

# TERMS OF REFERENCE

## Digital Media Planning and Placements on Key Markets for the Department of Tourism

### I. Project Summary

The procurement of a digital media planning, media buying, and placements agency for the year 2023 to support and boost the department's Philippine Tourism branding campaign in the digital platform in the Key Markets.

### II. Overview and Background

The Digital Media Planning and Placements for the tourism campaigns of the Department of Tourism (DOT) covers the development and implementation of a digital media plan to digitally launch and sustain the DOT's tourism campaigns for the year 2023. The project aims to bring back and amplify the presence of the Philippines as a tourist destination in the digital platform, especially as the recovery outlook of the industry is seeing a major development compared to the recent years wherein the pandemic is at hand.

The project aims to promote the latest initiatives and projects of the Department of Tourism through the digital medium. This project will focus on promoting the department's campaigns in the digital touchpoints such as social media (FB, IG, YT, TW, TT, etc.), travel websites, digital publishers, digital ads, VOD (video-on-demand) and the likes.

In view of this, the DOT will engage the services of an experienced agency to develop and implement a digital media plan that will take into account the changes and new trends of travel in the year 2023 and beyond.

### III. Objectives

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

- To maintain the online presence of the Philippines as a tourist destination by promoting our new normal tourism products, tourism circuits, travel packages and communication campaigns thru digital media channels and platforms
- To strengthen the presence of the Philippines as a prime tourist destination across the digital platform

#### iv. Scope of Work and Deliverables

Scope of Work	Deliverables
<p>Submission of Digital Media Plan covering the following, but not limited to the following markets:</p> <p><b><i>KEY MARKET (countries with regular arrivals to the Philippines)</i></b></p> <ol style="list-style-type: none"> <li>1. South Korea</li> <li>2. United States of America</li> <li>3. Japan</li> <li>4. Canada</li> <li>5. Australia</li> <li>6. China</li> <li>7. Taiwan</li> <li>8. Singapore</li> <li>9. United Kingdom</li> <li>10. Malaysia</li> <li>11. India</li> <li>12. Germany</li> <li>13. Hongkong</li> </ol>	<p>Recommend and implement an effective digital media strategy that will align the tourism branding campaign to the digital touchpoints in terms of reach, frequency, and continuity.</p> <p>Recommend and implement a digital media campaign that includes partners with content that are gender-sensitive (based on the audience of each touchpoint) and research-based materials</p> <p>Recommend and implement a digital media campaign that is feasible in 6 months considering the required deliverables</p> <p>Recommend the most appropriate media plan and other options, including appropriate execution thereof to reach the local and international audience</p> <p>Proposed media plans (Visual Media Schedule) should contain the following but not limited to:</p> <ul style="list-style-type: none"> <li>- Online editors (online magazine/newspapers)</li> <li>- top news/tourism websites</li> <li>- social media amplification</li> <li>- online travel publications</li> <li>- programmatic campaigns</li> <li>- content partnerships with credible digital networks</li> <li>- tourism websites amplification</li> <li>- native articles with digital media partners - SEO and SEM</li> </ul>

