

TECHNICAL SPECIFICATIONS / TERMS OF REFERENCE

Ad Agency Services for the Development of Central Luzon Regional Tourism Branding

I. Project Title

The **Development of Central Luzon Regional Tourism Branding**. A branding campaign that would develop a unique and compelling proposition for Region III. This aims to increase Region III's top-of-mind awareness and preference as a tourist destination.

II. Background

Located 66 kilometers north of Manila, Central Luzon is set to be in every travel bucket's list with its new and emerging tourist destinations across the region. As the gateway to the regions of Ilocos, Cordilleras, and Cagayan Valley, Central Luzon is one of the leading growth regions in the Philippines. It covers a total land area of 21,470 square kilometers, and is divided into seven (7) provinces, namely: Aurora, Bataan, Bulacan, Nueva Ecija, Pampanga, Tarlac and Zambales.

As host to Pampanga, considered as the Culinary Capital of the Philippines, Central Luzon has also positioned itself as the center of gastronomy in the country and has since tried to preserve the country's culinary tradition and treasures, ensuring these are appreciated and promoted to future generations, as well as support various industries, farmers, and agri-communities benefiting from it.

Not to be outdone, Central Luzon is also home to two major freeports that specializes in tourism, Clark Freeport Zone in Pampanga; and Subic Bay Freeport Zone in Zambales. In addition, the new and ambitious metropolis called New Clark City will be the rising star of Central Luzon that will provide a modern but smart way of urban living.

Complementing these economic zones and freeports, Clark plays host to one of the newest and most modern international airports in the country, the Clark International Airport (CRK). With a capacity of 8 million passengers, CRK is located within the Clark Freeport Zone, the 82,600-square-meter four-level passenger terminal serves both international and domestic flights.

Central Luzon is home to a variety of almost all kinds of tourism portfolios. The region has gems in gastronomy, agriculture, adventure, ecotourism, medical and wellness, education, leisure, MICE, sports, culture, history, water activities (both surface and underwater), and a lot more! Basically, every tourism product portfolio is present in the region.

With these multiple branding aspirations and goals driven mostly by the region's existing assets, there is a need for one cohesive messaging that encapsulates everything Central Luzon represents. Further, there is a need to develop and implement new creative materials based on the updated products and services of the region in its tourism portfolio, as showcased by its different provinces and cities.

The task is to develop an over-arching branding campaign for the region that would communicate the unique and enticing travel experience of the region. This campaign should be

cascadable to sub-brands and messages that would showcase each province's tourism assets and messages.

As such, the DOT Region 3 now seeks to appoint an experienced creative integrated marketing agency that will help design, execute, and implement the DOT's integrated marketing communications campaign in various forms such as digital, broadcast, outdoor/out-of-home, print, etc., to enhance the country tourism brand.

III. Objectives

For 2023, there is an opportunity for the Regional Office to develop new marketing materials featuring specific products and unique experiences only the region can offer to be aired in specific markets to be determined by DOT-Region III.

Under a title to be proposed by the creative agency, the new integrated marketing communications campaign seeks to complement the brand by conceptualizing and producing new materials that will (i) highlight Central Luzon as premier hub for the identified products, (ii) attempt to own an entire imagery of a product and associate it completely with Region III, and (iii) sustain a general awareness level for the Central Luzon as the preferred, top-of-mind travel destination.

IV. Expected Outputs

1. Research and Analysis

The team shall consist of *not less than 3 researchers* per run. The researchers shall conduct and submit research to the DOT Region III on relevant demographic and psychographic information on Central Luzon, and design a comprehensive media strategy and campaign concept to find a unique, compelling proposition to best enhance destination preference and top-of-mind awareness. This will also serve to align the campaign with the existing markets of the region in terms of reach, frequency, and penetration. For the research and data gathering, the provider must have a team of researchers that will conduct any (or all) of the following but not limited to:

- a. Focus group discussions of 100-150 participants (pre-identified by DOT Region III) into 5 different runs
- b. Survey (online/conventional)
- c. Interviews

2. Development of Communication Strategy/Plan

This would include the preparation and production of a communications strategy and media strategy creative materials needed in all placements, subject to the approval of the DOT-Region III, for implementation of all creative works vis-à-vis the media plan. To support the strategic communications requirements, the DOT Central Luzon sees fit to require the services of a creative digital and online specialist to provide digital and online creatives, including rendering but not limited to the following:

- Social Media postings

- Newsletters
- Reports (PowerPoint presentations, etc.)
- Art cards
- Infographics
- Posters and Banners

3. Development of Design Strategy/Design Studies

This shall include a new tourism brand logo, other necessary campaign logos, and a brand tagline to support the new tourism brand. Conceptualization and production of additional materials and respective communication strategies, as may be necessary.

