

**TERMS OF REFERENCE**  
**CONSULTING SERVICES FOR THE INTEGRATED MARKETING CAMPAIGN**  
**FOR THE REBRANDING OF THE PHILIPPINE TOURISM BRAND**

**I. Introduction**

In 2023, the DOT will unveil a new campaign featuring how the Philippines offers a memorable experience. The campaign will position the country as the leading Southeast Asian destination where the unique experiences, great hospitality, and lasting memories.

To achieve this, the Department of Tourism is seeking a creative agency to develop a strategic plan and implement an effective IMC campaign that caters to both local and international audiences. This campaign will promote the DOT's tourism products, programs, and regional destinations under the campaign.

**II. Objectives**

1. Convey the message of the Philippines as a premier destination offering the finest experiences and generate awareness in both international and local markets through the branding campaign.
2. Develop and implement a strategic plan, rooted in the new brand of the Department of Tourism, and set the Philippines apart from its competitors in Southeast Asia.
3. Attract target tourists to travel to the Philippines by employing a creative, innovative, and comprehensive Integrated Marketing Communications campaign that inspires people to explore this exceptional destination.

**III. Scope of Work and Deliverables**

The final Integrated Marketing Communications (IMC) campaign plan and execution are subject to the approval of the DOT. The Agency is expected to execute all the tactics that are presented and approved by the DOT with all costs shouldered by the Agency.

Scope of Work	Deliverables
<p>1. Develop and implement an integrated marketing communication strategy and plan centered on the DOT's branding. The IMC should address all stages of the marketing funnel, from raising awareness to driving conversions and fostering loyalty.</p> <p>It must cover the following markets:</p> <p>Top Markets</p> <ul style="list-style-type: none"> <li>a. South Korea</li> <li>b. United States (including overseas Filipino communities in North America)</li> <li>c. Canada</li> <li>d. China</li> <li>e. Australia</li> <li>f. Japan</li> <li>g. The United Kingdom</li> <li>h. Taiwan</li> <li>i. Malaysia</li> <li>j. German</li> </ul> <p>Emerging Markets</p> <ul style="list-style-type: none"> <li>k. Western Europe (France, Netherlands, Switzerland, Austria)</li> <li>l. Mediterranean</li> <li>m. Middle East</li> <li>n. Southeast Asia</li> </ul>	<p>The IMC must encompass the following elements, though it is not limited to these; the agency may suggest more relevant components. This IMC will be executed and the output reported. The Agency must ensure all the tactics included in their proposal and IMC are executed with proper launching, activation and distribution.</p> <ul style="list-style-type: none"> <li>1. Develop a strategic plan for DOT branding, including research on internal and external factors that will serve as the foundation for the strategy.</li> <li>2. Establish SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) objectives and goals.</li> <li>3. Identify Key Result Areas (KRAs) and Key Performance Indicators (KPIs) to evaluate the progress and effectiveness of the campaign.</li> <li>4. Define target audiences and create personas to guide the messaging and content development.</li> </ul> <p>Ensure consistent messaging that aligns with the branding across all channels.</p> <ul style="list-style-type: none"> <li>5. Select appropriate channels for the campaign and provide data supporting the choices made.</li> <li>6. Develop a comprehensive work plan outlining the strategy and execution, including cost projections and a timeline.</li> </ul> <p>By incorporating these elements, the IMC will provide a robust and effective framework for promoting the DOT branding.</p> <p>The agency must include language and subtitle translations in their plan to engage various markets.</p>

Scope of Work	Deliverables
<p>2. Assemble a dedicated creative team responsible for repurposing existing materials by updating them with the new logo and re-editing assets to fit the current campaign.</p>	<p>A creative design team that includes but is not limited to the following:</p> <ol style="list-style-type: none"> <li>1.Video editors</li> <li>2.Graphic designers</li> <li>3.Copywriters</li> <li>4. Producers/Project Manager</li> </ol> <p>The Agency’s creative team will assess existing DOT materials and develop a plan a repurposing plan for these materials based on its IMC.</p> <p>The Agency will should all the costs from production to distribution.</p>
<p>3. Develop and execute new creative materials, encompassing both hero, hygiene and hub content. Agency must show how the creative materials will achieve the objectives of the campaign.</p>	<p>The creative IMC materials may include but are not limited to the following. The Agency must shoulder the cost of production, launch, distribution of approved tactics.</p> <ol style="list-style-type: none"> <li>1.TV commercials</li> <li>2.AVPs</li> <li>3.Podcasts</li> <li>4.Print advertisements</li> <li>5. Social media content</li> <li>6. Infographics</li> <li>7. Blog posts and articles</li> <li>8. Email marketing campaigns</li> <li>9. Outdoor advertising (e.g., billboards, transit ads)</li> <li>10.Radio commercials</li> <li>11. Webinars and virtual events</li> <li>12. Branded merchandise</li> <li>13. Brochures and flyers</li> <li>14. Music and music video</li> <li>15. Spotify playlist</li> <li>16. TV Show</li> </ol> <p>The agency is expected to present the plan for IMC's creative materials and justify why the proposed materials are vital and effective tactics for the campaign. A timeline and cost for each output are expected to be presented.</p> <p>For materials such as outdoor advertising, the agency is expected to include printing costs.</p>

