

**TERMS OF REFERENCE**  
**PHILIPPINES-SOUTH KOREA 70 YEARS OF DIPLOMATIC RELATIONS –**  
**FULL SERVICE AGENCY**

**I. Project Description**

Procurement of a full service agency for marketing the celebration of the 70 years of diplomatic relations between South Korea and the Philippines.

**II. Background**

The Philippines has always had strong ties with South Korea. This dates back to March 3, 1949 when bilateral relations between both countries before the Korean War erupted. Throughout the years, the friendship and strong ties between the two countries strengthened, as both the Philippines and South Korea continue to cooperate with each other in reinforcing their bilateral and multilateral fronts.

South Korea has been a consistent contributor to the foreign tourist arrivals in the country. In 2010, there were a total of 740,622 tourist arrivals from South Korea. This was a 48.74% increase from the 2009 tourist arrivals. From then, there has been a consistent positive growth rate of South Korean tourists in the country. Last year, a total of 1, 624, 251 visitors from South Korean arrived in the Philippines. South Korea was also the top foreign visitor in the country with a total of 22.5% of all inbound tourist arrivals. However, compared to the foreign tourist arrivals in 2017, this was only a 1.24% increase.

The rapid spread of Korean culture such as dance, entertainment, and music or commonly known as the Hallyu wave is extremely immersed in our society now. This trend started first when Korean novels were first shown in the local television networks back in 2003. From then on, the South Korean influence was greatly felt in our tv and film productions. The influence of K-pop has also been on the rise since 2009, as an increase of concerts, fan meetings, and fan gatherings have taken place in the country. In the global status report released by the Korea Foundation last 2018, the Philippines was recorded to have the biggest growth rate in the number of hallyu, or Korean Wave, clubs and members in Southeast Asia with around 996,000 Filipino hallyu fans.

With regard to this, the Department of Tourism (DOT) will hire an experienced creative agency to help the Department in developing the marketing and promotional efforts to maintain and further increase South Korean tourist arrivals to the country. This also aims to showcase the other islands and destinations our country has to offer.

**III. Objectives and Targeted Outcome**

- A. To reach Filipino and Korean consumers and potential consumers by providing awareness on multiple channels;
- B. To assist the DOT in producing multimedia materials and events in relation to the celebration of the 70 years of diplomatic relations between South Korea and the Philippines;
- C. To help further boost the tourist arrivals from South Korea to the Philippines;

IV. Scope of Work and Deliverables

Scope of Work	Deliverables
<p><b>Creation of Multichannel Marketing Plan</b>  <i>(Multichannel marketing provides options in different channels* to consumers on how to engage with the brand;</i></p> <p><i>*Channel might be a print ad, an on-ground event, a TVC, or digital ads)</i></p>	<ul style="list-style-type: none"> <li>- To create a multichannel marketing plan that will create awareness to the strong diplomatic ties between South Korea and the Philippines.               <ul style="list-style-type: none"> <li>o The marketing plan must target both the Filipino and South Korean market;</li> <li>o Proposed content bucket must emphasize the benefits behind the diplomatic relations of both countries by mainly highlighting the tourism sector;</li> <li>o Marketing plan must embody the 2019 It’s More Fun In The Philippines campaign branding.</li> </ul> </li> </ul>
<p>Event Mounting and Production</p>	<ul style="list-style-type: none"> <li>- To produce an event in South Korea that celebrates the 70 years of diplomatic ties between the Philippines and South Korea.               <ul style="list-style-type: none"> <li>o Event must cater to at least 250 participants;</li> <li>o Must involve the identified South Korean Celebrity Endorser of DOT (talent fee is waived for the said event)</li> <li>o To provide “Its More Fun In the Philippines” giveaways to the participants</li> <li>o To provide event coverage of the whole event; photo and video documentation</li> </ul> </li> </ul>
<p>AVP Production and Creation</p>	<ul style="list-style-type: none"> <li>- To produce at least one (1) AVP               <ul style="list-style-type: none"> <li>o Aims to feature the top 3 destinations for Koreans in the Philippines – Cebu, Palawan, Manila;</li> <li>o Material will be used for digital and OOH placements and events;</li> <li>o Length of AVP: Minimum of 1 minute and maximum of 2 minutes</li> <li>o Derivatives of 30s, 15s, and 10s</li> <li>o May involve the identified South Korean Celebrity Endorser of DOT (talent fee is waived)</li> </ul> </li> </ul>
<p>Digital Content Creation</p>	<ul style="list-style-type: none"> <li>- To produce at least five (5) dynamic and five (5) static digital content               <ul style="list-style-type: none"> <li>o May involve the identified South Korean Celebrity Endorser of DOT (talent fee is waived)</li> </ul> </li> </ul>

OOH Materials	<ul style="list-style-type: none"> <li>- To produce at least five (3) dynamic and five (3) static OOH content <ul style="list-style-type: none"> <li>o May either be a new and original content or be derived from the AVP;</li> <li>o May involve the identified South Korean Celebrity Endorser of DOT (talent fee is waived)</li> <li>o Spots for the OOH materials in Korea must be identified and included in the costing</li> </ul> </li> </ul>
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**V. Project Duration and Budget Allocation**

The Approved Budget of the Contract (ABC) is **Thirty Five Million Pesos (Php 35,000,000.00)** inclusive of all applicable taxes, bank charges and other fees as may be incurred in the process. The campaign will be implemented from **November to December 2019**.

