



**TERMS OF REFERENCE
CONSULTING AGENCY FOR THE DAVAO REGION TOURISM BRAND DEVELOPMENT
PROJECT (PHASE I)**

I. Overview and Background

The Department of Tourism Regional Office XI (Davao Region) is looking for a Full-Service Creative Agency, Public Relations Agency, or Production House that will develop the tourism brand of Davao Region.

For years, the slogan campaign, *"From Islands to Highlands"* has been used. It suggests Davao Region as a treasure trove of sites, attractions, and activities where visitors can experience throughout the region's gulfs and mountainsides. The tourism industry of Davao Region has evolved throughout the years, with the newest offerings of different sites and products as well as business and investment opportunities. Alongside this development, DOT-XI noticed the need to make a showcasing procedure or marketing strategy to rethink the brand character of the region: a new, imaginative, and unmistakable marking that would talk about its geography as well as epitomize every one of the objective's assorted and wide-running regular assets/ natural resources, assembled attractions, culture, activities, amenities, and accommodation. Furthermore, a marking that would reflect and radiate the way of life, mantra, and upsides of the locale or values of the region.

Any successful tourism destination would say that branding is totally basic in light of the general effect it makes on a spot. However, it brings enormous rewards as its main objective is to create a unique, value-added product and offer an innovative and effective tool by which a destination can establish an emotional relationship with visitors and encourage loyalty through appealing to the traveler's self-imagined and lifestyles.

The development of a tourism brand identity of the region is considerably more than whatever meets the eye. It is not just a visual representation of a place, concocting an engaging logo and an uncommon slogan, but instead moored on a lot further reason to situate or position Davao Region as a must experience and premiere destination.

Moreover, to create strong tourism brand that will speak of its cultural legacies, natural wonders, and other tourism products and services that make the region stand out as a destination with value for travellers in consideration of global pandemic

II Objectives

The Davao Region Tourism Brand Development Project (Phase I) is aimed to:

1. To position Davao Region as a quality tourism destination, identifying effective marketing strategies and messaging;
2. To create and develop a new brand for Davao Region, complete with new tagline, images and new catchphrases;
3. To develop creative graphic designs, including social media contents, designs for marketing materials, anchored on the new tourism brand

III. Scope of Work & Deliverables

SCOPE OF WORK	DELIVERABLES	TIMELINE
A. BRAND VISIONING • Brand Positioning Exploration Exercise	• Conduct of workshops with necessary number of resource speakers nominated by the agency, and to be attended by at least 20 attendees from DOTXI	Month 1-2

<ul style="list-style-type: none"> • Brand Tagline Generation • Brand Identity as applied to all segments • Identifying the Brand Differentiators • Establishing the Brand Image • Communication Catchphrases • Workshop Facilitation (3 sessions) *includes on-site facilitation expenses (facilitators, meals & venue, transportations, etc.) 	<p>(composed of tourism officers from the region & other stakeholders).</p> <ul style="list-style-type: none"> • Comprehensive progress reports containing the following: <ul style="list-style-type: none"> -Work progress -Issues, concerns and recommended next steps in relation to the project • Brand Manual containing the following: <ul style="list-style-type: none"> -key visuals, logo, design guidelines -messaging and writing styles -guidelines regarding IEC materials • Terminal Report <ul style="list-style-type: none"> -digital & printed copy covering all aspects from planning to execution -to contain insights, analysis, recommendations, and evaluations of the project including conceptualization, asset creation and execution <p>All approved materials, files, data and reports must also be submitted.</p>	
B. BRAND IDENTITY DESIGN, PROPOSED BRAND LAUNCH PLANS, & AVP PROPOSED CONCEPTS	<ul style="list-style-type: none"> • Logo Design and Visual Style (outputs: logo, typography set, supplementary assets i.e. patterns & icons, logo use standards, brand building strategies, etc) • Design Concept and Final Artwork Development: <ul style="list-style-type: none"> - Corporate Stationery Suite (business card, letterhead, presentation template, IG and FB Profile Image and Webdesign • AVP Promotional Video Concepts with Scripts (Brand launch AVP/s) • Plans for brand launching 	<ul style="list-style-type: none"> • Month 2
C. DEVELOPMENT OF SOCIAL MEDIA CONTENT CREATIVE AND DESIGN	<ul style="list-style-type: none"> • Concept for a Digital Campaign, • Content Calendar Development (i.e 3-month run, 2 posts per week) Design, and Final Artwork Development of Creative Content Package 	<ul style="list-style-type: none"> • Month 3
D. BROCHURE & WEBSITE DEVELOPMENT (GRAPHIC DESIGN AND CONTENT DEVELOPMENT)	<ul style="list-style-type: none"> • Content Framework • Content Research & Write-ups (to be worked closely with client for correctness of information) • Art Direction & Design • Lay-out & Typesetting • Material Specification • Final Artwork Preparation • Print Production Monitoring & Quality Control 	<ul style="list-style-type: none"> • Month 3-3.5

IV. Project Duration and Budget Allocation

1. The brand development project shall be for a period from September-December 20, 2022 to commence from the receipt of Consultant of Notice to Proceed.
2. The Approved Budget of Contract (ABC) for the project is ONE MILLION SEVEN HUNDRED THOUSAND PESOS (PhP1,700,000.00), inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.

