

**TERMS OF REFERENCE**  
**NEW NORMAL TOURISM PRODUCTS CAMPAIGN**  
**Department of Tourism**

**I. Overview and Background**

Procurement of an agency that will develop and execute an Integrated Marketing Campaign for Tourism Products, such as nature, farm tourism, food and health and wellness in light of the COVID-19 pandemic.

In 2019, the Department of Tourism (DOT) unveiled the tourism products campaign showcasing the country's 10 tourism products under the National Tourism Development Plan (NTDP) 2016-2022 as an effort to attract more international and local tourists.

These tourism products are Sun and Beach, Nature and Adventure, Cultural Heritage, Farm and Culinary, MICE, Leisure and Entertainment, Cruise, Dive, Health and Wellness and English as a Second Language (ESL).

The DOT produced advertisements and marketing initiatives for the campaign. As a result, there is an increase of 147% in online mentions compared to 2018. Moreover, search for the Philippines increased by 11% versus 2018, and over 1 billion impressions from online content.

This year, as travellers seek the way back to nature and learn cultures, the Department will primarily focus on products related to nature and diving, countryside (e.g. farm tourism), food, and health and wellness. Such products will be re-oriented to adapt the new norm on physical distancing and limiting visitor traffic amid COVID.

To reintroduce these products and build the trust and confidence of tourists to travel around the Philippines again, the DOT will hire an experienced full-service creative agency to create and execute an integrated marketing campaign.

**II. Scope of Work and Deliverables**

The objectives of the procurement of the services of an experienced full-service creative agency will be as follows:

- To generate more awareness of the country's unique flavours and dining culture
- To expand the current niche market and attract more tourists to experience the country's holistic approach to health and wellness
- To position the Philippines as a premiere destination for ecotourism while ensuring the safety of tourists amid COVID.

Scope of Work	Deliverables
<p>Creation and Execution of Integrated Marketing Campaign (IMC)</p>	<p>To develop an integrated marketing campaign that is feasible in six (6) months for the Four (4) Tourism Products, which includes but not limited to the following:</p> <ul style="list-style-type: none"> <li>- Big idea and messaging</li> <li>- Project title</li> <li>- Key visuals</li> <li>- Logo</li> <li>- Media plan</li> </ul>
<ul style="list-style-type: none"> <li>• Production and implementation of an audio-visual presentation (AVP) to promote the Tourism Products through Digital</li> <li>• Execute resizing and reformatting of the AVP materials as needed</li> </ul>	<p>To produce at least one (1) Omnibus AVP for the following tourism products:</p> <ol style="list-style-type: none"> <li>1. Dive Tourism</li> <li>2. Farm Tourism</li> <li>3. Food Tourism</li> <li>4. Health and Wellness</li> </ol> <ul style="list-style-type: none"> <li>• Each AVP should have a maximum of 3 minutes and minimum of 1 minute and 30 seconds.</li> <li>• Each AVP should have at least five (5) translations or dialect</li> <li>• Provide derivatives of 30s and 10s</li> <li>• All materials must be gender-sensitive (in compliance with the Gender- Fair Media Guidebook)</li> <li>• Possible locations for Dive Tourism AVP shoot: <ul style="list-style-type: none"> <li>- Batangas, Puerto Galera, Palawan, Bohol, Cebu, Negros Oriental, Siargao, Camiguin</li> </ul> </li> <li>• Possible locations for Farm Tourism AVP shoot: <ul style="list-style-type: none"> <li>- CAR, CALABARZON, Eastern Visayas (Guimaras), SOCCSKSARGEN</li> </ul> </li> <li>• Possible location for Food Tourism AVP shoot: <ul style="list-style-type: none"> <li>- NCR, Pampanga, Bicol, Ilocos, Bacolod</li> </ul> </li> <li>• Possible location for Health and Wellness AVP shoot: <ul style="list-style-type: none"> <li>- NCR, Batangas</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>To produce at least 3 mini-AVPs per tourism product for in-depth features</li> </ul>
Design and layout of marketing collaterals	At least 5 marketing collateral designs per tourism product (vertical and horizontal orientation)
Crafting and implementation of the strategic public relations plan	<p>A detailed comprehensive public relations strategy</p> <p>Minimum requirements of DOT and can be adjusted based on the approved PR strategy.</p> <ul style="list-style-type: none"> <li>- At least 5 press releases per tourism product</li> <li>- Launch an event per product (on-ground or digital subject to regulations)</li> </ul>
Partnership with local content creators	Multi-media content to be posted across all social media accounts of content creators and DOT
Reporting	Submit regular reports detailing work progress, issues, concerns and recommend next steps in relation to the project
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>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 tourism products campaign based on the current project. The expected output of this workshop may be used as the basis for succeeding marketing Terms of References.</p>

### III. Scope of Price Proposal and Schedule of Payment

1. The campaign shall be for a period of **six (6) months, to commence upon the receipt of Consultant of the Notice to Proceed.**

