

**DEPARTMENT OF TOURISM
REGION IV - A (CALABARZON)**

TERMS OF REFERENCE

PROCUREMENT OF CONSULTANCY SERVICES ON THE DESIGN, DEVELOPMENT AND PRODUCTION OF PROMOTIONAL MATERIALS FOR THE GREEN CORRIDOR INITIATIVE (GCI) PHASE ONE TOURISM CIRCUITS

I. TITLE

Procurement of Consultancy Services on the Design, Development and Production of Promotional Materials for the Green Corridor Initiative (GCI) Phase One Tourism Circuits

II. ABC: Three Million Five Hundred Thousand Pesos (Php 3,500,000.00)

III. RATIONALE

The Department of Tourism CALABARZON Regional Office, in coordination with the provinces of Cavite, Laguna, Batangas, Rizal, and Quezon (CALABARZON) has officially launched the tourism circuits of Green Corridor Initiative (GCI) in a bid to boost domestic tourism recovery and response in safe travel.

The Regional Office seeks to procure services of a media production company that will design, develop and produce the creative requirements such as promotional audio-visual presentations (AVPs), short clip teasers, curated photo library and marketing posters for DOT's first phase tourism circuits under the Green Corridor Initiative (GCI), to enhance awareness among tourism stakeholders, industry partners, media agencies and the general public.

As we continue to market attractions and destinations alongside local government units (LGUs) and its stakeholders in the region, the project will help rebound and regain business opportunities. The situation at hand has transformed the way people use technology and has allowed the industry to fully realize its potential through production of AVPs, short clip teasers, photo library and marketing posters for the whole GCI experience.

The effort is part of the government's assistance to local tourism stakeholders by continuing to showcase and promote domestic tourism products, with features on health and safety. It is also a way to raise awareness of the new normal in the operations of the respective tourism circuits.

IV. BACKGROUND

In line with the thrust of the Department of Tourism in development of new sustainable tourism products, along with the activation of the safety campaign under the new normal, the Department of Tourism Region IV – A (CALABARZON) developed its flagship domestic tourism program for tourism recovery and response, The G.R.E.E.N. Corridor Initiative (GCI).

The development of 'green corridors' play an important role in maintaining regional biodiversity, improving environmental quality, offering economic resilience opportunity as well as protecting heritage and culture, hence, supporting the jumpstart of economy to bounce back and restart tourism activities in the new normal.

IDENTIFIED PRIORITY TOURISM CIRCUITS: PHASE ONE

The respective provinces showcase the respective cluster tourism destination circuits featured for the initial phase of the Green Corridor Initiative:

1. Cavite: M.A.S.T.C (Must See) Tourism Circuit (Tagaytay, Maragondon, Silang, Alfonso)
2. Laguna: SaRiLiNa Tourism Circuit (San Pablo City, Rizal, Nagcarlan and Liliw)
3. Batangas: Bayside Tourism Circuit (Nasugbu, Calatagan, Taal and San Juan)
4. Rizal: Faith, Food, Art, Adventure and Nature (FFAAN) Experience Tourism Circuit (Antipolo City, Angono, Taytay and Cainta)
5. Quezon: REINA Tourism Circuit (Real, Infanta and General Nakar)

Cavite features the M.A.S.T.C (Must See) Tourism Circuit where Tagaytay City and the towns of Maragondon, Silang, and Alfonso are centered towards health and wellness, and farm tourism. Offered in this circuit are the famous Tagaytay Ridge tour, a visit to Gourmet Farm in Silang or agri-tourism immersion in Alfonso with side trips at Ginger Bread House and Reptiland Adventure. A Maragondon river cruise is also one of the offerings.

In Laguna, SaRiLiNa (San Pablo, Rizal, Liliw, Nagcarlan) Tourism Circuit has San Pablo that offers Lake Pandin for swimming, camping and boating while Casa San Pablo and Sulyap Gallery Cafe will get you to enjoy heirloom dishes. Rizal town has TANAW Park to commune with nature. Nagcarlan opens its gates to the well-known Underground Cemetery, and Liliw for town's history along with culinary tourism and shopping.

Batangas Bayside Tourism Circuit has the towns of Nasugbu, Calatagan, and San Juan for its sun and beach, nature and adventure, and diving while an opportunity to travel back in time is in store when visiting its well-preserved ancestral houses at the Heritage Village of Taal town.