3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones. In each milestone, the Awarded Agency will be required to submit one (1) accomplishment report, (2) Certification of Acceptance signed by the DOT Project Proponent and Superior.
4. The Agency will submit its cost estimate for each deliverable. When procuring outsource service, the Agency will need to present three quotes from suppliers, one of which is DOT accredited enterprise, if applicable.
5. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

MILESTONES	PAYMENT
Approved Brand Manual for Davao Region	30%
Approved Brand Identity Designs, Proposed Brand Launch and AVP Proposed Concepts	20%
Approved Social Media Content Creative and Design	20%
Approved Brochure & Website Development Creative & Design	20%
Submission of terminal report with campaign roadmaps/ execution plans	10%

V. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in Handling Related Brand Development Project/Campaign Required by DOT XI under this Project
1. Managing Director	15 years
2. Creative Director	15 years
3. Account Manager	10 years
4. Digital Marketing Manager	8 years
5. PR Strategist	8 years
6. Social Media Strategist	5 years
7. Lead Researcher	8 years
8. Lead Art Director	8 years
9. Lead Copywriter	8 years
10. Lead PR Writer	8 years

Note: Bidders may recommend additional personnel deemed fit for the team. Personnel must have had been in his/her position or similar capacity in the required number of years based on their career. Please include in the bid documents the resume of the personnel and the work reference's contact details.

VI. Criteria for Rating

A. Eligibility Check and Shortlisting Criteria and Rating (80% passing score)

I.	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
	<i>Appropriateness of the agency for the assignment</i>	15%
	Full-service Creative Agency	15%
	Public Relations Firm/Agency	10%
	Production House with PR services	5%
	<i>Reach of the Agency</i>	15%
	Nationwide reach	
	Regional reach	
	<i>Similar Projects Completed in the last 3 years</i>	10%

	At least 4 completed marketing, advertising, or publicity campaigns	10%
	1-3 completed marketing, advertising or publicity campaigns	5%
	Years in Existence as Creative Agency, Public Relations Agency, Production House	10%
	5 years and above	10%
	3-5 years	5%
	Contract cost of Completed Projects in the last 3 years	10%
	At least three projects with contract cost equal or greater than PhP1.7M each	10%
	One or two projects with contract cost equal or greater than PhP1.7M each	5%
	No projects with contract cost equal or greater than PhP1.7M	0%
II.	QUALIFICATIN OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB (Refer to IV. Minimum Required Personnel)	20%
	Required number and positions of personnel with minimum years of experience is exceeded by an additional 5 personnel following any of the profiles of the identified minimum required personnel with respective minimum number of years of experience	20%
	Required number and positions of personnel with minimum years of experience is met	15%
III.	CURRENT WORKLOAD RELATIVE TO CAPACITY Number of ongoing similar and related projects relative to capacity	20%
	No projects with contract cost equal or greater than PhP1.7M each	5%
	4 or more projects with contract cost equal or greater than PhP1.7M each	10%
	1-3 projects with contract cost equal or greater than PhP1.7M each	20%

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

I.	Quality of personnel to be assigned to the project	20%
	All minimum required personnel have been involved in at least one project for (1) a client's Corporate Social Responsibility (CSR) unit; (2) a non-profit organization on the environment, livelihoods, or sustainability, or (3) tourism industry	20%
	At least five of the minimum required personnel has been involved in at least one project for (1) a client's Corporate Social Responsibility (CSR) unit; (2) a non-profit organization on the environment, livelihoods, or sustainability, or (3) tourism industry	15%
	One to four of the minimum required personnel has been involved in at least one project for (1) a client's Corporate Social Responsibility (CSR) unit; (2) a non-profit organization on the environment, livelihoods, or sustainability, or (3) tourism industry	10%
	Only one personnel has been involved in at least one project for (1) a client's Corporate Social Responsibility (CSR) unit; (2) a non-profit organization on the environment, livelihoods, or sustainability, or (3) tourism industry	5%
II.	Expertise and Capability of the Firm	30%
	Services rendered in completed projects in the past 3 years	
	Marketing/advertising campaigns	10%
	Public Relations	7%

	Digital Campaigns	3%
	Experience and Credentials	
	At least three (3) completed campaigns related to Marketing/Advertising, Public Relations or Digital Campaigns, validated or certified by previous clients, the agency has launched within 3 years	5%
	At least one (1) international (outside Philippines) or national award related to Marketing/Advertising, Public Relations or Digital Campaigns, in the last 3 years by an award-giving body in existence for at least 10 years.	5%
III.	Plan of Approach and Methodology	50%
	Resonance of the overall messaging and theme of the IMC Proposal to achieve the project's objectives	20%
	The appropriateness of the proposed media partners and entities for national and regional promotion of DOT programs and projects	10%
	Originality and feasibility of Marketing and PR tactics to accomplish the projects objectives	10%
	Quality of other strategies outside the scope of work that can further the goals of the project without additional cost to the proposed budget	10%

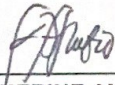
VII. Terms and Conditions

1. Segment(s) or phrase(s) of the brand not implemented for whatever reason shall be revised or modified by the Agency at no cost on the part of DOT XI to translate said segment(s) or phrase(s) for future implementation;
2. All publicity, creative concepts, and original materials (raw and edited) formulated and designed in conjunction with the branding development project shall be owned by DOT, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally. The materials should be submitted to DOT in sturdy hard drive/s;
3. The selected Agency shall submit regular reports detailing work progress, issues and concerns and recommend next steps concerning the project as part of the deliverables;
4. Any excess remuneration or compensation in the form of a rebate from the international or local network/s shall be negotiated with the DOT in the form of additional marketing materials, publicity materials and/or extended media placements in order to maximize the effect and benefit of the brand;
5. All AVPs and photos should be submitted as final approved flattened files and editable files (PSD, Adobe file, etc.)

VIII. Contact Person

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