

**TERMS OF REFERENCE**  
**CONSULTING SERVICES FOR LOCAL PUBLIC RELATIONS**

**I. Overview and Background**

Over the years, the tourism industry has evolved into a vital pillar of the economy, generating jobs, business opportunities, and revenue for Filipinos nationwide. However, tourism's broader implications on Filipinos' everyday lives often go unnoticed. Tourism's inclusive nature benefits many stakeholders in its supply chain, from the local community and beyond.

To address this, the Department of Tourism is set to procure a public relations agency to highlight the positive impact of tourism in the country and to inspire Filipinos to become more effective hosts and ambassadors for visitors. This collaboration aims to foster a deeper appreciation for Philippine culture and to encourage the protection and stewardship of the nation's treasured destinations through a positive public relations strategy and execution.

**II. Scope and Deliverables**

Scope	Deliverables
<p><b>A. Public Relations Plan and Strategy</b></p> <p>The PR strategy plan should be specific, measurable goals that can be achieved within six months. It should include the items discussed in this section and will serve as the roadmap for the executions.</p>	<ol style="list-style-type: none"> <li>1. PR strategy and plan based on data and research</li> <li>2. Must identify key result areas and key performance indicators</li> <li>3. Must include a work plan and timeline</li> </ol>
<p><b>B. Article Creation for Digital Magazine 7641islands.ph</b></p> <p>Article creation for Digital Magazine 7641 involves crafting engaging and informative content tailored to the publication's target audience, ensuring readers find value and relevance in each piece.</p>	<ol style="list-style-type: none"> <li>1. Content Plan for six months</li> <li>2. Editorial Team</li> <li>3. 65 articles</li> <li>4. Align to boost SEO and SEM strategy</li> </ol> <p>The Agency will shoulder all costs related to the production of articles from research, video and photos.</p>
<p><b>C. Regional Tourism Events with Media Coverage</b></p> <p>Regional tourism events with media coverage are strategically organized and promoted gatherings that showcase a region's unique attractions, culture, and experiences to a broader audience.</p>	<p>No less than three media coverage and should cover Luzon, Visayas and Mindanao.</p> <p>The Agency will shoulder all expenses related to the media coverage.</p>
<p><b>D. Corporate Social Responsibility</b></p> <p>Establish a CSR Program that can help tourism workers, grassroots communities, and the environment</p>	<ol style="list-style-type: none"> <li>1. Include CSR in the PR plan</li> <li>2. Execute the approved plan</li> </ol> <p>The Agency will shoulder all expenses related to the CSR plan including production, research, event-activation.</p>
<p><b>E. Strengthen Stakeholder Relations</b></p> <p>Strengthening stakeholder relations involves developing and maintaining robust, collaborative relationships with key stakeholders, such as customers, employees, partners,</p>	<ol style="list-style-type: none"> <li>1. Include Stakeholder Relations in the PR plan</li> <li>2. Execute the approved plan</li> <li>3. Can include but not be limited to               <ol style="list-style-type: none"> <li>a. Roundtable discussions</li> <li>b. Event for tourism stakeholders</li> </ol> </li> </ol>

investors, local communities, and the media.	The Agency will should all expenses related to the stakeholder relations plan including production, research, event-activation.
<p><b>F. Improve Brand Image and Reputation</b> Improving brand image and reputation in a PR plan involves strategically crafting and disseminating positive narratives about the brand, product, or organization to enhance public perception.</p>	<ol style="list-style-type: none"> <li>1. Include Brand Image and Reputation in the PR plan</li> <li>2. Execute the approved plan</li> </ol> <p>The Agency will should all expenses related to the Brand Image and Reputation.</p>
<p><b>G. PR Writing and Seeding</b> PR writing and seeding are crucial aspects of the scope and deliverables of a PR company for several reasons. These services enable the company to create and disseminate high-quality, strategic content that generates awareness, builds brand reputation, and ultimately helps clients achieve their desired outcomes.</p>	<ol style="list-style-type: none"> <li>1. Write minimum of 50 press releases, articles, post for DOT events especially but not limited to branding and marketing activities</li> <li>2. Disseminate unlimited number of PR to the media list.</li> </ol> <p>The Agency will should all expenses related to the PR Writing and Seeding.</p>
<p><b>H. Monitor and Evaluate PR Performance</b> Monitoring and evaluating PR performance involves consistently tracking and measuring the effectiveness of public relations campaigns, strategies, and tactics against predefined objectives and key performance indicators.</p>	<ol style="list-style-type: none"> <li>1. Set up monitoring of conversations online, traditional media pickups, news, TV.</li> <li>2. Set up the process so it's easily accessible with relevant information that can help in the planning and program of the DOT.</li> </ol>
<p><b>I. Placements in Local Publications and Digital Sites</b> The Agency is responsible for creating a media partnership plan to allow the articles to be published on media platforms with high traffic, high engagement, and a trusted resource.</p>	<ol style="list-style-type: none"> <li>1. Include Local PR Partnerships in the PR Plan</li> <li>2. Execute the approved plan</li> <li>3. No less than 10 placements in regional newspaper other digital magazines and outlets.</li> </ol>
<p><b>J. Crisis Management</b></p>	<ol style="list-style-type: none"> <li>1. Include a Crisis Management plan</li> <li>2. Execute as needed</li> </ol>
<p><b>K. Reporting</b> The Agency will be responsible for reporting and coordinating with DOT. They are expected to manage deliverables and suggest workflow.</p>	<ol style="list-style-type: none"> <li>1. Monthly report on the progress of the project</li> <li>2. Terminal report electronic and printed with data and analytics to track KRAs and KPIs</li> </ol>

### III. Project Duration and Budget Allocation

1. The campaign shall be for a **period of six (6) months**, to commence upon the receipt of the Consultant of the Notice to Proceed.
2. The Approved Budget of Contract (ABC) for the project is **Forty-Four Million Pesos (P44,000,000)** 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 must submit (1) an accomplishment report; (2) a Certification of Acceptance signed by the DOT Project Proponent and Superior.