<p>Coordination with DOT (branding office, tourism attaches, market representatives, regional offices) and Vendors (social media partners, 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> <ol style="list-style-type: none"> <li>a. Negotiation with media partners</li> <li>b. Evaluation of network/ media packages</li> <li>c. Implementation of the integrated media plan</li> <li>d. Assist the DOT in the evaluation of media proposals submitted directly to the Department.</li> </ol> <p>The Agency is required to coordinate with the technical working group that created and is lead in implementing the Love the Philippines IMC strategy.</p> <p>As deemed necessary by DOT and the IMC agency, the said team is also responsible for editing and repurposing existing and future branding and marketing materials including photos and videos. In such case, the agency must assemble a creative team dedicated to completing requested creative deliverables and coordinate with relevant agencies for the successful execution of the project. The said team can make use of existing LTP materials should it be repurposed.</p>
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<p>Negotiation with media partners</p>	<p>Coordinate and negotiate with all media partners for rates, spots, bonuses, etc. for consideration and approval of the DOT. Maximize the 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"> <li>a. Re-edit (inclusive of translation to required language/s) and relay-out of existing DOT materials to adhere to the approved specifications of the media placements</li> <li>b. Conceptualize layout and design of advertising materials to be placed in the approved media placements (inclusive of purchasing of creative assets), if necessary.</li> <li>c. Tactical programs such as, but not limited to, event placements, co-promotional activities with travel-related brands and platforms, and influencer marketing</li> <li>d. Digital media values (e.g. additional ad spots, free extension of materials among others)</li> </ul>
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<p>Monitoring of the digital 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, vis-à-vis present media campaigns on these markets by competitor countries. 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>Evaluation of the digital media plan</p>	<p>Towards the completion of the engagement, assess the outcome of the overall media plan and aid the DOT in the crafting of the succeeding campaign incorporating the insights and recommendations from the evaluation of placements made during the period of engagement.</p> <p>Provide to the DOT a post project report and workshop assessing the outcome of the engagement and developing the working guidelines for subsequent media-buying / media placement engagements.</p>

#### IV. Scope of Price Proposal and Schedule of Payment

1. The campaign shall be for a period of six months, to commence upon the receipt of the Consultant of the Notice to Proceed (NTP).
2. The Approved Budget of Contract (ABC) for the project is Fifty Million Pesos (PhP 50,000,000) 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:

<b>MILESTONES</b>	<b>% PAYMENT</b>
Submission and approval of the proposed digital media plan and strategy	5%
Submission and approval of accomplishment report with proof of placements on the 1st month of project implementation	15%
Submission and approval of accomplishment report with proof of placements on the 2nd month of project implementation	15%
Submission and approval of accomplishment report with proof of placements on the 3rd month of project implementation	15%
Submission and approval of accomplishment report with proof of placements on the 4th month of project implementation	15%
Submission and approval of accomplishment report with proof of placements on the 5th month of project implementation	15%
Submission and approval of accomplishment report with proof of placements on the 6th month of project implementation	15%
Submission and approval of the whole campaign and implementation of post-project assessment for the whole campaign	5%

## V. Qualifications

1. The agency must be an experienced media agency or a creative/media/PR agency that has a dedicated team for digital media planning and buying with the required manpower/personnel and staff that is duly established in the Philippines.
2. The agency must have been in existence for at least five (5) years, and must have handled media planning and buying accounts of at least one multinational brand during its existence with a minimum ABC of Twelve Million Five Hundred Thousand Pesos (P12,500,000.00).
3. The agency must have won at least one (1) international or local award granted by a highly-regarded award-winning body in the last five years.
4. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

## 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)	10 years
2. Senior Digital Account Manager	10 years
3. Digital Account Manager	5 years
4. Senior Digital Media Planner	5 years
5. Senior Digital Media Buyer	5 years
6. Junior Digital Media Planner	5 years
7. Graphic Artist	5 years
8. Copywriter	5 years

## 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 forty-five minutes (45 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. The Agency should present a comprehensive strategy and its execution plan.
3. Pitch presentations 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)**

<b>I</b>	<b>APPLICABLE EXPERIENCE OF THE CONSULTANT</b>	<b>60%</b>
<b>A.</b>	<b>Appropriateness of the agency for the assignment</b>	<b>15%</b>
	Media Planning, Buying, and Placements Agency	15
	Creative agency/ Public Relations Agency with Media Buying and Planning services	10
	Other types of agency with media buying and planning services	5
<b>B.</b>	<b>Extent of experience relevant to the project</b>	<b>15%</b>
	Media planning, buying, and placement for an international audience	15
	Media planning, buying, and placement targeting local audiences only	10
<b>C.</b>	<b>Similar Projects Completed in the last 3 years</b>	<b>10%</b>
	Completed at least 5 media campaigns or integrated marketing campaigns that involve media planning and placements with certification of completion	10
	Less than 5 media campaigns or integrated marketing campaigns that involve media planning and placements with certification of completion	5



