACEMENTS FOR TOURISM BRANDING**

**I. Project Description**

The development of a local media plan for the year 2019 to implement the refreshed Philippine tourism brand campaign and other campaigns under the office of Branding and Marketing Communications. Media Placements will be implemented all through-out various types of media – TV, Radio, Print, OOH and Digital – all of which are targeted to domestic audience and travelers.

**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.

In view of this, the DOT will engage the services of experienced media planning and placement agencies to develop and implement the media plan in various forms including but not limited to digital, broadcast, outdoor/out-of-home and print to further strengthen and sustain the campaign of DOT within the country. In 2017, at least 96.7 million domestic tourist arrivals were recorded, exceeding the 86.2 million target set for 2022.

**III. Objectives and Targeted Outcome**

The objectives of the procurement of the services of experienced media planning agencies are as follows:

- A. To acquire a local media agency that is solely focused on domestic media placements
- B. To saturate the domestic market with various media platforms (TV, Radio, Print, OOH, and Digital) featuring the current DOT campaigns and initiatives
- C. To further strengthen the brand “It’s More Fun In The Philippines” within the Philippines
- D. To sustain the above-target performance of domestic tourism arrivals

**IV. Scope of Work and Deliverables**

Scope of Work	Deliverables
<p>Conduct a research on relevant and effective platforms for the social media savvy demographics of the Philippines.</p> <ul style="list-style-type: none"> <li>I. Luzon</li> <li>II. Visayas</li> <li>III. Mindanao</li> </ul>	<p>Recommend an effective media strategy that will align the tourism branding campaign to the listed markets in terms of reach, frequency, and continuity.</p> <p>Media Plans (Visual Media Schedule) should contain the following:</p> <ul style="list-style-type: none"> <li>A. Customized Visual Media Schedule</li> <li>B. Strategic number of TV spots in top free tv and paid networks across all regions</li> <li>C. Radio Ads/ DJ spiels in regional radio stations</li> <li>D. Print Ads in local broadsheets</li> </ul>

	<p>E. Recommended locations and types of OOH ads across all regions</p> <p>F. Digital ads placements and specific digital media platforms</p>
	Submit a comprehensive domestic media plan for DOT for the fourth quarter of 2019 showing its reach and frequency goals based on the proposed budget.
	Submit an implementation strategy for the media plan mentioned above.
	Submit a corresponding monitoring and evaluation system in the form of appropriate metrics and timelines in gauging the implementation of the media plan.
Render regular reviews of the overall media plan to make the campaign adapt to current trends particularly with regard to campaign advantage at any given time.	<p>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.</p> <p>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.</p>
Coordinate and negotiate with all media for rates, spots, bonuses, etc. for consideration and approval of the DOT.	Present a media plan with additional PR media values from the negotiated networks, radio stations, broadsheets, OOH suppliers, and digital partnerships
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.

The breakdown of digital media accounts, digital placements, allocation of mileages - including the number of spots, quality of content, images and videos used, and community engagement may be modified upon recommendation of the DOT, subject to the written approval between the two parties, to achieve the objectives of the campaign and have optimal media exposure for the same.

**V. Project Duration and Budget Allocation**

1. The visual media schedule of the placements will be from **September to December 2019**.
2. The Approved Budget of Contract (ABC) for the project is **Forty-Four Million Philippine Pesos (Php 44,000,000)** inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

<b>MILESTONES</b>	<b>% OF PAYMENT</b>
Submission of Approved communications plan and media placements	30%
Submission of rollout report of approved communications plan, strategy, and media placements for September	15%
Submission of rollout report of approved communications plan, strategy, and media placements for October	15%
Submission of rollout report of approved communications plan, strategy, and media placements for November	15%
Submission of rollout report of approved communications plan, strategy, and media placements for December	15%
Submission of Terminal Report for the whole campaign	10%
<b>TOTAL</b>	<b>100%</b>

**VI. Qualifications**

1. The agency must be a full-service media agency with the required manpower/personnel and staff that is duly established in the Philippines.
2. The agency must have been in existence for at least five (5) years, and must have produced a material targeting PH domestic market during the last three (3) years with an aggregate cost of at least twenty million pesos (P20,000,000).
3. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

**VII. Minimum Required Personnel**

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

7. Integrated Media Planner	5 years
8. Digital Media Buyer	5 years
9. Implementor	5 years
10. Data Analyst	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	<b>60%</b>
A.	<i>Appropriateness of the agency for the assignment</i>	<b>15%</b>
	Media Planning and Buying Agency	15%
	Public Relations Agency	10%
	Others	5%
B.	<i>Extent of network of the agency</i>	<b>15%</b>
	Nationwide – capacity for media placements is all 14 regions	15%
	Regional - capacity for media placements is only limited to selected regions	5%
C.	<i>Similar Projects Completed in the last 3 years</i>	<b>10%</b>
	Media Plan and Media Schedule for a nationwide campaign	10%
	Media Plan and Media Schedule targeting the select regions only	5%
D.	<i>Years in Existence As a Media Planning and Buying Agency or a Public Relations Agency</i>	<b>10%</b>
	5 years & above	10%
	Below 5 years	5%
E.	<i>Contract cost of Completed Projects in the last 3 years</i>	<b>10%</b>
	At least one project with contract cost equal or greater than 20M	10%
	Projects cost less than 20M	5%
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	<b>20%</b>
	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	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	
	Number of on-going similar and related projects relative to capacity	<b>20%</b>
	None	5%
	5 or more projects with contract cost equal or greater than 20M PHP	10%
	3-5 projects with contract cost equal or greater than 20M PHP	15%
	1-2 project with contract cost equal or greater than 20M PHP	20%

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

CRITERIA		RATING
<b>A.</b>	<b>Quality of Personnel to be assigned to the project</b>	<b>20%</b>
	I. Similar projects handled	10%
	II. Level of experience with similar nature of work	10%
<b>B.</b>	<b>Expertise and Capability of the Firm</b>	<b>30%</b>
	I. Services rendered in completed projects in the past three (3) years	
	Strategic Media Planning	10%
	Media Buying and Implementing	5%
	Data Analytics and Monitoring	5%
	II. Experience and Credentials	
	At least three (3) successful campaigns related to Media Buying and Planning, validated by previous clients, the agency has launched within 3 years	5%
	At least one (1) international (outside Philippines) or local advertising or marketing – related award in the last 3 years by an award-giving body in existence for at least 10 years	5%
<b>C.</b>	<b>Integrated Media Campaign Strategy</b>	<b>40%</b>
	I. Integrated Media Plan	
	Tactics for effective reach and engagement	15%
	Choice of media platforms (TV networks, OOH placements, digital sites)	15%
	Additional Media Values for PR negotiated with the media partners	10%
	<b>Over-all Impact</b>	<b>10%</b>
<b>TOTAL</b>		<b>100%</b>

**IX. Terms and Conditions**

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the international network/s at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation.

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 submit regular reports detailing work progress, issues and concerns, and recommend next steps in relation to the project as part of the deliverables.
5. 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.

**X. Contact Person**

Elisa Jane Camunggol  
459-5200 local 302  
elisa.camunggol@tourism.gov.ph

**END**