

## TERMS OF REFERENCE

### **Procurement of consulting services for the promotions of Philippine islands, award-winning Philippine destinations, and tourism products Department of Tourism**

#### **I. Overview and Background**

In jumpstarting the promotion and development of tourism destinations this 2022, strategies and initiatives to promote **Philippine islands, award-winning Philippine destinations, and tourism products** will be conceptualized and implemented.

As travelers continuously seek their way back to travelling and exploring new destinations and experiences, the Department will primarily focus on promoting Philippine islands, award-winning Philippine destinations, and tourism products as a starting point of promoting Philippine tourism. Such promotional plans and strategies will be re-oriented to adapt in travelling, post- COVID.

#### **II. Objectives, Scope of Work and Deliverables**

The objectives of the procurement of the services of an experienced full-service creative agency will be as follows:

- To reintroduce these destinations in the market and rebuild the trust and confidence of tourists to travel around the Philippines again
- To develop communication campaigns, and marketing strategies to generate more awareness of the **Philippine islands, award-winning Philippine destinations, and tourism products**
- To accompany and sustain communication campaigns and marketing strategies through production of AVPs, promotional materials and multimedia content
- To create materials for more presence in various communication platforms by implementing engagement initiatives both on-ground and digital, and by partnering with local content creators for extensive audience reach

Scope of Work	Deliverables
<p>Creation and execution of Marketing Strategies focusing on Philippines islands, award-winning Philippine destinations, and tourism products</p>	<p>To develop a marketing strategy that is feasible in six (6) months, which includes but not limited to the following:</p> <ul style="list-style-type: none"> <li>-Messaging</li> <li>-Key visuals</li> <li>-Media plan</li> <li>-Social media plan</li> </ul>
<p>Production and implementation of an audio-visual presentation (AVP) to promote Philippine islands, award-winning Philippine destinations, and tourism products</p> <ul style="list-style-type: none"> <li>• Execute resizing and reformatting of AVP materials as needed</li> </ul>	<p>To produce at least thirteen (13) short-form AVPs of at least thirteen (13) <b>Philippine islands from Regions 1-13, 4A, 4B, NCR, CAR</b></p> <p>To produce at least five (5) short-form AVPs for <b>tourism products</b>, and at least five (5) short-form AVPs for <b>award-winning Philippine destinations</b>, including but not limited to these international award and categories:</p> <ul style="list-style-type: none"> <li>• WTA's World's Leading Dive</li> <li>• WTA's World's Leading Tourist Attraction-Intramuros, Manila</li> <li>• WTA's Asia's Leading Beach</li> <li>• Conde Nast Traveler Best Islands in Asia and World</li> <li>• And other awards given to the Philippines within the contract duration</li> </ul> <p><i>*list included in Annex A</i></p> <ul style="list-style-type: none"> <li>• AVP should have a maximum of 3 minutes and minimum of 1 minute and 30 seconds</li> <li>• AVP should have at least five (5) translations or dialect</li> <li>• Provide derivatives of 60s, 30s and 10s</li> <li>• All materials must be gender-sensitive (in compliance with the Gender- Fair Media Guidebook)</li> </ul> <p>Possible locations to promote: Batangas, Puerto Galera, Palawan, Boracay, Bohol, Cebu, Negros Oriental, Siargao, Camiguin (subject to change based on the client's requirements)</p>
<p>Design, layout, and production of marketing collaterals</p>	<p>At least thirteen (13) marketing collateral designs for Philippine islands, at least five (5) marketing collateral designs for tourism products, and at least five (5) marketing collateral designs for award-winning Philippine destinations (vertical and horizontal orientation)</p>

Production of Engagement Initiatives and Event Activations (part of the marketing plan/strategy)	At least four (4) hybrid or on-ground engagement initiatives and event activations
Partnership with at least (15) local content creators	Multi-media content to be posted across all social media accounts of content creators, and DOT official social media pages
Reporting	Submit weekly reports detailing work progress, issues, concerns and recommend next steps in relation to the project
Towards the completion of the engagement, assess the outcome of the advertisement and aid the DOT in the crafting of the plans and strategies incorporating the insights and recommendations from the evaluation of creative materials made during the period of engagement.	Provide at no cost to the DOT upon the completion of the contract, a workshop with a marketing consultant to be nominated by the chosen creative agency with select DOT employees.  The objective is to initiate the development and set guidelines of subsequent tourism products campaign based on the current project. The expected output of this workshop may be used as the basis for succeeding marketing Terms of References.