<b>D.</b>	<b>Years in Existence As a Media Planning and Buying Agency or a Creative/ Public Relations Agency</b>	<b>10%</b>
	Above 5 years	10
	5 Years	5
<b>E.</b>	<b>Contract cost of Completed Projects in the last 3 years</b>	<b>10%</b>
	At least one (1) media project with contract cost equal or greater than 12.5 million pesos	10
	If all media projects are less than 12.5 million pesos each	5
<b>II</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	<b>20%</b>
	Required number and positions of personnel with minimum years of experience is exceeded by an additional 4 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
<b>III.</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>20%</b>
	1-2 projects with contract cost equal or greater than 12.5 million pesos each	20
	2-5 projects with contract cost less than 12.5 million pesos each but with total contract cost equal to or greater than 12.5 million pesos	15
	3 or more projects with contract cost equal or greater than 12.5 million pesos each	10
	No projects with contract cost less than 12.5 million pesos	5

**B. Technical Bid/ Proposal Criteria and Rating (80% passing score)**

	<b>CRITERIA</b>	<b>RATINGS</b>
<b>I.</b>	<b>Quality of Personnel to be assigned to the project</b>	<b>20%</b>
	For the required personnel, all individuals must have completed a full-service media planning campaign for a multinational brand in the last 5 years	20
	For the required personnel, majority (60%) of the personnel must have completed a full-service media planning campaign for a multinational brand in the last 5 years	15
<b>II.</b>	<b>Expertise and Capability of the Firm</b>	<b>30%</b>
<b>A.</b>	Services rendered in completed projects in the past three (3) years	
	Strategic Media Planning	10
	Media Buying and Implementation	5
	Data Analytics and Monitoring	5
<b>B.</b>	Experience and Credentials	
	At least three (3) completed campaigns related to Media Buying and Planning, validated by previous clients that the agency has launched within 5 years	5
	At least one (1) international or local Advertising or Marketing award in the last 5 years by an award-giving body in existence for at least 10 years	5
<b>III.</b>	<b>Integrated Media Campaign Strategy</b>	<b>50%</b>
<b>A.</b>	Media Plan	
	Soundness of consumer touch points strategy (platforms used, media partners)	15
	Effective use of given budget (proposal of budget breakdown showing how media placements will be spread out across all media channels)	15

<b>B.</b>	Placement Strategy	
	Appropriateness of networks based on the target audience and its reach; types of content from media partners content that are related to the client's campaign	10
	Quality of partnerships, media values, bonus spots based on campaign and target market	10
	<b>TOTAL</b>	<b>100%</b>

**VIII. Terms and Conditions**

1. The selected agency shall be subject to the assessment of the DOT as to the effectiveness of any phase of the campaign launched.
2. The DOT reserves the right to adjust the budget allocation for the project, as it may deem necessary and proper and within the scope of the contract, to achieve optimal exposure. Segments of this project 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;
3. All advertising and creative concepts and original materials (raw, edited, and project files) 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.
4. 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.
5. The materials produced by the winning bidder should be original and aligned with the DOT's advocacies, including but not limited to Gender and Development and barrier-free tourism. In addition, materials should be inclusive and consistent with the DOT's key objectives and principles and aligned to the 'Love the Philippines' slogan.

6. The Consultant shall only use original materials in all of its deliverables except for assets provided by the Procuring Entity and only upon its written consent. Non-compliance shall render the output void and the Consultant shall be liable for a sum equivalent to the cost of the asset/s produced with the non-original material as liquidated damages, without the need for demand or to prove damages. This is without prejudice to other liabilities and claims for damages as embodied in this contract, RA 9184 and its IRR, and other applicable laws.
7. 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. The amount of compensation given to the selected agency shall be all-inclusive for its services.
8. All and each of the materials produced during the period of engagement shall be amenable to editing at no cost to the DOT for a maximum of five revisions in a span of five years, whichever comes first.
9. The 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 change, terminate, suspend, or discontinue temporarily or permanently the contract at any time should the DOT deem the agency incapable of the project, or any part of the deliverables be unsatisfactory.
10. 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.
11. All deliverables and materials are subject to the approval of the DOT prior to implementation.

**IX. Contact Person**

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