

TERMS OF REFERENCE  
CREATIVE AGENCY  
Content Production for Safe Tourism

**I. Project Description**

The development of content on the campaign for the protection of children and women in tourism targeting the tourism stakeholders such as hotels and tour guides as well as local and international tourists.

**II. Background**

In the Philippines, as in other countries around the world, many children and women are facing a wide range of risks. They are at risk of physical, sexual and emotional abuse, accidents or bad health.

Under the Tourism Act of 2009 or the Republic Act No. 9593, it states that tourism should ensure protection and promotion of the general wellbeing of the Filipino people, which includes the monitoring and prevention of exploitation of women and children in tourism.

In 2014, the Department of Tourism (DOT) and the Friends-International signed a Memorandum of Agreement (MOA) that aims to promote a Child Safe Tourism Campaign specific to the Philippines. The ChildSafe Movement involves the community and travelers to actively protect children and youth from all forms of abuse. It encourages everyone to think and adopt a behavior that will protect children everywhere. More than 9 million people became aware of children's issues because of the ChildSafe campaigns.

In terms of violence against women, based on the data of the National Demographic and Health Survey in 2013, it shows that one in five women ages 15-49 has experienced physical violence since age 15, and six percent experienced physical violence within the 12 months prior to the survey. Six percent of women ages 15-49 reported having ever experienced sexual violence.

Every year, there is 18-Day Campaign to raise awareness about Violence Against Women (VAW) among all stakeholders that supports the Philippine Government's goal to protect the human rights of women and its commitment to address all forms of gender-based violence.

In view of this, the DOT will hire an experienced creative agency to help the Department in developing the marketing and promotional efforts to increase awareness about the campaign on the protection of children and women in tourism.

### III. Objectives

1. To educate and build awareness on the issues affecting the lives and welfare of children and women
2. To encourage ethical and sustainable tourism practices that respect the rights of the children and women

### IV. Scope of Work and Deliverables

Scope of Work	Deliverables
Conduct a comprehensive research on the violence against women and child in relation to tourism in the Philippines.	Recommend an effective media strategy that will align with the tourism branding campaign.
Conceptualization and implementation of a comprehensive branding strategy	<ul style="list-style-type: none"> <li>- Development of a brand name, key visuals, logo for the country's initiative in promoting the protection of children and women from all forms of abuse, such as prostitution, human trafficking, pornography.</li> <li>- Development of branding guideline manual</li> </ul>
Production and implementation of an audio-visual presentation (AVP) and promotional materials about the campaign	<ul style="list-style-type: none"> <li>- One (1) AVP for ChildSafe campaign for digital and events (Maximum of 3 minutes; Minimum of 1 minute and 30 seconds)</li> <li>One (1) AVP for campaign against women exploitation in tourism for digital and events (Maximum of 3 minutes; Minimum of 1 minute and 30 seconds)</li> </ul>
Design and layout of Out-of-Home	- Production of at least 3 static and

materials	<p>dynamic content for LEDs derived from the AVP and approved key visuals</p> <ul style="list-style-type: none"> <li>- Layout requirements must be aligned on proposed designated placements by the appointed media planning and placement agency</li> </ul>
Design and layout of digital materials	<ul style="list-style-type: none"> <li>- Production of static and dynamic digital ads derived from the AVP and the new brand design developed.</li> <li>- Layout requirements must be aligned on proposed designated placements by the appointed media planning and placement agency</li> </ul>
Design and layout of print advertisements as required	<ul style="list-style-type: none"> <li>- At least 3 print ads which must be designed based on designated placement by the appointed media planning and placement agency</li> </ul>
Comprehensive Report	<ul style="list-style-type: none"> <li>- To 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.</li> </ul>

#### V. Project Duration and Budget Allocation

The Approved Budget of the Contract (ABC) is **Ten Million Pesos (Php 10,000,000.00)** inclusive of all applicable taxes, bank charges and other fees as may be incurred in the process. The campaign will be implemented from **September 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 creative agency shall provide billing to the DOT based on the following schedule of payment upon completion of identified milestones;

<b>MILESTONES</b>	<b>% OF PAYMENT</b>
Upon submission and approval of branding strategy and guideline	25%
Upon submission and approval of all AVP materials	30%
Upon submission and approval of OOH design	15%
Upon submission and approval of dynamic digital, static and print ads	20%
Submission of Terminal Report for the whole campaign	10%
<b>TOTAL</b>	<b>100%</b>

#### **VI. Qualifications**

1. The agency must be a creative 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 PH domestic market 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**

<b>Required Personnel</b>	<b>Minimum Years of Experience in handling related campaign/s required by DOT under this project</b>
1. Account Manager	<b>7 years</b>
2. Creative Director	<b>7 years</b>
3. Art Director	<b>7 years</b>
4. Writer	5 years
5. Graphic Artist	5 years
7. Copywriter	5 years
6. 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 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 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)

I	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	<i>Appropriateness of the agency for the assignment</i>	20%
	Creative Agency or Production Agency	20%
	Others	5%
B.	Extent of partnered network of the agency	10%
	Nationwide Partners	10%
	Regional Partners	5%
C.	<i>Similar Projects Completed in the last 3 years</i>	10%
	Creative Agency targeting international market	10%
	Creative Agency targeting domestic market only	5%
D.	<i>Years in Existence as Creative Agency</i>	10%
	5 years & above	10%
	Below 5 years	5%
E.	<i>Contract cost of Completed Projects in the last 3 years</i>	10%
	At least one project with contract cost equal or greater than 5 Million PHP	10%
	Projects cost less than 5 Million PHP	5%

<b>II</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	<b>20%</b>
	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>	
	Number of on-going similar and related projects relative to capacity	<b>20%</b>
	0 projects with contract cost equal or greater than 5 Million PHP	5%
	7 or more projects with contract cost equal or greater than 5 Million PHP	10%
	4-6 projects with contract cost equal or greater than 5 Million PHP	15%
	1-3 project with contract cost equal or greater than 5 Million PHP	20%

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

CRITERIA		RATING
<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	
	Video Production	15%
	Creative Conceptualization	10%
	Research or Insight Gathering	5%
<b>C.</b>	<b>Plan of Approach and Methodology</b>	<b>50%</b>
	I. Creative Rendition	
	AVP Concept	20%
	Treatment	10%
	Resonance with the target audience	10%
	III. Over-all Impact	10%
<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 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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