

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

I. Overview and Background

The procurement of an agency for the year 2020 to sustain the local media placements of the Department of Tourism among domestic market and local travelers; maintain the marketing and promotional efforts of the Department during and after the travel restrictions and health protocols in light of the COVID-19 pandemic.

This year, the massive outbreak of the coronavirus (COVID-19) caused a severe economic blow to the tourism industry. Local visitor arrivals drastically dropped due to the travel restrictions and quarantine measures that were imposed by local government units in each region.

On March 16, 2020, the entire Luzon was placed under the Enhanced Community Quarantine (ECQ) to prevent the spread of the COVID-19. During this time, only essential personnel and skeleton workforce were allowed to continue operations.

As of date, most regions in the country are now under a Modified General Community Quarantine (MGCQ). Businesses in these areas have started to resume but at a maximum of 50% operating capacity.

As travelling gradually returns to a new normal, the tourism industry will adopt the new protocols and measures to ensure the safety of tourists and stakeholders amid COVID-19.

In retrospect, during crises, the domestic market has always driven tourism recovery, thus, this is what the DOT will focus on in the next 12 months. Restarting domestic tourism carefully and in phases will bring back jobs while implementing and institutionalizing the new health protocols.

Moreover, domestic tourism accounts for 10.8% of the 12.7% GDP share of the tourism industry. With or without the pandemic, it remains the driving force of tourism's growth and development.

In view of this, the DOT will engage the services of an experienced agency to develop and implement integrated media plan in various forms, including but not limited to digital, broadcast, outdoor/out-of-home and print that will communicate all tourism efforts, health protocols, and regulations of each region to the local market and build back the confidence of Filipinos to travel locally once again.

II. Scope of Work and Deliverables

The procurement of the services of an experienced agency will enable DOT to position the Philippines as a viable destination among the locals once more. Through strategic placements, the Department of Tourism will saturate the market severely affected by the pandemic through local integrated media placements and targeting key cities of each region.

Furthermore, the objectives of the procurement of the services of an agency for local media placements are as follow:

- (1) to raise awareness and further strengthen the domestic campaign within the Philippines,
- (2) to assist in the recovery of the department to slowly restore all its efforts in bringing maintaining local travelers and
- (3) to support and help local businesses by assisting them in promotional efforts in the regions of the Philippines.

| Scope of Work | Deliverables |
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| <p style="text-align: center;">Media Research</p> | <ol style="list-style-type: none"> I. Conduct a media research that is achievable within 3 weeks on relevant demographics and effective local media channels in the regions of Philippines. II. The research should contain results of which effective local media channels are appropriate for the target audience III. The research should include demographics of audience (e.g. gender, age, social economic status, etc.) IV. The research results should also include sex-disaggregated data such as <ol style="list-style-type: none"> a. Number of respondents by gender b. Networks/ Social Media Platforms each gender is more inclined to subscribe to c. Communication mediums each gender is more likely to use |
| <p style="text-align: center;">Submission of Integrated Media Plan</p> | <p>Recommend an effective local media strategy that will align the tourism branding campaign to the regions of the Philippines in terms of reach, frequency, and continuity.</p> <p>Recommend a local integrated media campaign that includes partners with content that are gender-sensitive</p> <p>Recommend an integrated media campaign that is feasible within 6 months considering the required deliverables (research, implementation, and monitoring)</p> <p>Recommend the most appropriate media plan and other options, including appropriate execution in the different regions of the Philippines.</p> <p>Proposed media plans (Visual Media Schedule) should contain the following but not limited to:</p> <ul style="list-style-type: none"> - local TV channels - radio channels (If applicable to the region) - local publications of regions ideally all with online editions (magazine/newspapers) - nationwide out-of-home advertising placements - When necessary, on-ground events specific to local tourism, travelling within |

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| | <p>the Philippines, and promoting regional destinations and products.</p> <ul style="list-style-type: none"> - PR media values (features stories, native articles, interviews with media partners and vendors) |
| <p>Coordination with DOT (branding office, regional offices) and Vendors (TV networks, radio stations, social media partners, websites, content partnership, booking sites, and other relevant suppliers needed for the media plan)</p> | <p>Coordinate and negotiate with all media partners for rates, spots, bonuses, etc. for consideration and approval of the DOT.</p> <p>Coordinate regularly with DOT for the following, but not limited to:</p> <ul style="list-style-type: none"> a. Negotiation with media partners b. Evaluation of network/ media packages c. Implementation of the integrated media plan <p>Assist the DOT in the evaluation of media proposals submitted directly to the Department.</p> |
| <p>Negotiation with media partners</p> | <p>Maximize given budget by negotiating with the proposed media partners</p> <p>Acquire additional media values</p> <p>Negotiation with media partners should include, but not limited to:</p> <ul style="list-style-type: none"> a. Re-edit (inclusive of translation to required language/s) and re-lay-out of existing DOT materials to adhere to the approved specifications of the media placements b. Conceptualize layout and design of advertising materials to be placed in the approved media placements (inclusive of purchasing of creative assets), if necessary. <p>Tactical programs such as, but not limited to, event placements, co-promotional activities with travel-related brands and platforms, film tourism and influencer marketing</p> |
| <p>Monitoring of the integrated media plan</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> <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. Said assessment shall serve as basis for any modifications in the Media Plan to accommodate a</p> |

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| | <p>more fitting approach to address deficiencies identified, if any.</p> <p>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</p> <p>To measure rate of success, monitoring should reflect the following KPIs in accumulated materials</p> <p>YouTube – at least 10 million cumulative views of sponsored material Facebook – at least 40M cumulative reach of sponsored material Digital ads – at least 4M impressions; 80% impression share TVC – At least 250 spots, with an average TARP of 80 OOH – at least 5 materials with at least 50,000 impressions (foot traffic) per material</p> |
| <p>Evaluation of the integrated media plan</p> | <p>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.</p> <p>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.</p> |

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.