Scope of Work	Deliverables
4. Event Activation	<p>Conduct a primary event activation to launch the branding.</p> <p>a. Organize 16 regional event launches in Luzon, Visayas, and Mindanao whether as on-ground or digital events.</p> <p>b. Execute five international activations in key markets to promote the rebranded image.</p> <p>The Agency will shoulder all costs of the event including transportation, personnel, events coordination, advertising, media coverage, etc.</p>
5. Digital Marketing Plan and Execution	<p>The Agency must propose a digital marketing plan and execute the plan. This should include digital marketing tactics that will help achieve the objective of the campaign.</p> <p>Include in the plan and execution can include but are not limited to the following:</p> <p>a. SEM/SEO  b. E-Mail-Marketing  c. Geofencing SEO  d. Mobile Marketing</p> <p>Agency to shoulder the cost of production of assets and execution.</p>
6. Website Create a microsite for the branding	<p>a. Front-end and backend requirements to be developed and executed by the Agency.</p>
7. Guerilla Marketing	<p>In order to promote the branding, unconventional and viral marketing strategies be employed, both online and offline. These tactics can be suggested and implemented to create maximum impact.</p> <p>Agency to shoulder the cost of production of assets and execution.</p>
8. Stakeholder Engagement	<p>Propose a strategic plan that can garner stakeholder engagement and support for the DOT branding campaign which may include but is not limited to</p>

Scope of Work	Deliverables
9. Integration and Alignment	<p>a. on-ground events  b. caravans for branding workshops  c. submit the Philippines and its exceptional destinations for consideration in prestigious awarding forums such as Cannes Lions International Festival of Creativity or World Travel Awards.</p> <p>Maintain the cohesiveness of the entire branding campaign and ensure that all tactics are effective and efficient in achieving the strategy.</p>
10. Terminal Report and Workshop	<p>Create a comprehensive terminal report and prepare a presentation for a workshop that will be attended by the Branding and Department of Tourism (DOT) personnel. The agency will be responsible for organizing and hosting the workshop.</p>

#### **IV. 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.
2. The Approved Budget of Contract (ABC) for the project is Two Hundred Fifty Million Pesos (P250,000,000) 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 Agency will be required to submit (1) an accomplishment report; (2) Certification of Acceptance signed by the DOT Project Proponent and Superior.
4. Proposal on agency service fees 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 their cost estimate for each deliverable. When procuring outsource service, the Agency will need to present three quotes from suppliers, one of which is DOT accredited enterprise, if applicable.
6. Other qualifications of the required creative agency for this project are stated in the Bid Data Sheet (BDS).

## V. Milestone

Deliverables	Percentage of Payment
Submission of approved IMC plan	35%
Submitted and approved accomplishment report of the completed website	5%
Submitted and approved accomplishment report of the completed and executed PR Plan	5%
Submitted and approved accomplishment report of the completed and executed local Event Activation	10%
Submitted and approved accomplishment report of the completed and executed international Event Activation	20%
Submitted and approved accomplishment report of the completed and execute Digital Marketing Plan	10%
Submitted and approved accomplishment report of the completed and executed Guerrilla Marketing Plan	5%
Executive Repurposed Creative Assets Plan with report	5%
Terminal Report with workshop	5%

## VI. Qualifications

Qualification	Requirements
<p>The agency to be selected must be full-service creative agency, with resources for insight gathering, strategic thinking, advertising, and digital advertising (from creative conceptualization to final art production), and activation or public relations.</p> <p>The agencies must be duly established in the Philippines and may have a tie-up or joint venture arrangement with other local agencies to execute production of advertising materials. It may also have a joint venture with a global media agency for the strategic planning and conceptualization of a media strategy and its appropriate implementation through media placements.</p>	<ul style="list-style-type: none"> <li>• Company profile with list of services offered.</li> <li>• List of previous joint venture arrangement with other suppliers (i.e., production houses, research agencies, PR agencies, media agencies, etc.)</li> </ul>
<p>The agency must be capable of advising the client on how to focus the communication, how to appeal to 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 advocacy campaign done in the past 5 years, if any</p>

Qualification	Requirements
<p>Won at least one international award, or a local award given by any award-giving body in existence for at least 5 years.</p> <p>The agencies must have been existing for at least (5) years, and must have undertaken a nationwide campaign during the last three (3) years, with a total ABC of at least One Hundred Twenty Five Million Pesos (125,000,000.00)</p>	<p>List of awards/citations received by the agency; please include awards for an advocacy campaign if any</p> <ul style="list-style-type: none"> <li>• Documentation that certifies terms of existence</li> <li>• Documentation that certifies having undertaken an nationwide campaign not more than 3 years ago with total cost of One Hundred Twenty Five Million Pesos (125,000,000.00)</li> </ul>

#### VII. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
1. Account Manager 1	10 years
2. Account Manager 2	10 years
3. Account Manager 3	15 years
4. Strategic Planner	8 years
5. Account Director	5 years
6. Art Director	5 years
7. Copy Writer	5 years

8.Content Writer for all Digitals Assets	8 years
9. Data Analyst	8 years
10. PR Manager	10 years
11. Social Media Manager	10 years
12. Digital Marketing Manager	10 years
13. Creative Director	15 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 (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 to each agency for their presentation to TWG Members and such other individuals to be invited by the DOT. They will be required to present and introduce the credentials of the team members assigned to the DOT project. The allotted time excludes the question-and-answer portion.

