

**TERMS OF REFERENCE**  
**CREATIVE AGENCY**  
Content Production for Opportunity and Emerging Markets

**I. Project Title**

The development of multimedia content based on the refreshed “*It’s more fun in the Philippines*” brand targeting the Mediterranean, Middle East, and the South East Asian Market.

**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 2018, the tourism industry reached its highest foreign arrivals yet at 7.1 million tourists. However, this was mainly due to the top source markets and regions that consisted of countries attracting more than 100,000 tourists in a year.

Meanwhile, opportunity and emerging markets, or countries that have less than 100,000 tourist arrivals in a year have shown lagging numbers in both 2018 and 2019 reports. While growth percentages are still on the positive, they are below the target growth rate of 14%, which is needed to hit the 2019 target of 8.2 million tourist arrivals. The table below shows the performance of regions that have high potential for growth due to product enhancements and connectivity developments and do not consist of countries reaching the 100,000 tourist arrival mark.

<b>Opportunity/Emerging Market</b>	<b>2018 Market Share</b>	<b>2018 Growth Rate</b>	<b>Q1 2019 Market Share</b>	<b>Q1 2019 Growth Rate</b>
Mediterranean	1.52%	12.01%	1.5%	-0.68%
Middle East	1.15%	-11.34%	0.84%	-16.32
South East Asia	7.44%	8.55%	6.01%	0.67%

On a positive note, these numbers were achieved with only the basic communication efforts in the past years; majority of which were limited only to event activations, participation in international conferences and small-scale social media influence. Higher growth rates are achievable if media channels are properly optimized to reach more travelers in the aforementioned regions.

As such, the DOT now seeks to appoint an experienced creative agency that will produce multimedia content about the best of Philippine tourism destination and products that will resonate with the target markets and convince them to choose the Philippines as their next destination of fun.

### III. Objectives

1. To generate and sustain awareness for the Philippines as a premiere tourist destination among travelers in Mediterranean, Middle East, and the South East Asia.
2. To achieve at least 14% growth rate for these regions in FY 2019 vs. the previous year
3. To produce multimedia content that will resonate well with the target markets

### IV. Scope of Work and Deliverables

#### LOT 1. Mediterranean Content Production

Scope of Work	Deliverables
<p>Conduct and submit to the DOT a market research on relevant demographic and psychographic information about the following countries in the Mediterranean</p> <ul style="list-style-type: none"> <li>i. Italy</li> <li>ii. Israel</li> <li>iii. Spain</li> <li>iv. Turkey</li> </ul>	<p>A comprehensive market research study with a thematic visual guide for generating content that will resonate with the Mediterranean market</p>
<p>Production and implementation of a TVC-ready audio-visual presentation (AVP) to promote the Philippines to the Mediterranean</p>	<p>90-second AVP for digital and events            45-second TVC-ready AVP            30-second TVC-ready AVP            15-second TVC-ready AVP</p> <hr/> <p>All AVPs are expected to have a maximum of 6 translations and subtitle files as required by the DOT and must be open to edits as required by the media censorship boards where the AVPs are to be used.</p> <hr/> <p>Production of static and dynamic digital ads derived from the TVC visuals</p> <hr/> <p>At least thirty (30) high-quality and curated photos that complement the thematic and visuals of the TVC</p>
<p>Design and layout of out-of-home materials as required.</p>	<p>Layouts which must be designed based on designated placement by the appointed media planning and placement agency.</p>

	The print ads are expected to have a maximum of 6 translations and resizing as required by the DOT.
Design and layout of print advertisements as required.	(10) print ads which must be designed based on designated placement by the appointed media planning and placement agency.  The print ads are expected to have a maximum of 6 translations and resizing as required by the DOT.
Towards the completion of the engagement, assess the outcome of the advertisement and aid the DOT in the crafting of the succeeding campaign incorporating the insights and recommendations from the evaluation of creative materials made during the period of engagement.	Provide at no cost to the DOT upon the completion of the contract, a workshop with a marketing consultant to be nominated by the chosen creative agency with select DOT employees.  The objective is to initiate the development and set guidelines of subsequent Mediterranean campaigns based on the current project. The expected output of this workshop may be used as the basis for succeeding marketing Terms of References.