### III. Scope of Price Proposal and. Schedule of Payment

1. The campaign shall be for a period of **six (6) months, to commence upon the receipt of Consultant of the Notice to Proceed.**
2. The Approved Budget of Contract (ABC) is **One Hundred Twenty-Four Million Four Hundred Fifty-four Thousand Philippine Pesos (Php124,454,000.00)** inclusive of all applicable taxes, agency service fees, bank charges, travel fees (including but not limited to transportation, accommodation, travel allowance), talent fees, 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.
3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones.

Milestones		Payment %
Submission and Approval of Marketing Plan/Strategy Proposal	Must be accomplished within Month 1	20%
Submission of Approved of Marketing Plan/Strategy	Must be accomplished within Month 2	10%
Submission and approval of all AVP storyboards	Must be accomplished within Month 3	30%
Submission and Approval of all AVP materials edit-down requirements	Must be accomplished within Month 5	20%
Submission and Acceptance of approved	Must be accomplished within Month 6	10%

marketing collaterals		
Submission and Approval of the Terminal Report	Must be accomplished right after completion of all milestones within Month 6	10%
<b>TOTAL</b>		<b>100%</b>

#### IV. Qualifications

**Stage 1-** Submission of eligibility documents

**Stage 2-** For short-listed bidders, show a brief credentials presentation and the proposed advertising and media campaign for at least one of the identified international source markets.

*Note: Agencies who do not pass Stage 1 will not proceed to Stage 2, which is the creative presentation.*

Qualifications	Requirements
<p>The agency to be selected must be a full-service advertising agency that has a dedicated team of creatives, with resources for gathering insights, conceptualizing and executing strategies, advertising through traditional and digital platforms (from creative conceptualization to final art production), producing creative engagements and event activations, and public relations.</p> <p>The agencies must be majority Filipino owned and in the Philippines.</p>	<p>Company profile with list of services offered</p> <p>List of previous joint venture arrangement with other suppliers (i.e., production houses, research agencies, PR agencies, media agencies, etc.)</p>
<p>The agency must be capable of advising the client on how to focus the communication, how to appeal the specific target audiences, what information or messages to highlight and how to make these attractive and effective, how to optimize budget, and what advertising combinations would be most persuasive, and other inputs hinged on local market insights.</p>	<p>Credentials presentation reflecting the roster of clients, including one (1) short case study of successful creative campaign done in the past 5 years, if any</p>
<p>Agency has won at least one major international award, or a local award given by Quill or Anvil Awards.</p>	<p>List of awards/citations received by the agency; please include awards for a creative campaign if any</p>
<p>Agency is a member of 4As and must be in good standing.</p>	<p>Certification from 4As must be submitted</p>
<p>The agencies must have been existing for at least (10) years, and must have undertaken two (2) or more nationwide campaigns or projects during the last three (3) years, with a total contract cost equal or greater than of at least Sixty Million Pesos (Php60,000,000.00)</p>	<p>Documentation that certifies terms of existence</p> <p>Documentation that certifies having undertaken a creative campaign not more than 3 years ago</p>
<p>The principal operating officer (President, Chief Executive Officer, Chief Operating Officer, or General Manager) of the Service Provider must have a minimum of thirty (30) years of experience in the local and/or international advertising business with a track record of successful campaigns in consumer and corporate accounts.</p>	<p>CV of CEO or President must be submitted</p>
<p>Must have an office within the National Capital</p>	<p>Mayor's Permit must be submitted as</p>

Region for easy communication and coordination. Mayor's Permit must be submitted as documentary evidence.	documentary evidence.
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**V. Minimum Required Personnel**

Required Personnel	Minimum Years of Experience in Handling Nationwide Accounts
1. President/CEO/COO/General Manager	30 years
2. Managing Director	10 years
3. Account Manager	10 years
4. Producer	10 years
5. Creative Director	10 years
6. Art Director/Film Director	8 years
7. Copywriter/Screenplay Writer	8 years
8. Creative Artist	5 years
9. Video Editor	5 years
10. Social Media Strategist	5 years

