

TERMS OF REFERENCE

LOCAL MEDIA PLANNING, MEDIA BUYING, AND PLACEMENTS AGENCY FOR THE DEPARTMENT OF TOURISM

I. Project Summary

The procurement of a local media planning, media buying, and placements agency for the year 2023 to support and boost the department's Philippine Tourism branding campaign; the project aims to sustain the presence of Philippine tourism within the country thru effective media brands and platforms. This is also to maintain the visibility of the Philippines as a viable tourist destination for domestic market and local travelers, and elevate the marketing and promotional efforts of the Department of Tourism (DOT).

II. Overview and Background

During the recent Philippine Tourism Agency Association (PTAA) Travel Tour Expo 2023, President Ferdinand "Bongbong" Marcos Jr. has forwarded a virtual message saying "As the situation improves globally and people can travel again, the tourism industry is now poised to recover its vibrancy." Moreover, the Philippines' domestic travel recovery is nearing 100% and the airlines are ready to accommodate the rising demand according to Civil Aeronautics Board (CAB). In support to this, the Department of Tourism is committed to maintain the momentum in travel and tourism through various campaigns for local travelers as well as to promote strong Filipino identity and rich cultural heritage for the year 2023.

The campaign will continuously pursue to set up a marketing positioning that will retain the Philippines as a preferred travel destination during the post-pandemic period by customizing and mounting integrated and aggressive tourism brand awareness campaigns for local travelers.

In view of this, the DOT will engage the services of an experienced media agency to develop and implement Integrated media plan targeting the local travelers thru traditional and digital mediums including but not limited to digital, broadcast, outdoor/out-of-home, online streaming platforms, social media, video-on-demand, websites, TVCs, and print to promote Philippine tourism.

III. Objectives

The procurement of the services of an experienced media planning agency will enable DOT to position the Philippines as a viable domestic tourist destination. Through strategic media placements, the Department of Tourism will implement materials in various platforms to achieve the following:

1. To promote the domestic tourism campaign thru effective media channels, platforms, and influencers and inspire Filipinos to travel within the country
2. To develop and execute a point of sale strategy for media placements, resulting to actual conversions, and bookings in support of accredited tourism enterprises.

IV. Scope of Work and Deliverables

SCOPE OF WORK	DELIVERABLES
<p><i>Media Study / Research</i></p>	<p>Conduct a media study that is achievable within 3 weeks or less on relevant demographics and effective media channels; this should include, but not limited to:</p> <ul style="list-style-type: none"> • - Who are our audience? • - What are their travelling behaviors? • - What media platforms do they consume on a regular basis? <p>The research should contain results of which effective media channels are appropriate for the target audience.</p> <p>The research should include demographics and travel characteristics of audience (e.g., sex, age, social economic status, travel habits, etc.).</p> <p>The research results should also include sex- disaggregated data such as:</p> <ul style="list-style-type: none"> • Number of respondents by sex • Networks/ Social Media Platforms each sex is more inclined to subscribe to • Communication mediums each sex is more likely to use.
<p><i>Submission of Integrated Media Plan</i></p>	<p>Recommend an effective media campaign strategy that will align the tourism campaigns and new normal tourism products of the department/regions to the listed priority markets in terms of reach, frequency, and continuity.</p> <p>Recommend an integrated media campaign that includes partners with content that are gender sensitive.</p> <p>Recommend an integrated media campaign that is feasible within 5 months considering the required deliverables (research, implementation, and monitoring).</p>

	<p>Recommend the most appropriate media plan and other options, including appropriate execution in Greater Manila and various priority tourist markets.</p> <p>Proposed media plans (Visual Media Schedule) should contain the following but not limited to:</p> <ul style="list-style-type: none"> • Local TV channels in all regions • Radio channels in all regions (if applicable) • Top video-on-demand channels • Top regional travel websites • Top online streaming channels • Publications in all regions ideally all with online editions (magazine/newspapers) • Out-of-home advertising placements in all regions • When necessary, on-ground events specific to local tourism, travelling within the Philippines • PR media values (features stories, native articles, interviews with media partners and vendors) • New digital platforms
<p>Coordination with DOT (Branding Office, Regional offices) and Vendors (TV networks, radio stations, social media partners, video-on-demand, websites, content partnership, booking sites, and other relevant suppliers needed for the media plan)</p>	<p>Coordinate regularly with DOT for the following, but not limited to:</p> <ul style="list-style-type: none"> - Negotiation with media partners - Evaluation of network/media packages - Implementation of the integrated media plan - Assist in the evaluation of media proposals submitted directly to the Department.
<p><i>Negotiation with Media Partners</i></p>	<p>Maximize given budget by negotiating with the proposed media partners.</p> <p>Acquire additional media values.</p> <p>Negotiation with media partners should include, but not limited to:</p> <ul style="list-style-type: none"> • Re-edit (inclusive of translation to required language/s) and re-lay-out of existing DOT materials to

