

TERMS OF REFERENCE

CONSULTING SERVICES FOR VIDEO PRODUCTION AGENCY

I. Background

A. Overview

Although faced with challenges brought by the Love the Philippines (LTP) promotional video backlash, the Department of Tourism (DOT) remains steadfast and consistent with its efforts to enhance and strengthen DOT's brand image and reputation.

Hand in hand with the approved Integrated Marketing Communications (IMC) strategy and the seven objectives of the National Tourism Development Plan (NTDP) 2023 to 2028, DOT acknowledges the role of videos in the success of a rebranding campaign. To continue such efforts, the DOT intends to seek the services of a video production agency in the creation of television and video advertisements relevant to the LTP campaign.

B. Objectives

1. Create and maintain awareness of the Philippines as a top-notch tourist destination for travelers identified in the key and opportunity markets, through high-quality, engaging and effective video outputs
2. Develop multimedia materials that strongly resonate with the identified key and opportunity target markets, enhancing the appeal and engagement of local and international travelers.

II. Scope and Deliverables

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| <p>Production and implementation of TVC-ready audiovisual materials that documents and tell a story on the progress of the identified NTDP 2023 - 2028 objectives:</p> <ul style="list-style-type: none">a) Improvement of Tourism Infrastructure and Accessibilityb) Cohesive and Comprehensive Digitalization and Connectivityc) Enhancement of the Overall Tourist Experienced) Equalization of Tourism Product Development and Promotion | <p>(28) AVPs on the (7) NTDP '23-'28 objectives with corresponding storyboards</p> <p>Details: (4) AVPs for each of the (7) NTDP 2023 - 2028 objectives with the following cuts:</p> <ul style="list-style-type: none">● 3-minute AVP● 60-second AVP● 30-second AVP● 15-second AVP <p>All AVPs are expected to have a maximum of 6 translations and subtitle files as required by the DOT and must be open to edits as</p> |
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| <p>e) Diversification of the Tourism Portfolio through Multidimensional Tourism</p> <p>f) Maximization of Domestic and International Tourism</p> <p>g) Strengthening Tourism Governance through Close Collaborations with National and Local Stakeholders</p> | <p>required by the media censorship boards where the AVPs are to be used.</p> <p>All logistical costs from flights, accommodations, meals, talents, equipment rentals, location fees and everything required to produce a ready-for-TV AVP will be shouldered by the Agency</p> <p><i>Optional:</i> (1) 30-second radio advertisement per NTDP 2023 - 2028 objectives</p> |
| <p>Production and implementation TVC-ready promotional video for the Love the Philippines campaign</p> <p>The produced TVC-ready video will serve as the high-impact and high production content for the LTP campaign (aka Hero content).</p> | <p>(1) 120s Hero AVP with the following cuts:</p> <ul style="list-style-type: none"> ● 90s ● 60s ● 45s ● 30s ● 15s <p>The Hero AVP must feature clips from all 16 regions in the country.</p> <p>All AVPs are expected to have a maximum of 6 translations and subtitle files as required by the DOT and must be open to edits as required by the media censorship boards where the AVPs are to be used.</p> <p>All logistical costs from flights, accommodations, meals, talents, equipment rentals, location fees and everything required to produce a ready-for-TVC AVP will be shouldered by the Agency.</p> <p>The consulted agency must include proposed storyboards to be presented for DOT’s review and approval. To ensure accurate reference of the locations of the video clips, geotagging is required.</p> |

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| <p>Production and implementation of AVPs for digital ads on various digital channels.</p> <p>The produced TVC-ready videos will serve as “Hub” or engaging contents for the LTP campaign.</p> | <p>(16) Sixteen 90s Hub AVPs with the following cuts:</p> <ul style="list-style-type: none"> ● 60s ● 30s ● 15s <p>One Hub AVP per region with three cut variations</p> <p>All AVPs are expected to have a maximum of 6 translations and subtitle files as required by the DOT and must be open to edits as required by the media censorship boards where the AVPs are to be used.</p> <p>All logistical costs from flights, accommodation, meals, talents, equipment rentals, location fees and everything required to produce a ready-for-TV AVP will be shouldered by the Agency.</p> <p>The consulted agency must include proposed storyboards to be presented for DOT’s review and approval. To ensure accurate reference of the locations of the video clips, geotagging is required.</p> |
| <p>Production and implementation of AVPs for digital release to be used in travel fairs, social media, website among others</p> <p>The produced AVPs will serve as how-to’s and informational content for the Love the Philippines campaign (aka Hygiene content) .</p> | <p>(30) Hygiene AVPs</p> <p>Footage used in the AVPs can come from original content shot by the production team as part of deliverables under this project or from DOT-owned materials (access to DOT footage bank will be given to Agency).</p> <p>The consulted agency must include proposed storyboards to be presented for DOT’s review and approval. To ensure accurate reference of the locations of the video clips, geotagging is required.</p> |
| <p>Production and implementation of official Music Video for the Love the Philippines campaign jingle</p> | <p>One 3-minute music video that will promote the official Love the Philippines jingle</p> <p>All logistical costs from flights, accommodations, meals, talents, equipment rentals, location fees and everything required</p> |

