

**TERMS OF REFERENCE
CONSULTING SERVICES FOR
INTERNATIONAL PUBLIC RELATIONS CAMPAIGN**

I. Overview and Background

In 2023, it becomes crucial for the tourism industry to revive and flourish. Therefore, it is of utmost importance that we take proactive measures to promote, engage, and entice international tourists to rediscover the beauty of the Philippines.

A key element in the rebranding campaign led by the Department of Tourism (DOT) is international public relations. To achieve this, we are seeking the expertise of a proficient PR agency. Their responsibilities will include formulating an international strategy, managing global media relations, and enhancing the reputation of the Philippines as one of the premier travel destinations in Asia.

The DOT is in search of a distinguished Public Relations agency that can develop, implement, and oversee all international PR endeavors. The objective is to establish and sustain the Philippines as a secure and highly desirable travel destination, particularly for tourists from emerging and opportunity markets.

II. Objectives

1. Enhance the global perception and reputation of the Philippines through an impactful and comprehensive Public Relations plan, positioning the country as a leading destination on the international stage.
2. Create a distinctive PR campaign that showcases the unparalleled Philippine experience, setting it apart from its Southeast Asian competitors. The campaign must showcase the Philippines' rich cultural heritage, vibrant identity, and sustainable initiatives, emphasizing its resilience and competitiveness.
3. Increase international awareness and interest in lesser-known destinations within the Philippines, showcasing the diverse landscapes, natural wonders, and off-the-beaten-path attractions that make the country a hidden gem.
4. Foster stronger partnerships and collaborations with international travel agencies, tour operators, and influencers to promote the Philippines as a must-visit destination, ensuring that they are well-informed and equipped to showcase the country's unique offerings.

III. Scope and Deliverables

Scope	Deliverables
A. International Public Relations Plan and Strategy It should cover the following markets: Opportunity and Emerging Markets	The Agency must include the following components in the plan but is not limited to: 1. Create an international media strategy and plan back by data. 2. Identify and gain new strategic media

<p>1) Western Europe a. France b. Germany c. Austria d. Netherlands e. Switzerland</p> <p>2)Mediterranean a. Italy b. Spain c. Israel d. Turkey</p> <p>3) Southeast Asia a. Indonesia b. Malaysia c. Singapore d. Thailand e. Vietnam</p> <p>4)Middle East a. UAE b. Saudi Arabia</p> <p>5)South Korea 6) Japan 7) Taiwan 8) Australia 9) Canada 10) United States 11) United Kingdom 12) China</p> <p>**PR Plan must include desktop research and use existing studies of the DOT for analysis and as basis for the plan. - Media consumption and behavior of the market - Statistics of international media platforms and partners (i.e. viewership, followers, subscribers etc.) - Travel news & stories about the Philippines</p>	<p>entities that will further the objective of the project.</p> <p>3. Create a strategy and work plan for creating good relations with international media and key influencers/ content creators.</p> <p>4.Include event activations, whether in a hybrid or physical format</p> <p>5. Development and seeding of published PR materials about the Philippine tourism industry’s policies, programs, and efforts in the time of the pandemic</p> <p>6. Approval of a comprehensive public relations (PR) plan encompassing traditional and online media placements, publications, and multimedia materials, including a PR crisis communication plan</p> <p>7. Incorporate translations and localize the content for the specific target market.</p> <p>The Agency is required to provide a comprehensive public relations strategy and plan that will effectively accomplish the stated objectives. It is imperative that the Agency demonstrates the capability to implement all proposed plans and bear all associated costs of execution.</p>
<p>B. Partnership with international digital and traditional publications</p>	<p>- The agency should be able to establish and produce at least 5 international media content partnerships consisting of materials/content, including but not limited to:</p> <ul style="list-style-type: none"> ● Articles

