

# TERMS OF REFERENCE

## CONSULTING SERVICES FOR TRADITIONAL MEDIA PLANNING, BUYING, AND PLACEMENTS AGENCY FOR MIDDLE EAST

### I. Background

In July 2023, the Department of Tourism introduced its transformative Love the Philippines campaign, ushering in a new era for the tourism department in the aftermath of the pandemic. While several Asian countries are ramping up their branding efforts, Love the Philippines takes the department's previous campaign to a higher level, transcending the notion of mere leisure and fun. This new campaign is devised to support the department achieve its goal of positioning the country as a tourism powerhouse in Asia.

To drive this powerful message forward, the Department of Tourism has devised an Integrated Marketing Communication plan and execution strategy. This comprehensive approach has resulted in the creation of diverse creative assets, including captivating AVPs (TV commercial-ready videos, digital ads, and social media content), compelling print ads, engaging radio ads, eye-catching OOH (Out-of-Home) materials, and other relevant executions. These assets have been designed to amplify and reinforce the overarching strategy of the Love the Philippines campaign.

For the successful implementation of the campaign, an Agency will be procured to strategically distribute the creative content through traditional media channels focused on the Middle East market. This approach ensures that the campaign reaches and resonates with the target audience across multiple touchpoints, maximizing its impact and effectiveness to the identified markets.

### II. Objectives

By combining a powerful concept with a carefully crafted Integrated Marketing Communication plan and strategic media content distribution, the procured agency will help DOT:

1. Strategically position the Philippines' global tourism campaign in the traditional medium, ensuring a powerful and engaging launch that captures the attention of target audiences in Middle East.
2. Implement a comprehensive media placement strategy that sustains the momentum of the campaign, through continuous visibility across various traditional media platforms, thereby keeping the Philippines' tourism efforts at the forefront of travelers' minds in the Middle East.
3. Utilize data analytics to continuously evaluate the effectiveness of media placements, enabling real-time adjustments and optimizations to achieve maximum impact and return on investment.

4. Employ geotargeting techniques to deliver tailored messages to specific regions, optimizing the campaign's relevance and resonance within each market.
5. Keep a close eye on competitors' media placement strategies and adjust tactics accordingly to maintain a competitive edge in the global tourism market.

### III. Scope of Work and Deliverables

The Agency's scope of work includes but is not limited to, the following key components:

Scope of Work	Deliverables
Submission of Media Plan for the Middle East Region	<p>Implement an effective media strategy that will align the tourism branding campaign to the Middle East in terms of reach, frequency, and continuity.</p> <p>Implement an effective media campaign that includes partners with content that are gender sensitive and research-based materials</p> <p>Implement the most appropriate media plan and other options, including appropriate execution thereof, on the various priority tourist markets. Proposed media plans (Visual Media Schedule) should contain the following but not limited to:</p> <ul style="list-style-type: none"> <li>● magazine/newspapers placements</li> <li>● print ads, billboards, outdoor advertising</li> <li>● TVC and Radio placements</li> </ul>
Coordination with DOT (branding office, tourism attaches, market representatives of each targeted region) and Vendors (social media partners, websites, content partnership, booking sites, and other relevant suppliers needed for the media plan)	<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</p>

	<p>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>
<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 be 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> </ul>
<p>Monitor the integrated 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, return on investment, and other suggested metrics, vis-à-vis present media campaigns on these markets by competitor countries.</p> <p>Said assessment shall serve as a basis for any modifications in the Media Plan to accommodate a more fitting approach to address deficiencies identified, if any.</p>

	Render regular reviews of the overall media plan to make the campaign adapt to current trends, particularly with regard to the campaign advantage of a competitor country at any given time.
Evaluation of the integrated media plan	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. Provide to 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.

#### 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 traditional 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 traditional 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>RATING S</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 content, 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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