

TERMS OF REFERENCE
SEA GAMES 2019- FULL SERVICE CREATIVE AGENCY

I. Project Description

Full Service Creative Agency for the Philippines' hosting of the 30th South East Asian Games 2019 or SEA Games to promote sports tourism and encourage foreign tourists to visit the Philippines during the said event.

II. Background

The Philippines will host the 30th South East Asian Games or SEA Games from November 30,2019 to December 11, 2019.

The Main hub will be in Clark (Northern Philippines) with the construction of the New Clark City Sports Village. While secondary hub will be in Subic Bay Freeport Zone with the Tertiary Hub in Metro Manila and nearby areas.

Around 17,000 participants from different countries are expected to arrive in the Philippines all throughout the event. These are athletes, team officials, technical officials, press and media attendees and among others.

The 30th SEA Games will have 56 sports with 523 events.

This event will not only bring together athletes from South East Asian countries, but also serves as an avenue to showcase the beautiful tourist destinations of the Philippines, particularly the events' venues and nearby areas.

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 increase foreign tourist arrivals through the 30th SEA Games 2019 event.

III. Objectives and Targeted Outcome

The procurement of the services of an experienced full service creative agency will assist DOT to promote sports tourism and ensure that the Philippines' hosting of the 30th SEA Games 2019 will help boost tourist arrivals during the event itself.

IV. Scope of Work and Deliverables

Scope of Work	Deliverables
Content Creation	<ul style="list-style-type: none">- To produce one (1) AVP that will feature sports tourism targeting the South East Asian countries- Length of AVP: maximum of 2

	<p>minutes and minimum of 1 minute and 30 seconds</p> <ul style="list-style-type: none"> - To connect with the public to emphasize the benefits of this event to the Filipinos, highlighting the tourism sector - Production of at least 5 dynamic and 5 static digital content derived from the AVP visuals - To create media plan for 30th SEA Games 2019 - To provide moment and seasonal marketing content as needed - To recommend other marketing promotional materials as needed
Digital Media Placement	<ul style="list-style-type: none"> - SEO and SEM, YouTube, Facebook - Media Placements in South East Asian countries
Comprehensive Report	<ul style="list-style-type: none"> - 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.

V. Project Duration and Budget Allocation

The Approved Budget of the Contract (ABC) is **Twenty Million Pesos (Php 20,000,000.00)** 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 creative 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;

MILESTONES	% OF PAYMENT
Submission of Approved Storyboard for AVP	15%

Submission of Approved Media Plan	15%
Submission of rollout report of approved placements for October 2019	10%
Submission of rollout report of approved placements for November 2019	10%
Submission of rollout report of approved placements for December 2019	10%
Completion of TVC materials.	15%
Completion of all multimedia materials	15%
Submission of Terminal Report for the whole campaign	10%
TOTAL	100%

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
1. Managing Director	10 years
2. Creative Director	10 years
3. Senior Account Manager	10 years
4. Production Director	8 years
5. Senior Writer	5 years
6. Senior Digital Planner	5 years
7. Senior Digital Media Buyer	5 years
8. Senior Art Director	5 years
9. Senior 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 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%
	Full Service Creative Agency	20%
	Production and Media Placement Agency	10%
	Others	5%
B.	Extent of network of the agency	10%
	International (South East Asia)	10%
	Domestic	5%
C.	<i>Similar Projects Completed in the last 3 years</i>	10%
	At least one international campaign targeting South East Asia	10%
	At least one national campaign	5%
D.	<i>Years in Existence</i>	10%
	5 years & above	10%
	Below 5 years	0
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 10M	10%
	Projects cost less than 10M	5%
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Required number and positions of personnel is met with minimum years of experience	20
	Required number and positions of personnel is met with less than minimum years of experience	10
	Required number and positions of personnel is not met	0

III	CURRENT WORKLOAD RELATIVE TO CAPACITY	
	Number of on-going similar and related projects relative to capacity	20%
	3 or more projects with contract cost equal or greater than 10M	10%
	2 projects with contract cost equal or greater than 10M	15%
	0-1 project with contract cost equal or greater than 10M	20%

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

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the project	20%
	I. Similar projects handled	10%
	II. Level of experience with similar nature of work	10%
B.	Expertise and Capability of the Firm	30%
	I. Production Capability	
	Video Production	20%
	Media Planning	10%
C.	Plan of Approach and Methodology	50%
	I. Creative Rendition	
	AVP Concept	15%
	Treatment	10%
	II. Media Plan	
	Type of media placements	5%
	Choice of media platforms	5%
	Quality of media values	5%
	III. Over-all Impact	10%
TOTAL		100%

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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