

TERMS OF REFERENCE

PROJECT TITLE

PR and Social Media Management Retainer for Dive Philippines

DESCRIPTION

The Office of Product and Market Development (OPMD) – Dive is in need of the services of a competent PR and digital marketing agency to handle strategic PR and social media management for the Dive Philippines brand.

OBJECTIVES

1. To highlight the rich marine biodiversity in the Philippines' destinations
2. To heighten awareness on the Philippines' initiatives to promote sustainable dive tourism
3. To establish the Philippines as Asia's leading dive destination
4. To establish partnerships with high-profile personalities in the global dive industry who can act as "Dive Ambassadors" of the Philippines

MINIMUM REQUIREMENTS

- A. Must be a Philippine organization capable of providing the following services:
 - a. PR Management;
 - b. Social Media Management;
 - c. Graphic Design and Content Generation;
 - d. Media Value Calculation.
- B. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS); and
- C. Must be willing to provide services on a send-bill arrangement.

REQUIRED PERSONNEL

Required Personnel	Minimum Years of Experience in Handling Related Projects
1. Account Manager (Project Lead)	5 years
2. Social Media Manager	5 years
3. Content Manager	5 years
4. Community Manager	5 years
5. Copywriter	3 years
6. Video Editor	3 years
7. Graphic Artist	3 years
8. Media Liaisons	3 years

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

SCOPE OF WORK AND DELIVERABLES

- A. Design a comprehensive and relevant PR and Social/Digital Media plan (from issuance of notice to proceed until December 31, 2020) based on target consumers profile that is in line with the

Department's objectives to position the Philippines as Asia's leading dive destination and heighten awareness on initiatives undertaken to promote sustainable dive tourism;

B. SOCIAL MEDIA MANAGEMENT

- Manage Dive Philippines social networking sites (Facebook and Instagram) for the duration of the engagement through regular feed of infographics, shared posts, and milestones related to the brand;
- Develop four-month content calendar for Dive Philippines social networking sites (Facebook and Instagram) with the following:
 - i. At least ten (10) original content posts per month (includes creative design with provision for up to 2 major revisions per post) that are in line with the objectives of the campaign;
 - ii. At least five (5) on-brand and on-strategy posts per week to engage followers;
- Maintain customer service management on Facebook and Instagram (includes monitoring and responding to comments and inquiries);
- Design and implement a Facebook ad campaign that will generate at least 100,000 engagements and increase page likes to at least 50,000 at the end of the campaign;
- Design and implement an Instagram ad campaign that will generate at least 3,000 engagements and increase followers to at least 2,000 at the end of the campaign.

C. PR MANAGEMENT

- Develop schedule of press release content in complete collaboration with the team;
- Develop relevant story angle and generate at least ten (10) press releases on the team's major projects;
- Distribute/seed press releases to relevant platforms and channels (across major newspapers, magazines, and online sites) with at least five (5) guaranteed pick-ups for each release;
- Coordinate with relevant media for interview requests and other media-related concerns;
- Organization of up to twelve (12) one-on-one press interviews between identified industry personalities / Department executives and relevant media outlets, as needed;
- Preparation of media briefing kits for major projects;

D. CONTENT DEVELOPMENT/CREATION

- Acquire unlimited global usage rights for at least twenty (20) high-resolution (minimum resolution: 300 dpi) underwater photos featuring top Philippine dive destinations for content development and use in traditional and digital promotional activities of the Department;
- Acquire unlimited global usage rights for at least eight (8) high-resolution underwater videos (minimum 1080p, 30-seconds length, post-processed, color graded and corrected, inclusive of audio scoring) featuring top Philippine dive destinations for content development and use in traditional and digital promotional activities of the Department;

E. MONITORING AND REPORTING

- Monitor releases, publications, and airings, as applicable;
- Compile all international and local exposures made on Dive Philippines on a monthly basis for submission to the team;

- Prepare analysis of monthly performance reports for all components;
- Generate report on final media reach, values, and mileage earned for the duration of the engagement.

BUDGET

The total working budget is THREE MILLION PESOS (P 3,000,000.00), inclusive of 12% VAT, and should cover all requirements enumerated above. Contract duration shall be from issuance of Notice to Proceed (NTP) until December 31, 2020.

In the event that the DOT is able to secure sponsorships, the corresponding value must be deducted from the total amount in the invoice.

The winning bidder shall be determined based on the proposal with the most advantageous financial package cost, provided that the amount does not exceed the above total budget.

PAYMENT TERMS

- *First Tranche: 30% upon presentation of comprehensive plan, subject to approval;*
- *Second Tranche: 30% upon submission of mid-project report on media reach, values, and mileage;*
- *Third Tranche: 40% upon submission of final media reach, values, and mileage for the duration of the engagement.*

Prepared by:

CELSTINE SY
Project Officer