	<ul style="list-style-type: none"> • Photos • Videos • Multimedia content <p>The agency will shoulder all expenses in the conceptualization, production, and execution of the articles and placement.</p>
C. Improve International Brand Image and Reputation	<ul style="list-style-type: none"> - Include Brand Image and Reputation in the PR plan based on data-backed strategy. - Execute the approved plan <p>The agency will shoulder all expenses in the conceptualization, production, and execution of the plan.</p>
D. PR Writing and Seeding	<ul style="list-style-type: none"> - International publish at least 30 articles or press releases, in addition to other multimedia content specified in the approved PR plan for the duration of the campaign in the top international travel publications. (Includes placement fees for identified publications). <p>The agency will shoulder all expenses in the conceptualization, production, and execution of the plan.</p>
E. International Media Familiarization Tour Gather and invite select press in applicable tourism events of DOT. These will have them experience and be part of programs of the DOT in the international arena.	<ul style="list-style-type: none"> - Minimum of 10 media partners and minimum of 3 event executions. - The agency must also cover all costs, including food, flights, accommodation, transportations, honorarium, permit, COVID – 19 testing, etc.
F. International Influencer Marketing Gather and invite select influencers in applicable regional tourism events of DOT. These will have them experience and be part of the best offerings of Philippine tourism.	<ul style="list-style-type: none"> - Minimum of 10 macro, micro and nano influencers -The agency must also cover all costs, including food, flights, accommodation, transportations, honorarium, permit, COVID – 19 testing, etc.
G. Monitor and Evaluate PR Performance	<ul style="list-style-type: none"> - Set up monitoring of conversations online inside digital media outlets. Traditional

<p>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>	<p>media pickups, News, TV.</p>
<p>H. Crisis Management</p> <p>Managing crises (In case no crisis occurs, budget can be reallocated to other deliverables for the campaign)</p>	<ul style="list-style-type: none"> - Effective communication within the organization during a crisis. - Managing communications effectively with internal and external stakeholders - Prevent crisis situations - Recover positive image and reputation of the department in the event of a post-crisis
<p>I. Terminal Report</p> <p>The agency must submit a digital and printed copy of the terminal report, covering all aspects of the project from planning to execution.</p> <p>It must include insights, analysis, recommendations, and evaluations of the project including conceptualization, asset creation, and execution.</p>	<ul style="list-style-type: none"> -Submit a comprehensive terminal report including insights, analysis, recommendations, and evaluations of the project; - Conduct one (1) workshop regarding Public Relations with at least 2 resource speakers.

IV. 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 Eighty-Five Million Four Hundred Thousand Pesos (P85,400,000.00) 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).

V. Milestone

DELIVERABLES	PERCENTAGE OF PAYMENT
Submission of the approved International Public Relations Plan and Strategy	30%
Submission of the approved rollout report of the approved PR plan and implementation calendar for the first month, and approved by the end-user	10%
Submission of the approved rollout report of the approved PR plan and implementation calendar for the second month, and approved by the end-user	10%
Submission of the approved rollout report of the approved PR plan and implementation calendar for the third month, and approved by the end-user	10%
Submission of the approved rollout report of the approved PR plan and implementation calendar for the fourth month, and approved by the end-user	10%
Submission of the approved rollout report of the approved PR plan and implementation calendar for the fifth month, and approved by the end-user	10%
Submission of the approved rollout report of the approved PR plan and implementation calendar for the sixth month, and approved by the end-user	10%
Terminal Report	10%

VI. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
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

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 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)

I.	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	<i>Appropriateness of the agency for the assignment</i>	15%
	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>	15%
	Global / International reach	15%
C.	<i>Similar Projects Completed in the last 3 years</i>	10%
	At least four completed publicity campaigns	10%
	1-3 completed publicity campaigns	5%
C.	Years in Existence as Public Relations Agency, Creative Agency or Media Planning Agency with successful international campaigns	10%
	3 years & above	10%
	Below 3 years	5%
D.	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%

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

CRITERA		RATING
A.	Quality of Personnel to be assigned to the project	20%
	Similar international public relations projects handled for the Philippine government agencies and/or organizations in the tourism sector	10%
	Similar international 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 international news media, publicity and public relations projects	5%
B.	Expertise and Capability of the Firm	30%
	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, validated or certified by previous clients , 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%
C.	Plan of Approach and Methodology	50%

	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%
TOTAL		100%

VIII. 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;
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. 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;
4. 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.
5. 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;
6. 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;

7. 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 election of DOT;