

TERMS OF REFERENCE
CONSULTING SERVICES FOR INTERNATIONAL PUBLIC RELATIONS
AGENCY FOR KEY MARKETS

I. Overview and Background

In 2023, it has been crucial for the tourism industry to revive and flourish yet again after the years' worth effects of the global pandemic. Undeniably, the influx of international tourists plays a fundamental role in achieving so. As such, it is imperative to take proactive and effective measures in engaging the international audience of the country's existing key markets to bring in new and seasoned travelers to discover what truly is there to love in the Philippines.

A critical aspect of establishing the Department of Tourism's (DOT) rebranding campaign, Love the Philippines (LTP) to the global market is international public relations. To propel this into action, DOT is seeking the expertise of a well-established Public Relations (PR) agency in the country to support and facilitate its PR efforts in enhancing the Philippines' reputation as one of Asia's premier travel destinations and ultimately, push forward the country as a tourism powerhouse in Asia for the next five years across the identified Key Markets.

II. Objectives

Through the procurement of a PR agency, the DOT is able to perform its international engagement efforts as well as keep the Philippine LTP tourism brand relevant and top of mind for the travel consumers in the countries within the Key Markets following the below action items:

1. Enhance 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, especially on the identified Key Markets.
2. Create an effective PR campaign that showcases the unparalleled Philippine experience, setting it apart from its Southeast Asian competitors. The campaign must involve around the four (4) key pillars of “love” in the LTP logo – Biodiversity of Love, Award-winning Destinations & Natural Beauty of Love, the Archipelago of Festive Love and Gastronomical Love and most importantly, the Filipino’s well-regarded love for hospitality;
3. Increase international awareness and interest in lesser-known destinations of 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 other relevant stakeholders 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

The procured marketing agency's scope of work includes, but is not limited to the following

key

components:

Scope	Deliverables
<p>International Public Relations Plan and Strategy</p> <p>It should cover but is not limited to the following key markets:</p> <ol style="list-style-type: none"> 1. South Korea 2. United States of America 3. Japan 4. Canada 5. Australia 6. China 7. Taiwan 8. Singapore 9. United Kingdom 10. Malaysia 11. India 12. Germany 13. Hongkong 	<p>Submission of a detailed and strategic 6-month PR Plan with research and insights to not limited of the following:</p> <ul style="list-style-type: none"> • Current tourism landscape in the identified Key Markets • Regional tourism forecast and trend in ASEAN • ASEAN competition • Communication messaging; • Other relevant travel and tourism indicators <p>Implement PR tactics that will boost DOT's PR presence to make way for fostering existing stakeholder relationships and building connections with relevant key players of the travel industry across the Key Markets</p> <p>The PR tactics must include a work plan that will maximize Owned, Paid and Earned media across traditional and digital outlets.</p> <p>Incorporate necessary translations and localize the content as needed.</p>
<p>Travel and Trade Partnerships</p>	<p>Secure at least five (5) relevant speaking engagements with travel trade partners for DOT's participation.</p> <p>Implement creative ways to engage DOT's existing networks in the Key Markets that will positively impact DOT's brand image and reputation whether through an arrangement of meetings with the travel and trade industry key players or media invitationals</p> <p>Assistance during press conferences in terms media invitation, preparation of media kits, coverage, seeding of press releases, preparation briefing notes and other needed writeups</p> <p>Creation and maintenance of Media List for each identified Key Markets</p> <p>The agency must shoulder all necessary</p>

	expenses incurred in the execution of the listed deliverables.
Press Release Development and Seeding	<p>A. Development and seeding of at least 60 official press release materials highlighting the Philippine tourism industry's policies, programs, and efforts among others to top international publications and media outlets in the Key Markets.</p> <p>The number of published articles does not form part of the other multimedia content specified in the approved PR plan.</p> <p>B. Preparation of required media kits</p>
International KOL/Influencer Partnerships	<p>A. Pitch relevant Key Opinion Leaders (KOL)/Influencers who will serve as DOT's brand ambassadors in the locations within the Key Markets. The proposed KOLs is consist of but is not limited to the following:</p> <ul style="list-style-type: none"> - 5 Macro KOLs; - 13 Micro KOLs - 13 Nano KOLs <p>B. Develop an effective Influencer Marketing strategy to maximize the partnerships</p> <p>The agency must cover all necessary expenses incurred in the execution of this deliverable including food, flights, accommodation, transportation, honorarium, permit, and other related expenses.</p>
Crisis Management	create a comprehensive and detailed crisis communications plan that will equip DOT to respond as needed to a range of natural or man-made crises within the regions in the Key Markets.
Monitoring and Evaluation of PR Performance	<p>Submission of monthly mileage report which includes published press releases or KOL postings in print, online platforms with corresponding with media values and ROI computation (hard and soft copies)</p> <p>Weekly monitoring and report of any relevant tourism-related news and updates through email</p>
Terminal Report	Submission of a comprehensive terminal report that includes the overall results, insights,

	<p>analysis, recommendations, and evaluations of project</p> <p>Conduct one workshop regarding Public relations with at least 2 resource speakers.</p>
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Note: The procured agency shall submit the PR plan within thirty (30) days after issuance of the Notice to Proceed (NTP).

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 Forty Million Pesos (**P40,000,000**) 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.
4. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

V. Milestone

DELIVERABLES	% OF PAYMENT
Approved International Public Relations Plan and Strategy	30%
Submission of rollout report of the approved PR plan and implementation calendar for the first month, and approved by the end-user	10%
Submission of rollout report of the approved PR plan and implementation calendar for the second month, and approved by the end-user	10%
Submission of rollout report of the approved PR plan and implementation calendar for the third month, and approved by the end-user	10%
Submission of rollout report of the approved PR plan and implementation calendar for the fourth month, and approved by the end-user	10%
Submission of rollout report of the approved PR plan and implementation calendar for the fifth month, and approved by the end-user	10%
Submission and Approval of Terminal Report	20%

VI. Qualifications

- A. The consulting agency must be an experienced Public Relations Agency duly established in the Philippines, with a solid track record in PR works and experience in the preparation and execution of successful communication strategies/ campaigns.
- B. The agency must be in existence for at least five (5) years and have handled at least one successful global or multinational PR campaign from conceptualization to implementation with a minimum ABC of Eight Million Five Hundred Thousand Pesos (P8,500,000.00).
- C. 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.
- D. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

VII. 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
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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

- I. 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.
- II. 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.
- III. 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%
	Media Planning and Buying Agency with PR services	10%
	Full-service creative 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%

	5 years & above	10%
	5 years	5%
D.	Contract cost of Completed Projects in the last 5 years	10%
	At least one project with contract cost equal or greater than 8.5 Million Pesos	10%
	All projects cost less than 8.5 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 8.5 Million Pesos	5%
	5 or more projects with contract cost equal or greater than 8.5 Million Pesos	10%
	1-2 projects with contract cost equal or greater than 8.5 Million Pesos	15%
	3-4 project with contract cost equal or greater than 8.5 Million Pesos	20%

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

Criteria		Rating
A.	Quality of Personnel to be assigned to the project	20%
	Similar international public relations projects handled for an international government agency and/or organization.	10%
	Similar international public relations projects handled for a company 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 5 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%

IX. 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.

X. Contact Person

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Approved by:

Atty. Mae Elaine T. Bathan

Undersecretary for Legal and Special Concerns and Chief of Staff

Department of Tourism