	<p>adhere to the approved specifications of the media placements.</p> <ul style="list-style-type: none"> • Conceptualize layout and design of advertising materials to be placed in the approved media placements (inclusive of purchasing of creative assets), if necessary • Tactical programs such as, but not limited to, event placements, co-promotional activities with travel-related brands and platforms, film tourism and influencer marketing
<p>Monitoring of Integrated the media plan</p>	<p>Submit a corresponding monitoring and evaluation system in the form of appropriate metrics and timelines in gauging the implementation of the media plan.</p> <p>Provide monthly assessment and implementation reports to reflect the success rate of the implemented strategies on the immediate reach, effectiveness of placement, and return on investment, and other suggested metrics. Said assessment shall serve as basis for any modifications in the Media Plan to accommodate a more fitting approach to address deficiencies identified, if any.</p> <p>Render regular reviews of the overall media plan to make the campaign adapt to current trends particularly with regard to campaign advantage of a competitor country at any given time.</p> <p>To measure rate of success, monitoring should reflect the following KPIs in accumulated materials:</p> <ul style="list-style-type: none"> • YouTube — at least 5 million cumulative views of sponsored material • Facebook — at least 20M cumulative reach of sponsored material • Digital ads — at least 2M impressions; 50% impression share of voice (SOV) • TVC — at least 150 spots, with an average TARP of 80 • VOD — at least 50% video completion rate for skippable ads

	<ul style="list-style-type: none"> OOH — at least 5 materials with at least 20,000 impressions (foot traffic) per material
<p>Terminal and Evaluation Report</p> <p>The Agency must submit a digital and printed copy of the terminal report, covering all aspects of the campaign from planning to execution.</p> <p>It must include insights, analysis, recommendations, and evaluations of the campaign, including conceptualization, workflow, asset creation, and execution.</p> <p>The Department will be able to use the terminal report as a basis for its subsequent campaigns. The data must include an analysis of how the campaign has included gender development.</p> <p>All the approved and raw materials, editable files, data, and quantitative reports from suppliers and third-party vendors must be submitted.</p>	<ul style="list-style-type: none"> Create a comprehensive terminal report including data and analytics Include a Cost-Benefit Analysis Report Deliver a hard and soft copy of the report Present an evaluation of the integrated media plan from an external party Mount a digital or face-to-face workshop with at least 20 attendees from DOT with no less than two resource speakers. The workshop includes a presentation of the terminal report and discussion, evaluation and recommendation from invited resource persons. The Agency will shoulder all costs, including food, accommodation, transportation, testing, honorarium, and other applicable logistical expenses

The breakdown of digital media accounts, digital placements, allocation of mileages - including the number of spots, quality of content, images and videos used, and community engagement may be modified upon recommendation of the DOT, subject to the written approval between the two parties, to achieve the objectives of the campaign and have optimal media exposure for the same.

V. Project Duration and Budget Allocation

1. The campaign shall be for a **period of six (6) months**, to commence upon the receipt of Consultant of the Notice to Proceed (NTP).
2. The Approved Budget of Contract (ABC) for the project is **One Hundred Fifty Million Pesos (150,000,000.00)** inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process; indicated ABC will be divided into two.
3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Payment %
Submission of research results and upon the DOT's teams approval of the proposed media plan and strategy	20%

Submission of accomplishment report with proof of placements for all media platforms on the 1 st month of project implementation	15%
Submission of accomplishment report with proof of placements for all media platforms on the 2 nd month of project implementation	15%
Submission of accomplishment report with proof of placements for all media platforms on the 3 rd month of project implementation	15%
Submission of accomplishment report with proof of placements for all media platforms on the 4 th month of project implementation	15%
Submission of accomplishment report with proof of placements for all media platforms on the 5 th month of project implementation	10%
Submission of terminal report of the whole campaign and implementation of post-project workshop for the assessment of placements	10%
TOTAL	100%

VI. Minimum Required Personnel under the agency

Required Personnel A DEDICATED TEAM FOR DOT THAT CONSISTS OF THE FF:	Minimum Years of Experience in handling related campaign/s required by DOT under this project
1. Managing Director (Project Lead)	15 years
2. Deputy Project Manager	8 years
3. Senior Account Manager	10 years
4. Account Manager	10 years
5. Digital Account Manager	10 years
6. Senior Media Planner	10 years
7. Senior Digital Planner	10 years
8. Senior Media Buyer	10 years
9. Junior Integrated Media Planner	7 years
10. Digital Media Buyer	7 years
11. Implementer	7 years
12. Data Analyst	7 years
13. Researcher	7 years

Note:

Failure to comply will result in disqualification. Bidders are encouraged to employ additional personnel deemed fit for the team.