*Note: Bidders may recommend additional personnel deemed fit for the Team*

**VI. Criteria for Rating**

**Stage 1-** Submission of eligibility documents

**Stage 2-** For short-listed bidders, submit brief credentials and the proposed integrated marketing campaign

1. Short listed bidders who will be declared compliant with the technical requirements on the opening of bids will 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 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>	
	Full-service advertising agency that has a dedicated team of creatives	15
B.	<i>Similar Projects handled in last 5 years</i>	
	Two (2) or more government nationwide campaigns successfully completed in the last 5 years	15
	One (1) government nationwide campaign successfully completed in the last 5 years	12
	Only private nationwide campaign successfully completed in the last 5 years	9

C.	<i>Years in Existence as a Full-Service Creative Agency/ Production Agency/ Media Agency</i>	
	More than 10 years	15
	10 years	10
D.	<i>Contract Cost of Completed Projects in the last 5 years</i>	
	Two (2) or more projects had a contract cost equal or greater than PHP124 Million	15
	One (1) project had a contract cost equal or greater than PHP124 Million	10
<b>II</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	<b>20%</b>
A.	<i>Required number and positions of personnel</i>	
	Required number and positions of personnel with minimum years of experience is met	20
<b>III</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>20%</b>
A.	<i>Number of on-going similar and related projects relative to capacity</i>	
	1-2 projects with contract cost equal or greater than PHP60 Million	20
	No project with contract cost equal or greater than PHP60 Million	10
	<b>TOTAL</b>	<b>100%</b>

**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. For: <b>-Managing Director</b> <b>-Account Manager</b> <b>-Social Media Strategist</b> <b>-Creative Director</b>  Each has handled at least three (3) creative campaigns in the last five (5) years	<b>10%</b>
	II. For: <b>-Producer</b> <b>-Art/Film Director</b> <b>-Copywriter/Screenplay Writer</b> <b>-Creative Artist</b> <b>-Video Editor</b>  Each has created at least three (3) AVP materials for brand/marketing campaigns	<b>10%</b>
<b>B.</b>	<b>Expertise and Capability of the Firm</b>	<b>20%</b>
	I. <i>Services rendered in completed projects in the past five (5) years</i>	

		Research	2%
		Creative Conceptualization	4%
		Multimedia Production	4%
		AVP	2%
	<b>II.</b>	<i>Experience and Credentials</i>	
		At least two (2) certificates of satisfactory services from previous clients with campaigns the agency has launched within the last five(5) years	2%
		At least one (1) international or local award in advertising/marketing in the last five (5) years by an award-giving body	2%
	<b>III.</b>	<i>Partnerships and Networks</i>	
		Existing list of the bidder's current nationwide networks of production teams/houses	4%
<b>C.</b>	<b>Plan of Approach and Methodology</b>		<b>60%</b>
	<b>I.</b>	<i>Creative Rendition</i>	
		Capability of advising on how to focus the overall communication (information or messages to highlight), to use advertising combinations and other inputs hinged on local market insights that would be most persuasive, and how to appeal to the specific target audiences	12%
		Originality of AVP concept and treatment	12%
		Resonance of AVP concept and treatment to target audience and communication objectives	12%
		Marketability of logo, key visuals, and messaging	12%
	<b>II.</b>	<i>Marketing Strategy</i>	
		Tactics for building brand awareness and engagement (soundness of the tactics used to the target audience, such as the platforms used, partners in the private sector to engage with, etc.)	12%
		<b>TOTAL</b>	<b>100%</b>

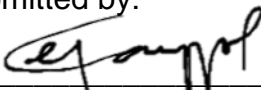
**VII. Terms and Conditions to be included in the Special Conditions of the Contract**