III. Scope of Price Proposal and Schedule of Payment

1. The campaign shall be for a **period of five (5) months**, to commence upon the receipt of Consultant of the Notice to Proceed (NTP).
2. The Approved Budget of Contract (ABC) for the project is Sixty Million Pesos (Php 60,000,000.00) 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:

| Milestones | % of Payment |
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| Submission of research results and upon the DOT team’s approval of the proposed media plan and strategy | 10% |
| Submission of accomplishment report with proof of placements for all media platforms on the 1 st month of project implementation | 15% |
| Submission of accomplishment report with proof of placements for all media platforms on the 2 nd month of project implementation | 15% |
| Submission of accomplishment report with proof of placements for all media platforms on the 3 rd month of project implementation | 15% |
| Submission of accomplishment report with proof of placements for all media platforms on the 4 th month of project implementation | 15% |
| Submission of accomplishment report with proof of placements for all media platforms on the 5 th month of project implementation | 15% |
| Submission of terminal report of the whole campaign and implementation of post-project workshop for the assessment of placements | 15% |
| TOTAL | 100% |

IV. Qualifications

1. The agency must be a media planning and placement agency or a creative/ public relations agency with a dedicated team for media planning and buying with the required manpower and personnel. It shall be duly established in the Philippines.
2. The agency must have been in existence for at least ten (10) years, and must have handled local media placements of Multinational Corporations.
3. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

V. Minimum Required Personnel

| Required Personnel | Minimum Years of Experience in handling related campaign/s required by DOT under this project |
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| 1. Managing Director (Project Lead) | 10 years |
| 2. Account Manager | 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. Digital Media Buyer | 5 years |
| 8. Implementor | 5 years |
| 9. Data Analyst | 5 years |

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

VI. 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. A pitch presentation is required and 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. The pitch presentation will be rated by the 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)

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| I | APPLICABLE EXPERIENCE OF THE CONSULTANT | 60% |
| A. | Appropriateness of the agency for the assignment | 15% |
| | Media Buying and Planning Agency | 15% |
| | Creative Agency/ Public Relations Agency with Media Buying services | 10% |
| | Other types of agency with media buying services | 5% |
| B. | Extent of network of the agency | 15% |
| | Nationwide – capacity for media placements in all 16 regions | 15% |
| | Regional - capacity for media placements is only limited to selected regions | 5% |
| | NCR only – capacity for media placements is only limited to the National Capital Region | 0% |
| C. | Similar Projects Completed in the last 3 years | 10% |
| | Media Plan and Media Schedule for a nationwide campaign | 10% |
| | Media Plan and Media Schedule targeting the select regions only | 5% |
| | Media Plan and Media Schedule targeting NCR only | 0% |
| D. | Years in Existence As a Media Planning and Buying Agency or a Creative/ Public Relations Agency | 10% |
| | 15 years & above | 10% |
| | 10-14 years | 5% |
| E. | Contract cost of Completed Projects in the last 3 years | 10% |
| | At least one project with contract cost equal or greater than 30M | 10% |
| | Projects cost less than 30M | 5% |
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| II | QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB | 20% |
| | Required number and positions of personnel with minimum years exceed the minimum amount by at least 50% or four (4) additional personnel with at least 5-years' experience | 20% |
| | Required number and positions of personnel with less than minimum years of experience is met | 15% |
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| III | CURRENT WORKLOAD RELATIVE TO CAPACITY | |

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| | Number of on-going similar and related projects relative to capacity | 20% |
| | 1-2 projects with contract cost equal or greater than PHP30 Million | 20% |
| | 3 or more projects with contract cost equal or greater than PHP30 Million | 15% |
| | No projects with contract cost equal or greater than PHP30 Million | 10% |
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B. Technical Bid/Proposal Criteria and Rating (70% passing score)

| CRITERIA | | RATING |
|--------------|---|-------------|
| A. | Quality of Personnel to be assigned to the project | 20% |
| | I. For Senior Media Planner, Senior Media Buyer, Implementor –Must have ran a successful media campaign involving the TV, Radio, OOH and Print mediums in the last year. | 10% |
| | II. For Digital Account Manager/ Senior Digital Planner/Digital Media Buyer – Must have ran a successful digital campaigns for a multinational brand in the last year | 10% |
| B. | Expertise and Capability of the Firm | 30% |
| | I. Services rendered in completed projects in the past three (3) years | |
| | Strategic Media Planning | 10% |
| | Media Buying and Implementation | 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 that the agency has launched within 3 years | 5% |
| | At least one (1) international or local Advertising or Marketing award in the last 3 years by an award-giving body in existence for at least 10 years | 5% |
| C. | Integrated Media Campaign Strategy | 50% |
| | I. Media Plan | |
| | Efficient allocation of given budget (proposal of budget breakdown showing how media placements will be spread out across all media channels) | 15% |
| | Quality of additional media values (PR values with partners, content, audience reach) | 15% |
| | II. Placement Strategy | |
| | Relevance of proposed networks/publications based on the target audience, number of viewers per network, social media platforms’ reach across the target market, types of content from media partners content that are related to the client’s campaign and target audience | 20% |
| TOTAL | | 100% |

VII. Terms and Conditions

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the agency 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 digital management project.
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. The DOT reserves the right to change, suspend, or discontinue temporarily or permanently the contract at any time should the DOT deemed the agency incapable of the project
6. Any excess remuneration or compensation in the form of rebate from the agency, shall be negotiated with the DOT in the form of additional promotional materials and/or extended social media management, in order to maximize the effect and benefit of the campaign.

VIII. Contact Person

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