Rizal features the Faith, Food, Art, Adventure and Nature (FFAAN) Experience Tourism Circuit of Antipolo City and the towns of Angono, Taytay, and Cainta. The FFAAN circuit defines the destination as a touch base with nature, a site for pilgrimage, a town rich in artistic and cultural heritage, a shopping haven for dresses, textiles, woodworks and furniture, and taste of its native delicacies.

Quezon highlights the REINA Tourism Circuit which has the towns of Real, Infanta, and General Nakar offering nature adventure, beach and surfing. Real offers the nearest surfing spots for beginners during a quick weekend trip the same way a more adventurous engagement is river tubing through a 5-kilometer stretch of wild water current in Barangay Tanauan. Infanta pitches nature and culture attractions to its mangrove eco-park while opens your palate to some culinary delicacies. On the other hand, General Nakar awaits adventure seekers to explore its cave and beaches.

V. SCOPE OF WORK AND DELIVERABLES

The objectives of the procurement of the services of an experienced full-service creative media production company are as follows:

- To communicate the Green Corridor Initiative (GCI) and its tourism circuits to its stakeholders and the general public; and
- To develop and produce IEC marketing materials that reflect the CALABARZON region as a sustainable, socially-responsible and inclusive tourism industry.

SCOPE OF WORK	DELIVERABLES
<p>Conceptualize and Prepare Concept Plan, Storyline / Storyboard for each AVPs</p>	<p>Concept Plan containing the following:</p> <ul style="list-style-type: none"> • Key Visuals and Storyline • Messaging and writing styles • Storyboard, Music, Treatment of Videos <p>The team shall present a concept plan and storyline / storyboard consistent with the sustainability and theme of the Green Corridor Initiative (GCI) project.</p>
<p>Production and implementation of audio-visual presentations (AVPs) to promote the tourism circuits under the Green Corridor Initiative (GCI): Sights and Sounds of GCI Tourism Circuits</p> <p>Execute resizing and reformatting of the AVP materials as needed</p>	<p>Produce five (5) omnibus AVPs to be used for events and digital platforms to further the following Green Corridor Initiative (GCI) Tourism Circuits, with minimum of 3 minutes each. All materials must be gender-sensitive (in compliance with the Gender- Fair Media Guidebook), and music to be used should not be copyrighted.</p> <p>The reference videos are:</p> <p><i>Batangas Spots To Discover</i> DOT Youtube Channel https://www.youtube.com/watch?v=YnPUZGJOMcK</p> <p><i>Tourist Spots In Rizal For Adventure-Seekers</i> DOT Youtube Channel https://www.youtube.com/watch?v=tt3YVeulFWc</p>
<p>Production and implementation of short video teasers to promote the tourism circuits under the Green Corridor Initiative (GCI): Story-Driven GCI Tourism Circuit AVPs</p> <p>Execute resizing and reformatting of the AVP materials as needed</p>	<p>Produce 60-seconder sustaining video teasers per respective tourism circuit, with a total of five (5) AVPs. All materials must be gender-sensitive (in compliance with the Gender- Fair Media Guidebook), and music to be used should not be copyrighted.</p> <p>The reference videos are:</p> <p><i>It's More Fun With You Campaign</i> DOT Youtube Channel https://www.youtube.com/watch?v=efmYHf1JDHc</p> <p><i>Wake Up Campaigns</i> DOT Youtube Channel</p> <p><i>Wake Up in CALABARZON Region</i> https://www.youtube.com/watch?v=gp-qZQr9z3Q</p> <p><i>Wake Up in Bicol Region</i> https://www.youtube.com/watch?v=l73mjxjpPwg</p> <p><i>Wake Up in Ilocos Region</i> https://www.youtube.com/watch?v=uHVGIQmgt5E</p> <p><i>Wake Up in Northern Mindanao</i> https://www.youtube.com/watch?v=fV9r77SuKkg</p>