4. Proposal on agency service fees, which will be commission-based. This proposal shall reflect a total commission on production which shall be maximum of twelve percent (12%) of the total production fees.
5. The Agency will submit its cost estimate for each deliverable. When procuring outsourced service, the Agency will need to present three quotes from suppliers, one of which is a DOT accredited enterprise, if applicable.
6. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

**IV. Milestone**

<b>DELIVERABLES</b>	<b>PERCENTAGE OF PAYMENT</b>
Approval of the media plan	30%
Submission of rollout report of the approved PR plan and implementation calendar for the first month, and approved by the end-user	10%
Submission of rollout report of the approved PR plan and implementation calendar for the second month, and approved by the end-user	10%
Submission of rollout report of the approved PR plan and implementation calendar for the third month, and approved by the end-user	10%
Submission of rollout report of the approved PR plan and implementation calendar for the fourth month, and approved by the end-user	10%
Submission of rollout report of the approved PR plan and implementation calendar for the fifth month, and approved by the end-user	10%

Submission of rollout report of the approved PR plan and implementation calendar for the sixth month, and approved by the end-user	10%
Submission of the terminal report of the whole campaign and completed deliverables, and approved by the end-user	10%

**VII. Minimum Required Personnel**

<b>Required Personnel</b>	<b>Minimum Years of Experience in handling related campaign/s required by DOT under this project</b>
1. Managing Director (Project Lead)	15 years
2. Account Manager	10 years
3. PR Strategist	15 years
4. Media Liaison	8 years
5. Digital Operator	5 years
6. Social Media Strategist	5 years
7. Stakeholder Relations (Community) Manager	5 years
8. Researcher	8 years
9. Data Analyst	8 years
10. PR writer	10 years
11. 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

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 Technical Working Group for Branding Related Projects (TWG), DOT officials, and other tourism stakeholders that the DOT will invite during the pitch presentation.

2. A maximum of thirty minutes (30 minutes) will be given to each agency for their presentation to TWG Members and other individuals to be invited by the DOT. They will also be required to **present and introduce the team members' credentials assigned to the DOT project.** The allotted time excludes the question-and-answer portion.

3. The presentation will be rated 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)

<b>I.</b>	<b>APPLICABLE EXPERIENCE OF THE CONSULTANT</b>	<b>60%</b>
A.	<i>Appropriateness of the agency for the assignment</i>	<b>15%</b>
	Public Relations Firm/Agency	15%
	Full-service creative Agency with PR services	10%
	Media Planning and Buying Agency with PR services	5%
B.	<i>The extent of the partnered network of the agency</i>	<b>15%</b>
	Nationwide reach	15%
	Regional reach or less	10%
C.	<i>Similar Projects Completed in the last 3 years</i>	<b>10%</b>

	At least four completed publicity campaigns	10%
	1-3 completed publicity campaigns	5%
D.	Years in Existence as Public Relations Agency, Creative Agency or Media Planning Agency	10%
	3 years & above	10%
	Below 3 years	5%
E.	Contract cost of Completed Projects in the last 3 years	10%
	At least one project with contract cost equal or greater than 20 Million Pesos	10%
	All projects cost less than 20 Million Pesos	5%
II.	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB (refer to VII. Minimum Required Personnel)	20%
	Required number and positions of personnel with minimum years of experience is exceeded by an additional 6 personnel following any of the profiles of the identified minimum required personnel.	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	
	No projects with contract cost equal or greater than 20 Million Pesos	5%
	5 or more projects with contract cost equal or greater than 20 Million Pesos	10%
	1-2 projects with contract cost equal or greater than 20 Million Pesos	15%

	3-4 project with contract cost equal or greater than 20 Million Pesos	20%
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**B. Technical Bid/Proposal Criteria and Rating (70% passing score)**

<b>CRITERA</b>		<b>RATING</b>
<b>A.</b>	<b>Quality of Personnel to be assigned to the project</b>	<b>20%</b>
	Similar public relations projects handled for the Philippine government agencies and/or organizations in the tourism sector	10%
	Similar public relations projects handled for a company with more than 100 employees but are not necessarily government agencies of the tourism sector as client	5%
	At least 5 years' worth of experience with similar nature of work dealing with the news media, publicity and public relations projects	5%
<b>B.</b>	<b>Expertise and Capability of the Firm</b>	<b>30%</b>
	Services rendered in completed projects in the past 3 years	
	Public Relations	10%
	Crisis Management	5%
	Data Analytics and Monitoring	5%
	Experience and Credentials	
	At least three (3) completed campaigns related to Public Relations, <b>validated or certified by previous clients</b> , the agency has launched within 3 years	5%
	At least one (1) international (outside Philippines) or national award related to Public Relations in the last 3 years by an award-giving body in existence for at least 10 years	5%
<b>C.</b>	<b>Plan of Approach and Methodology</b>	<b>50%</b>

	Resonance of the overall messaging and brand of the PR plan to accomplish objectives	20%
	The appropriateness of the proposed media partners and entities for national and regional promotion of DOT programs and projects	10%
	The effectiveness of PR tactics to accomplish the project's objective	10%
	Other strategies outside of the TOR than can further the goals of this project without additional cost to the proposed budget	10%
<b>TOTAL</b>		<b>100%</b>

### **IX. 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. The selected agency shall be subject to the assessment of the DOT as to the effectiveness of any phase of the media campaign launched.
4. The Agency 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 or local net- work/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.