- 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.
1. The selected media agency shall provide billing to the DOT based on the following schedule of payment upon completion of identified milestones;

MILESTONES	% OF PAYMENT
Approval of Multichannel Marketing Plan and Timelines	15%
Submission of Approved Storyboard for AVP	10%
Completion of AVP and derivatives	10%
Submission of Approved Pre Production Deck for the Event	10%
Completion of Event Production	15%
Submission of Approved OOH Materials and Placement	10%
Completion of OOH Material	10%
Completion of Digital Contents	10%
Submission of Terminal Report for the whole campaign	10%
<b>TOTAL</b>	<b>100%</b>

**VI. Qualifications**

1. The agency must be a full creative agency with the required manpower/personnel and staff. It shall be 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 audience during the last three (3) years with an aggregate cost of at least fifty percent (50%) of the approved budget cost for this project.
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 related campaign/s required by DOT under this project
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1. Senior Account Manager	10 years
2. Creative Director	10 years
3. Art Director	7 years
4. Strategist	7 years
5. Event Planner	7 years
6. Copywriter	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 and AVP storyboard

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 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>
<b>A</b>	<i>Appropriateness of the agency for the assignment</i>	<b>20%</b>
	Creative Agency or Production Agency	20
	Others	0
<b>B</b>	<i>Extent of network of the agency</i>	<b>10%</b>
	International	10
	Domestic	5
<b>C</b>	<i>Similar Projects Completed in the last 3 years</i>	<b>10%</b>
	Five (5) or more television commercials produced and aired	10
	At least four (4) television commercials produced and aired	5
	No AVPs made	0
<b>D</b>	<i>Years in Existence</i>	<b>10%</b>
	5 years & above	10
	Below 5 years	0
<b>E</b>	<i>Contract cost of Completed Projects in the last 3 years</i>	<b>10%</b>
	More than one (1)	10
	At least one project with contract cost equal or greater than 5M	5
	Projects cost less than 5M	0

<b>II QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>		<b>20%</b>
	Required number and positions of personnel is exceeded with minimum years of experience	20
	Required number and positions of personnel is met with minimum years of experience	10
	Required number and positions of personnel is not met	0
<b>III CURRENT WORKLOAD RELATIVE TO CAPACITY</b>		<b>20%</b>
<b>A</b>	<i>Number of on-going similar and related projects relative to capacity</i>	<b>20%</b>
	3 or more projects with contract cost equal or greater than PHP Seventeen Million Five Hundred (PHP 17,500,000)	20
	1-2 projects with contract cost equal or greater than PHP Seventeen Million Five Hundred (PHP 17,500,000)	10
	No on-going projects with contract cost equal or greater than PHP Seventeen Million Five Hundred (PHP 17,500,000)	0
<b>TOTAL</b>		<b>100%</b>

**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>
	<b>Similar projects handled</b> <i>(Agency must have projects involving brand development, production of omnibus AVP, and creation of multimedia materials promoting a brand)</i>	10
	<b>Tenure of work in the similar industry</b> <i>(Employees of the agency must be in the same line of industry, creative agency, equivalent or greater than the required minimum years of experience)</i>	10
<b>B</b>	<b>Expertise and Capability of the Firm</b>	<b>30%</b>
	<b>Creative Conceptualization</b> <i>(Previous projects of the agency must be creatively developed)</i>	20
	<b>Multimedia production</b> <i>(Previous AVPs, TVCs, or multimedia materials should best represent the respective brand it is created for)</i>	10
<b>C.</b>	<b>Plan of Approach and Methodology of Multichannel Marketing Plan</b>	<b>50%</b>
	<b>Multichannel Marketing Plan</b> <i>(Proposed multichannel marketing plan should be strategic; It should identify multiple channels but still target the market identified by client; Key visual must also be unique. Application of key visual must be fresh)</i>	20

	<i>but still has the brand essence and fundamentals of the department's ongoing campaign "It's More Fun in the Philippines")</i>	
	<b>AVP Concept and Treatment</b> <i>(AVP storyboard must be clear and should capture the campaign's objectives)</i>	10
	<b>Event Housing and Production</b> <i>(Event must be creatively planned and should show potential effectivity; Effectivity may be gauge based on proposed program flow and creative execution and on how the target audience will perceive it)</i>	10
	<b>Adherence to "More Fun" brand essence</b> <i>(Proposed brand should carry the idealisms of the department's campaign – see brand manual)</i>	5
	<b>Resonance with the target audience</b> <i>(Messaging of the campaign must be understood easily and clearly by the target audience identified by the agency)</i>	5
<b>TOTAL</b>		<b>100%</b>

**IX. 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 for each material.
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 weekly report to discuss detailing work progress, issues and concerns, and recommend next steps in relation to the project as part of the deliverables.

**X. Contact Person**

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