	<p><i>Wake Up in Zamboanga</i> https://www.youtube.com/watch?v=64FqZOoZYpo</p> <p><i>Wake Up in Siargao</i> https://www.youtube.com/watch?v=n5f7pi0JDCo</p> <p>Each AVP shall have its own narrative / dialogue / script following the visual format/footage of the sample video references above.</p>
<p>Shoot on location and provide edited clips as well as editable files, curated images/shots, footages and b-rolls</p>	<p>The production team will be responsible for the research materials, securing shooting permit/s and applicable fees, script, subtitles, captions and each AVP.</p> <p>Key messaging of the videos should mainly focus on the featured sites and attractions under each respective tourism circuit under the new normal of travel. Treatment should be cinematic and fun yet informative, candid, and not too heavy and formal.</p> <p>Edit videos and text content (captioning and labeling, if necessary) of each of the produced video / materials.</p> <p>Incorporate graphics / animation and purchase necessary creative assets such as music backgrounds or sound effects as needed.</p> <p>Execute sizing and reformatting of the AVP materials as required. The editable files must be submitted to DOT at no additional cost.</p>
<p>Include a pool of talents in the team to serve as models during the shoot</p>	<p>Present a pool of talents to serve as models based on the storyboards / storyline for each AVP.</p>
<p>Be fully equipped with high-quality hand-held tools (e.g. cameras, laptops, internet, microphones, lighting, recording materials, etc.) to produce output</p>	<p>Submit a list of the equipment to be used for the video and photo production.</p>
<p>The media production company will shoulder all costs, including accommodation, food, transportation, honorarium, and other applicable logistical expenses, if need be.</p>	<p>The production team must be willing and able to:</p> <ul style="list-style-type: none"> — Travel to the destinations; — Closely coordinate with the DOT Regional Office regarding the travel itineraries; — Secure permit to shoot with the destinations and attractions (with the assistance from DOT as may be needed) and settle shooting permit fees as required; — Shoulder logistics, travel expenses and requirements including but not limited to accommodation, transportation, food, equipment, antigen and RT-PCR tests as

	required, entrance / environmental / travel and talent fees, etc.
Design of Digital and Printed IEC Materials	To develop digital and printed materials for the Green Corridor Initiative (GCI), which includes but not limited to the following: <ul style="list-style-type: none"> a. at least 2 digital posters for each tourism circuit; and b. at least 20 curated photos for each tourism circuit, with a total of 100 curated photos. <p>The editable files must be submitted to DOT at no additional cost.</p>
Comprehensive Report	Submit regular reports detailing work progress, issues, concerns and recommend next steps in relation to the project
Terminal Report	The media production company must submit a comprehensive terminal report including insights, analysis, recommendations, and evaluations of the project.
The media company must submit a digital and printed copy of the terminal report, covering all aspects of the project from planning to execution.	
It must include insights, analysis recommendations, and evaluations of the project including conceptualization, asset creation, and execution.	
All the approved materials, files, data, and reports must also be submitted.	

VI. SCOPE OF PRICE PROPOSAL AND SCHEDULE OF PAYMENT

1. The project will commence upon the receipt of the Notice to Proceed (NTP) up to the 1st Quarter of 2023 of which marks the target completion of the project.
2. The Approved Budget of Contract (ABC) is Three Million Five Hundred Thousand Pesos (Php 3,500,000.00) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
 - a. The compensation to be paid for the agency shall be pegged in the amount equivalent to maximum of 12% of their proposed budget for the entire project.
 - b. DOT does fund transfers through the Landbank of the Philippines (LBP). If the supplier does not have a Landbank account, fund transfers may still be done but bank charges to be borne by the supplier.
 - c. Must have free cancellation, rebooking, transferable or refundable policies due to travel restrictions based on resolutions and pronouncements made by the IATF, Philippine Government or concerned Local Government Units.

- 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 (1) an accomplishment report; (2) Certification of Acceptance signed by DOT Project Proponent and Superior:

MILESTONES	PAYMENT
Approval of the submitted Concept Plan and Report, AVP concepts, Production Timeline and Personnel List	25%
Approval of all ten (10) storyboards for the AVPs	15%
Completion and approval of all five (5) AVPs: Sights and Sounds of GCI Tourism Circuits	20%
Completion and approval of all 60-seconder sustaining video teaser materials per respective tourism circuit (5 videos): Story-Driven GCI Tourism Circuit AVPs	15%
Completion and approval of digital posters and curated photo requirements	15%
Upon acceptance of the Terminal Report	10%
TOTAL	100%