2. The Approved Budget of Contract (ABC) is **Sixty-Five Million Philippine Pesos (Php65,000,000.00)** 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 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:

<b>Milestones</b>		<b>Payment %</b>
Submission and Approval of Integrated Marketing Campaign (IMC) Proposal	Must be accomplished within Month 2	20%
Submission and Approval of Strategic Public Relations Plan	Must be accomplished within Month 2	10%
Submission and Approval of all AVP storyboards	Must be accomplished within Month 3	30%
Completion of Strategic Public Relations Plan	Must be accomplished within Month 6	10%
Completion of all AVP materials and edit-down requirements	Must be accomplished within Month 6	10%
Completion of approved marketing collaterals	Must be accomplished within Month 6	10%
Submission and approval of the Terminal Report	Must be accomplished right after completion of all milestones and within Month 6	10%
<b>Total</b>		<b>100%</b>

#### **IV. 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 launched at least four (4) integrated marketing campaigns, that include AVP production, during the last three (3) years.

- 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 Nationwide Accounts
1. Managing Director	10 years
2. Account Manager	10 years
3. Producer	10 years
4. Creative Director	10 years
5. Art Director/Film Director	8 years
6. Copywriter/Screenplay Writer	8 years
7. Public Relations Strategist	8 years
8. Creative Artist	5 years
9. Video Editor	5 years
10. Social Media Strategist	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 integrated marketing campaign

- 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.
- A maximum of forty-five minutes (45 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.
- The presentation 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)**

<b>I</b>	<b>APPLICABLE EXPERIENCE OF THE CONSULTANT</b>	<b>60%</b>
A.	<i>Appropriateness of the agency for the assignment</i>	15
	Full-service creative agency that has a dedicated team each for Creatives and Public Relations	15
	Production Agency that has a dedicated team each for Creatives and Public Relations	10
	Media Agency that has a dedicated team each for Creatives and Public Relations	5
B.	Similar Projects handled in last 3 years	25
	Ten (10) and above campaigns successfully completed in the last 3 years	25
	Seven (7) to nine (9) campaigns successfully completed in the last 3 years	20
	Four (4) to six (6) campaigns successfully completed in the last 3 years	15
C.	<i>Years in Existence as a Full-Service Creative Agency/ Production Agency/ Media Agency</i>	10
	10 years & above	10
	5-9 years	5
D.	<i>Contract Cost of Completed Projects in the last 3 years</i>	10
	Two (2) or more projects had a contract cost equal or greater than PHP30 Million	10
	At least one (1) project with a contract cost equal or greater than PHP30 Million	5
<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 exceed the minimum number by at least 50% or four (4) additional personnel with at least 5-years experience	20
	Required number and positions of personnel with minimum years of experience is met	15
<b>III</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>20%</b>
	Number of on-going similar and related projects relative to capacity	
	1-2 projects with contract cost equal or greater than PHP30 Million	20%
	3-5 projects with contract cost equal or greater than PHP30 Million	15%
	No projects with contract cost equal or greater than PHP30 Million	10%

	<b>TOTAL</b>	<b>100%</b>
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**B. Technical Bid/Proposal Criteria and Rating (70% passing score)**

<b>CRITERIA</b>		<b>RATING</b>
<b>A.</b>	<b>Quality of Personnel to be assigned to the project</b>	<b>20%</b>
I.	<b>For Managing Director, Account Manager, Social Media Strategist, Public Relations Strategist and Creative Director</b> -Handled at least three (3) campaigns that are related to brand management	10%
II.	<b>For Producer, Art/Film Director, Copywriter/Screenplay Writer, Creative Artist and Video Editor</b> – Produced at least three (3) AVP materials for brand/marketing campaigns	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%
	AVP Production	5%
II.	Experience and Credentials	
	At least three (3) recommendation letters from previous clients with campaigns the agency has launched within the last three (3) years	5%
	At least one (1) international or local award in Advertising/ Marketing in the last three (3) years by an award-giving body in existence for at least ten (10) years	5%
III.	Partnerships and Networks	
	Availability of nationwide network of production teams/houses that can work remotely on identified regions if restrictions on traveling arise.	5%
<b>C.</b>	<b>Plan of Approach and Methodology</b>	<b>50%</b>
I.	Creative Rendition	
	Originality of AVP concept and treatment	15%
	Resonance of AVP concept and treatment to target audience and communication objectives	10%

		Marketability of logo, key visuals and messaging	10%
	II.	Marketing Strategy	
		Tactics for building brand awareness and engaging (Soundness of the tactics used to the target audience, such as the platforms used, partners in the private sector to engage with, PR strategy etc.)	15%
<b>TOTAL</b>			<b>100%</b>

**VII. Terms and Conditions**

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the full creative 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 full service creative agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the campaign launched.
3. 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;
4. 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.
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

**VIII. Contact Person**

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**END**