VII. 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 (TWG), and other DOT personnel involved in the project.
2. A pitch presentation is required and bidders are given a maximum of thirty minutes (30 minutes) will be given for each agency excluding the question and answer portion with BAC and TWG Members and such other individuals to be invited by the DOT.
3. Each 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	70%
A.	Appropriateness of the agency for the assignment	35%
	Omnichannel Marketing Services Agency with Media Buying service – officially and strategically partnered with first-class cloud technology maker/s (i.e., artificial intelligence, data analytics and insight, modern ways of working, etc.) for at least 2 years (35%)	35%
	Omnichannel Marketing Services Agency with Media Buying service – not officially and strategically partnered with first-class cloud technology maker/s (i.e., artificial intelligence, data analytics and insight, modern ways of working, etc.) for at least 2 years (10%)	10%
B.	Years in Existence as an Agency	20%
	8 years and above (20%)	20%
	8 years and below (15%)	15%
C.	Contract cost of Completed Projects in the last 3 years	15%
	At least one project with contract cost equal or greater than 75M Pesos (15%)	15%
	Projects cost less than 75M Pesos (10%)	10%
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Compliant to the minimum work experience in TOR Section VI (20%)	20%
	Below the minimum years of experience in TOR Section VI (0%)	0%
III	CURRENT WORKLOAD RELATIVE TO CAPACITY	10%
	Number of on-going similar and related projects relative to capacity	
	3 or more projects with contract cost equal or greater than the budget allocated (10%)	10%
	1-2 projects with contract cost equal or greater than the budget allocated (5%)	5%

TOTAL 100%

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

CRITERIA		RATING
I.	Quality of Personnel to be assigned to the project	10%
	At least 5 years of collective experience in media planning and buying. (10%)	10%
II.	Expertise and Capability of the Firm	30%
A.	Services rendered in completed projects in the past 3 years	18%
	Research or Insight Gathering (6%)	6%

		Media strategy and communications plan (6%)	6%
		Media Planning and Buying (6%)	6%
	B.	Experience and Credentials	12%
		At least one (1) successful campaign the agency and its affiliates have launched within 5 years involving or similar to Media Planning and Placement, validated by previous end-user clients and/or agency clients thru issuance of certificate of successful services (5%)	5%
		At least one (1) local advertising award in the last 5 years by an award-giving body in existence for at least 10 years (7%)	7%
III		Plan of Approach and Methodology	60%
	A.	Media Plan	40%
		Consumer touch points strategy (platforms used, social media strategy, partners) (15%)	15%
		Use of given budget (proposal of budget breakdown showing how media placements will be spread out across all media channels) (25%)	25%
	B.	Placement Strategy	10%
		Choice of networks based on the target audience, number of viewers per network, social media platforms' reach across the target market, types of content from media partners content that are related to the client's campaign and target audience (5%)	5%
		Type of Media Placements (Traditional media — TV, Radio, Print, On-ground, and Digital media — websites, video-on-demand, online streaming platforms, social media, etc.) based on campaign and target market (5%)	5%
	C.	Reporting Technology	10%
		Data Analytics for deeper, more helpful data; Data Visualization e.g., dashboards, etc. for ease of understanding; Data Security (10%)	10%
TOTAL			100%

VIII. Terms and Conditions

1. The selected agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the project implementation.
2. 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;
3. The firm shall submit regular reports detailing work progress, issues and concerns, and recommend next steps in relation to the project as part of the deliverables.
4. Agency should submit a monthly roll-out report of the implemented media plan and strategy to be signed by the end-user.
5. 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.
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. subject to the termination guidelines issued by the Government, Procurement Policy Board (GPPB).
 7. Any excess remuneration or compensation in the form of rebate from the agency, shall be negotiated with the DOT in the form of additional promotional materials and/or extended social media management, in order to maximize the effect and benefit of the campaign.
 8. 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.
 9. The DOT reserves the right to reallocate funds based on the need of the campaigns and projects within the scope of the contract; subject to rules and regulations in the SCC (Special Conditions of the Contract).
 10. All deliverables and materials are subject to the approval of the DOT prior to implementation.

Submitted by:


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