## LOT 2. Middle East Content Production

Scope of Work	Deliverables
Conduct and submit to the DOT a market research on relevant demographic and psychographic information about the following countries in the Middle East  i. Kuwait ii. Qatar iii. Bahrain iv. Oman v. United Arab Emirates vi. Saudi Arabia	A comprehensive market research study with a thematic visual guide for generating content that will resonate with the Middle Eastern market
Production and implementation of a TVC-ready audio-visual presentation (AVP) to promote the Philippines to the Middle Eastern Market	90-second AVP for digital and events 45-second TVC-ready AVP 30-second TVC-ready AVP 15-second TVC-ready AVP

	<p>All AVPs are expected to have a maximum of 6 translations and subtitle files as required by the DOT and must be open to edits as required by the media censorship boards where the AVPs are to be used.</p> <p>Production of static and dynamic digital ads derived from the TVC visuals</p> <p>At least thirty (30) high-quality and curated photos that complement the thematic and visuals of the TVC</p>
<p>Design and layout of out-of-home materials as required.</p>	<p>Layouts which must be designed based on designated placement by the appointed media planning and placement agency.</p> <p>The print ads are expected to have a maximum of 6 translations and resizing as required by the DOT.</p>
<p>Design and layout of print advertisements as required.</p>	<p>(10) print ads which must be designed based on designated placement by the appointed media planning and placement agency.</p> <p>The print ads are expected to have a maximum of 6 translations and resizing as required by the DOT.</p>
<p>Towards the completion of the engagement, assess the outcome of the advertisement and aid the DOT in the crafting of the succeeding campaign incorporating the insights and recommendations from the evaluation of creative materials made during the period of engagement.</p>	<p>Provide at no cost to the DOT upon the completion of the contract, a workshop with a marketing consultant to be nominated by the chosen creative agency with select DOT employees.</p> <p>The objective is to initiate the development and set guidelines of subsequent Middle Eastern campaigns based on the current project. The expected output of this workshop may be used as the basis for succeeding marketing Terms of References.</p>

**LOT 3. Southeast Asia Content Production**

Scope of Work	Deliverables
<p>Conduct and submit to the DOT a market research on relevant demographic and psychographic information about the following countries in South East Asia</p> <ul style="list-style-type: none"> <li>i. Indonesia</li> <li>ii. Malaysia</li> <li>iii. Singapore</li> <li>iv. Thailand</li> <li>v. Vietnam</li> </ul>	<p>A comprehensive market research study with a thematic visual guide for generating content that will resonate with the South East Asian market</p>
<p>Production and implementation of a TVC-ready audio-visual presentation (AVP) to promote the Philippines to the South East Asian market</p>	<p>90-second AVP for digital and events 45-second TVC-ready AVP 30-second TVC-ready AVP 15-second TVC-ready AVP</p>
	<p>All AVPs are expected to have a maximum of 6 translations and subtitle files as required by the DOT and must be open to edits as required by the media censorship boards where the AVPs are to be used.</p>
	<p>Production of static and dynamic digital ads derived from the TVC visuals</p>
	<p>At least thirty (30) high-quality and curated photos that complement the thematic and visuals of the TVC</p>
<p>Design and layout of out-of-home materials as required.</p>	<p>Layouts which must be designed based on designated placement by the appointed media planning and placement agency.</p> <p>The print ads are expected to have a maximum of 6 translations and resizing as required by the DOT.</p>
<p>Design and layout of print advertisements as required.</p>	<p>(10) print ads which must be designed based on designated placement by the appointed media planning and placement agency.</p>

	The print ads are expected to have a maximum of 6 translations and resizing as required by the DOT.
Towards the completion of the engagement, assess the outcome of the advertisement and aid the DOT in the crafting of the succeeding campaign incorporating the insights and recommendations from the evaluation of creative materials made during the period of engagement.	Provide at no cost to the DOT upon the completion of the contract, a workshop with a marketing consultant to be nominated by the chosen creative agency with select DOT employees.  The objective is to initiate the development and set guidelines of subsequent South East Asian campaigns based on the current project. The expected output of this workshop may be used as the basis for succeeding marketing Terms of References.