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the full creative agency 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 advertising agency shall be subject to assessment of the DOT as to the milestones achieved throughout the campaign period.
3. All advertising and creative concepts and original materials (raw, edited, and project files) 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. 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.
5. Material/s produced by the winning bidder should be original and aligned with the DOT's advocacies such as Gender and Development and barrier-free tourism
6. Copyright Infringement. The design layouts, specifications, reports, other documents and software prepared by the Consultant for the Procuring Entity under this Contract that shall become and remain the property of the Procuring Entity are as follows:
  - All advertising and creative concepts, designs, or plans formulated pursuant to the Agreement;
  - Raw and edited photos (purchased or in-house), videos (purchased or in-house), and other creative assets;
  - All graphics or written consent, including translations, digital or printed materials, and other advertisements produced under the agreement;
  - All traditional and digital media subscriptions made by the Consultant for the Procuring Entity
7. All and each of the materials produced during the period of engagement shall be amenable to edits at no cost to the DOT for a maximum of 5 revisions in a span of 5 years, whichever comes first.
8. Winning agency shall be subject to the assessment by the DOT according to the effectiveness of delivery of any part or phase of the campaign. The DOT reserves the right to terminate the services of the winning agency should any part of the deliverables be unsatisfactory;
9. All rendered work and materials submitted to the client prior to the end of the contract duration shall be rightfully owned by the Department of Tourism
10. The DOT reserves the right to realign funds based on the need of the campaigns and projects within the scope of the marketing or advertising strategy; subject to rules and regulations in the SCC (Special Conditions of the Contract)
11. All deliverables and materials are subject to the approval of the DOT prior to implementation

Submitted by:



**Office of Branding and Marketing Communications**

Approved by:



**ATTY. MAE ELAINE T. BATHAN**

Undersecretary, Legal and Special Concerns  
Chief of Staff



## **ANNEX A**

### **Philippine Award – Winning Destinations**

#### **World Travel Awards**

##### **2019**

Asia's Leading Dive

- Apo reef, Occidental Mindoro
- Tubbataha reef, Palawan
- Anilao, Batangas
- Moalboal, Cebu

Asia's Leading Tourism Board

World's Leading Dive

- Apo reef, Occidental Mindoro
- Tubbataha reef, Palawan
- Anilao, Batangas
- Moalboal, Cebu

##### **2020**

Asia's Leading Beach

- Boracay, Aklan
- El Nido, Palawan
- Saud Beach, Ilocos Norte
- Siargao, Surigao del Norte

Asia's Leading Tourist Attraction - Intramuros, Philippines

Asia's Leading Dive

- Apo reef, Occidental Mindoro
- Tubbataha reef, Palawan
- Anilao, Batangas
- Moalboal, Cebu

Asia's Leading Tourism Board

World's Leading Dive

- Apo reef, Occidental Mindoro
- Tubbataha reef, Palawan
- Anilao, Batangas
- Moalboal, Cebu

World's Leading Tourist Attraction - Intramuros, Philippines

##### **2021**

Asia's Leading Dive

- Apo reef, Occidental Mindoro
- Tubbataha reef, Palawan
- Anilao, Batangas
- Moalboal, Cebu

Asia's Leading Beach

- Boracay, Aklan
- El Nido, Palawan
- Saud Beach, Ilocos Norte
- Siargao, Surigao del Norte

World's Leading Dive

- Apo reef, Occidental Mindoro
- Tubbataha reef, Palawan
- Anilao, Batangas
- Moalboal, Cebu

**2022**

Asia's Leading Dive

- Apo reef, *Occidental Mindoro*

- Tubbataha reef, *Palawan*

- Anilao, *Batangas*

- Moalboal, *Cebu*

Asia's Leading Beach

- Boracay, *Aklan*

- El Nido, *Palawan*

- Saud Beach, *Ilocos Norte*

- Siargao, *Suriagao del Norte*

Asia's Leading Tourist Attraction - Intramuros, Philippines

**Condé Nast Traveler****2019**

Top 8 - 20 most favorite country in the world

Siargao Island - Best island in the world

Boracay - Best island in Asia

**2020**

Cebu - Best island in Asia

El Nido, Palawan - 1 of The 30 Best Beaches in the World

**2021**

Siargao Island - Best island in Asia

Philippines - 1 of the 40 best countries in the world

**2022**

Philippines - 1 of the 40 best countries in the world

Palawan – Top 8 best islands in Asia

Boracay – Top 1 best islands in Asia

**Time Magazine****2021**

Siargao Island - 1 of world's 100 Greatest Places

**2022**

Boracay - 1 of world's 100 Greatest Places

**Travel + Leisure Magazine****2021**

Boracay, Palawan, Cebu – 3 of 25 Best Islands in the World

Saud Beach, Ilocos Norte – 1 of 25 Most Beautiful Beaches in the World