As the Creative and Digital Specialist, the provider must assign:

- One Accounts Director/Manager
- One (1) Creative Director
- At least one (1) Copywriter
- At least one (1) Art Director

Period of Engagement: Q2 to Q4 for 2023

4. Branding Design Execution Workshop

Provide the DOT Region III upon the completion of the contract, a workshop with a marketing consultant to be nominated by the chosen creative agency with select DOT-Region III employees. The objective of which is to initiate the development and set guidelines for subsequent branding campaigns based on recent data and brand strategies developed.

5. Production of a Regional Tourism Brand Book

One (1) Digital version of the brand book, and one (1) Printed version of the brand book shall be provided to DOT Region III. The proposal of the brand book specs will be provided by the agency and approved by DOT.

V. Legal Basis

Based on Republic Act 9593, the Department of Tourism shall be the primary planning, programming, coordinating, implementing, and regulatory government agency in the development and promotion of the tourism industry, both domestic and international, in coordination with attached agencies and other government instrumentalities.

Section 17 of R.A. 9593 states that the Regional Office is mandated to implement laws, policies, plans, programs, rules, and regulations of the Department, particularly those relating to compliance therewith, and to the accreditation of tourism enterprises promulgated by the government; conduct trainings and information campaigns and undertake research and data gathering on local tourism trends and other relevant tourism information.

VI. Budget: Three Million Pesos (Php 3,000,000)

VII. Qualifications and Experience of Creative Agency

- a. Must have engaged with local or international tourism promotions on similar tourism branding development project/s in the last 3 years. **Proofs of which shall be provided with the quotation.**
- b. The supplier should have extensive experience in integrated marketing communications, branding development, feasibility studies, development plans, and marketing strategies at an international and/or national scale. **Proofs of which shall be provided with the quotation.**
- c. The supplier must likewise be highly competent technical experts with recognized international and/or national experience in local and overseas projects, as well as relevant education and trainings on (but not limited to) branding, creatives, digital marketing, destination promotions, etc.
- d. The supplier shall be a team of multi-disciplinary experts which shall include but not limited to the following personnel:
 1. Accounts Director/Manager - To handle the overall directions, thrusts, and goals of the client for the project. In charge of the research, conceptualization and execution of the project based on the client's direction.
 2. Creative Director - S/he will handle the overall creative development, while pitching in ideas for conceptualization and execution of the project based on the client's direction. In charge of all branding communications, logo design, and integrated marketing communications.
 3. Art Director/Graphic Artist/Designer/Illustrator - In charge of all designing, revising, and execution of all creative designs in various platforms and distribution.
 4. Senior Writer - S/he is in charge of all communications, messaging, captioning, and creative writing for the project.
 5. Researcher – S/he shall facilitate the data gathering which shall be used in the development of the deliverables to DOT Region III. S/he and the team shall also provide analysis of the data gathered during the research phase.

VIII. VIII. Proposed Timeline

PERIOD / DURATION	DESCRIPTION
April (3 weeks)	Research and Data Gathering
4 th week of April	Presentation of Research and Analysis
May	Development of Proposed Branding
June	First Presentation of Branding
1 st week of July	Second Presentation to DOT

3 rd week of July	Final Presentation to DOT
4 th week of July	Presentation to Stakeholders
2 nd week of August	Presentation to DOT with inputs from stakeholders (if necessary)
September	Development of Brand Book, and Communication and Design Plan Planning of Brand Launch

IX. IX. Documentary Requirements

- A. Company Profile
- B. List of Team Members with Credentials and Trainings
- C. Project Portfolio which shall include previous clients, works/outputs, and branding project/s related to tourism.
- D. Philgeps Platinum Membership

X. Payment Schedule

MILESTONE	DOCUMENTS TO SUBMIT	PAYMENT SCHEDULE
50 % of Total Bill <ul style="list-style-type: none"> • Research and Data Gathering • Presentation of Research and Analysis • Development of Branding • First Presentation of Outputs 	Report with Documentation	2 nd Quarter
30 % of Total Bill <ul style="list-style-type: none"> • Second Presentation to DOT • Final Presentation to DOT • Presentation to Stakeholders • Presentation to DOT with inputs from stakeholders (if necessary) • Development of Brand Book, and Communication and Design Plan • Planning of Brand Launch 	Report with Documentation	3 rd Quarter
20 % of Total Bill <ul style="list-style-type: none"> • Completion of Requirements 	Terminal Report	4 th Quarter

	Brand Book (soft and hard copy)	

X. XI. Terms and Conditions

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the Agency at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation.
2. All publicity, advertising, 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. All data gathered during the research phase, including the analysis shall be owned by DOT, with full and exclusive rights.
4. The selected agency shall be subject to the assessment of the DOT as to the effectiveness of any phase.
5. The Agency shall submit regular reports detailing work progress, issues, and concerns, and recommend the next steps in relation to the project as part of the deliverables.