VII. QUALIFICATIONS

- The media production company must be duly established in the Philippines with the required manpower/personnel and staff, with projects involving AVP production in the last two (2) years.
- The company must have been in existence for at least two (2) years with experience AVP production, including graphic design.
- Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

VIII. MINIMUM REQUIRED PERSONNEL

The following are the needed personnel for the project:

REQUIRED PERSONNEL	MINIMUM YEARS OF EXPERIENCE
1. Managing Director	2 years
2. Account Manager	2 years
3. Production Coordinator	2 years
4. Creative Director	2 years
5. Copywriter	1 year
6. Creative Artist	1 year
7. Video Editor	1 year
8. Researcher	1 year

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.

IX. CRITERIA FOR RATING

Stage 1 – Submission of eligibility documents

Stage 2 – For short-listed bidders, submit brief credentials and the proposed marketing and promotional materials strategy.

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. A maximum of forty-five minutes (45 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. The presentation will be rated by BAC 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 (70% passing score)

I	APPLICABLE EXPERIENCE OF THE CREATIVE AGENCY	60%
A.	Appropriateness of the agency for the assignment	15
	Full-Service Creative Media Production Company	15
	Production Company	10
	Public Relations or Media Company that has a dedicated team for Creatives	5
B.	Projects handled in the last 2 years	20
	6 or more marketing-related or media projects completed	20
	3 to 5 marketing-related or media projects completed	15
	1 to 2 marketing-related or media projects completed	10
	No completed campaigns	0
C.	Years in Existence as Full-Service Creative Media Production Company/Production Company/PR or Media Company	10
	2 years and above	10
	Less than 2 years	5
D.	Contract Cost of Completed Projects in the last 2 years	15
	Two (2) or more projects that each had a contract cost equal or greater than Php 500,000.00	15
	At least one (1) project with a contract cost equal or greater than Php 500,000.00	10
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Required number and positions of personnel with minimum years exceed the minimum number by at least two (2) additional personnel from the required personnel list with matching minimum number of years in experience	20
	Required number and positions of personnel with minimum years of experience is met	15

III CURRENT WORKLOAD RELATIVE TO CAPACITY		20%
	Number of on-going similar and related projects relative to capacity	
	1-2 projects that each have a contract cost equal or greater than Php 500,000.00 each	20
	3 or more projects that each have a contract cost equal or greater than Php 500,000.00 each	15
	No projects amounting to Php 500,000.00 each but with sum total of all ongoing projects equal or greater than Php 500,000.00	10
	No projects amounting to Php 500,000.00 each and with sum total of all ongoing projects is less than Php 500,000.00	5
TOTAL		100%

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

CRITERIA		RATING
A.	Quality of Personnel to be Assigned to the Project	50%
I	For Managing Director, Account Managers, Production Coordinator and Creative Director: Handled at least 3 marketing campaigns satisfactorily in the last 2 years	25
II	For Copywriter, Video Editor, Creative Artist and Researcher: Involved in producing at least 3 published digital AVPs of at least 30 seconds in length in the last 2 years	25
B.	Expertise and Capability of the Company	20%
	Services rendered in completed projects in the past 2 years	
	Creative Conceptualization	10
	Multimedia Production	10
C.	Plan of Approach and Methodology	20%
	Creative approach and concept extensiveness of story angles presented	5
	Incorporated prevailing travel safety protocols and health guidelines in the proposed concepts of the respective AVPs	5
	Promotes tourism sustainability and inclusivity / community engagement	5
	Feasibility and flexibility of the plan	5
TOTAL		100%

X. Terms and Conditions

1. Segment(s) or phase(s) of the project not implemented for whatever reason shall be revised/modified by the winning bidder at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation;
2. The selected full service winning production company shall be subject to assessment of the DOT as to the success of the project launched;

3. 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;
4. All marketing collaterals including but not limited to articles, write – ups, photos, and videos submitted in conjunction with the campaign shall be created for this project exclusively. Moreover, it shall be owned by DOT with full exclusive rights;
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, in order to maximize the effect and benefit of the campaign;
6. The DOT reserves the right to change, suspend, or discontinue temporarily or permanently the contract at any time should the DOT deemed the agency incapable of the project. Reason/s for termination will be based on the guidelines subject to the termination guidelines issued by the Government, Procurement Policy Board (GPPB).

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