#### V. Project Duration and Budget Allocation

1. The break date of the TVCs will be on November 2019 with the remaining materials due until December 31, 2019.
2. The Approved Budget of Contract (ABC) **for each lot** is Twenty Million Philippine Pesos (Php 20,000,000) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
  - 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.
3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Payment %
Approval of TVC concept, storyboard and timelines	30%
Completion of TVC and AVP edit-down requirements	20%
Submission and approval of high-quality and curated photo requirements	10%
Completion of digital ad requirements	10%
Completion of OOH design requirements	10%
Completion of print ad requirements	10%
Submission and approval of the Terminal Report	10%
<b>Total</b>	<b>100%</b>

## VI. Qualifications

1. The agency must be a full-service creative agency or production 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 international audiences during the last three (3) years with an aggregate cost of at least fifty percent (50%) of the approved budget cost for the chosen lot.
3. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

## VII. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in Handling Nationwide Accounts
1. Account Manager	10 years
2. Producer	10 years
3. Creative Director	10 years
4. Art Director/Film Director	5 years
5. Copywriter/Screenplay Writer	5 years
6. Creative Artist	5 years
7. Video Editor	5 years
8. Field Researcher	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)

<b>I</b>	<b>APPLICABLE EXPERIENCE OF THE CONSULTANT</b>	<b>60%</b>
A.	<i>Appropriateness of the agency for the assignment</i>	20
	Full service creative agency or Production Agency	20
	Others	5
B.	<i>Number of Similar Projects Completed in the last 3 years</i>	20
	At least six (6) television commercials produced and aired	20
	Three (3) to Five (5) television commercials produced and aired	15
	One (1) to Two (2) television commercials produced and aired	10
	Produced AVPs for digital or other non-TV media channels	5
	No AVPs made	0
D.	<i>Years in Existence as a Full-Service Creative Agency or Production Agency</i>	10
	5 years & above	10
	Below 5 years	5
E.	<i>Projects handled in last 3 years</i>	10
	At least three (3) project with contract costing equal to or greater than ten (10) million	10
	One (1) or Two (2) project with contract costing equal to or greater than ten (10) million	7
	All projects have a contract costing less than ten (10) million	3
<b>II</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	<b>20%</b>
A.	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
<b>III</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>20%</b>
	Number of on-going similar and related projects relative to capacity	
	No on-going projects or with on-going projects but less than 10 million pesos	5%
	6 or more projects with contract cost equal or greater than 10 million pesos	10%
	3-5 projects with contract cost equal or greater than 10 million pesos	15%
	1-2 projects with contract cost equal or greater than 10 million pesos	20%
<b>TOTAL</b>		<b>100%</b>

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

CRITERIA	RATING
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<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 3 years	
		Research or Insight Gathering	2%
		Creative Conceptualization	5%
		Multimedia Production	3%
		TVC Production	5%
	II.	Experience and Credentials	
		At least three (3) successful projects, validated by previous clients, the agency has launched within 3 years	10%
		At least one (1) international or local award in the last 3 years by an award-giving body in existence for at least 10 years	5%
<b>C.</b>	<b>Plan of Approach and Methodology</b>		<b>50%</b>
	I.	Creative Rendition	
		AVP Concept	15%
		Treatment	10%
		Adherence to “more fun” brand essence	5%
		Resonance with the target audience	10%
	III.	Over-all Strategy and Methodology	10%
<b>TOTAL</b>			<b>100%</b>

#### IX. Other 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.
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**

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