3. The presentation will be rated by the TWG members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.

4. Creative materials include in the presentation may include but are not limited to: a. Big Idea for the IMC. b. Creative execution for each tactic.

#### **A. Eligibility Check and Shortlisting Criteria and Rating (80% passing score)**

I.	<b>APPLICABLE EXPERIENCE OF THE CONSULTANT</b>	60%
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<b>A.</b>	<b><i>Appropriateness of the agency for the assignment</i></b>	<b>20%</b>
	Full service creative agency	20%
	Production House, PR Agency or Consulting Agency only	10%
	Others	5%
<b>B.</b>	<b><i>Extent of partnered network of the agency</i></b>	<b>10%</b>
	Nationwide reach	10
	Regional reach or less	5
<b>C.</b>	<b><i>Similar Projects Completed in the last 3 years</i></b>	<b>10%</b>
	At least one nationwide campaign	10%
	At least one regional campaign	5%
	No campaign	0%
<b>D.</b>	<b><i>Years in Existence</i></b>	<b>10%</b>
	More than 5 years	10%
	5 years	5%
<b>E.</b>	<b><i>Projects handled in last 3 years</i></b>	<b>10%</b>
	At least one project with contract cost equal or greater than 125M	10%
	At least one project with contract cost less than 125M	0%

<b>II.</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB (refer to VII. Minimum Required Personnel)</b>	<b>20%</b>
	Required number and positions of key personnel with minimum years of experience is exceeded by 6 key personnel with a minimum experience of 5 years	20%
	Required number and positions of key personnel with minimum years of experience is met	15%
<b>III.</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>20%</b>
	Number of on-going similar and related projects relative to capacity	
	None	5%
	5 or more projects with contract cost equal or greater than 20M PHP	10%
	3-4 projects with contract cost equal or greater than 20M PHP	15%
	1-2 project with contract cost equal or greater than 20M PHP	20%

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

<b>CRITERIA</b>		<b>RATING</b>
<b>A.</b>	<b>Quality of Personnel to be assigned to the project</b>	<b>20%</b>
	Minimum required key personnel have participated in at least 3 Integrated Marketing Communication campaigns with nationwide reach	13%
	At least three of the key minimum required key personnel have participated in an IMC campaign and won a local or international award	7%

<b>B.</b>	<b>Expertise and Capability of the Firm</b>	<b>30%</b>
I.	Full-Service Capabilities	
	Research or Insight Gathering	1%
	Digital Marketing	1%
	Creative Conceptualization	2%
	Strategic Marketing	2%
	Public Relations	1%
	Social Media	1%
	At least one (1) completed project via Joint Venture Agreement	2%
<b>II.</b>	<b>Experience and Credentials</b>	
	At least one (1) successful campaign the agency has launched within 5 years	5%
	At least one (1) international or local award by an award-giving body in existence for at least 5 years	5%
	Must have been existing for at least 5 years	5%
	Must have undertaken an international/ national campaign within 3 years	5%
<b>C.</b>	<b>Plan of Approach and Methodology</b>	<b>50%</b>

<b>I.</b>	<b>Messaging</b>	<b>20%</b>
	Identification of inherently Filipino products and experience	5%
	Creative association of one product or experience in the Philippines	5%
	Integration of product or experience	5%
	Relevance and relatability of target market	5%
<b>II.</b>	<b>Creative Rendition</b>	<b>15%</b>
	Originality	5%
	Visual Impact	5%
	Adherence to the brand equity	5%
<b>III.</b>	<b>Over-all Impact</b>	<b>15%</b>
<b>TOTAL</b>		<b>100%</b>

## **IX. Terms and Conditions**

1.The DOT reserves the right to adjust budget allocation for the project, as it may deem necessary and proper, to achieve optimal exposure;

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.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;

5. 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.

6. Segments of this campaign not implemented for whatever reason shall be revised or modified by the winning agency and no cost on the part of the DOT and for the purpose of modifying said segment(s) for future implementation;

7. 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;

8. Any difference between the budgets indicated and the actual cost incurred for the campaign may be applied to payment for the performance by the winning agency of services for such works and/or adjustments within the scope of this phase of the campaign, which the DOT may require the winning agency to perform during the implementation of a sub-campaign, at the discretion of DOT;

9. The compensation to be paid for the services of the selected creative agency on production cost shall be pegged at the maximum amount of 12% of the production and execution cost of the campaign, which amount shall be reflected on the final cost estimate for the production and/or execution of any segment of the campaign (e.g., production cost of TVCs, print ads, cost to execute activation and the like). The amount of the compensation to the selected agency shall be all-inclusive for its services.