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| | <p>to produce the music video will be shouldered by the Agency.</p> <p>The consulted agency must include proposed storyboards to be presented for DOT’s review and approval. To ensure accurate reference of the locations of the video clips, geotagging is required.</p> |
| Coordination between DOT (branding office, market representatives of each targeted region) and relevant consulted agencies | <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>Assemble a creative design team dedicated to completing the required creative deliverables. 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.</p> |
| Terminal Report | Includes an assessment of the process and recommendations for such projects |

III. Project Duration and Budget Allocation

- A. The project shall run for six (6) months and will commence as soon as receipt of Notice to Proceed is provided.
- B. The Approved Budget of Contract (ABC) for the project is Seventy-Five Million (Php 75,000,000); budget is inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
- C. The proposed payment scheme for the campaign will be billed upon completion of the following milestones.

| MILESTONE | PAYMENT |
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| Upon submission of approved storyboards of the following: <ul style="list-style-type: none"> - Main AVPs based on the NTDP objectives - Hero, Hub, and Hygiene AVPs | 10% |
| Upon submission of approved TVC-ready AVPs for the NTDP objectives, Hero, Hygiene and Hub AVPs for the 1 st month | 25% |
| Upon submission of approved TVC-ready AVPs for the NTDP objectives, Hygiene and Hub AVPs for the 2 nd month | 15% |

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| Upon submission of approved TVC-ready AVPs for the NTDP objectives, Hygiene and Hub AVPs for the 3 rd month | 15% |
| Upon submission of approved TVC-ready AVPs for the NTDP objectives, Hygiene and Hub AVPs for the 4 th month | 15% |
| Upon submission of approved TVC-ready AVPs for the NTDP objectives, Hygiene and Hub AVPs for the 5 th month | 15% |
| Upon acceptance of the Terminal Report all within the end of contract duration | 5% |

IV. Qualifications

- A. The consulting agency must be an experienced film and video production agency, duly established in the Philippines, that can provide full production services for commercials, feature films, TV series, documentaries, and branded content with a dedicated manpower and top of the line production equipment required for the execution of the AVP outputs.
- B. **The agency must have handled at least one successful global or multinational video production project from conceptualization to implementation with a minimum ABC of Eighteen Million, Seven Hundred Fifty Thousand Pesos (P18,750,000.00) within the last 5 years.**
- 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).

IV. Minimum Required Personnel

Bidders may recommend additional personnel deemed fit for the team.

| Required Personnel | Minimum Years of Experience in Handling Nationwide Accounts |
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| 1. Producer | 10 years |
| 2. Film/ TVC Director | 10 years |
| 3. Director of Photography | 10 years |
| 4. Editor | 8 years |
| 5. Script Writer | 8 years |
| 6. Senior Production Manager | 8 years |
| 7. Production Assistant | 5 years |
| 8. Camera Operator | 8 years |
| 9. Video Editor | 8 years |
| 10. Audio Technician | 8 years |
| 11. Set Designer | 5 years |

V. Criteria for Rating

Stage 1 – Submission of Eligibility documents

Stage 2 – Campaign Presentation

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 or sample video works to the members of the Bids and Awards Committee (BAC), Technical Working Group (TWG), DOT executives, and other tourism stakeholders that the DOT will invite during the pitch presentation.
2. A maximum of forty-five minutes (45 minutes) will be given for each agency for its presentation excluding the question and answer portion, which will be a maximum of fifteen minutes (15 minutes) with BAC Members, TWG Members, selected DOT officials, tourism stakeholders and other individuals to be determined and invited by the DOT.
3. The presentation 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 and Shortlisting Criteria and Rating (80% passing score)

| I. | APPLICABLE \ EXPERIENCE OF THE CONSULTANT | 60% |
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| A. | Appropriateness of the agency for the assignment | 20 |
| | Film Production House or Video Production Agency | 20 |
| | Creative Agency/Marketing Agency with Video Production Services | 15 |
| | Consulting Agency only | 10 |
| B. | Extent of network of the agency | 10 |
| | Video production service for international audience | 10 |
| | Video production service for local audience | 8 |
| C. | Number of Similar Projects Completed in the last 3 years | 10 |
| | At least 10 nationwide campaigns | 10 |
| | Less than 10 nationwide campaigns | 5 |
| D. | Years in Experience | 10 |
| | 5 years and above | 10 |
| | 1 – 5 years | 5 |
| E. | Project Handled in the last 3 years | 10 |
| | <u>Two (2) or more projects with contract cost equal or greater than 18,750,000.00</u> | 10 |
| | <u>One (1) project with contract cost equal or greater than 18,750,000.00</u> | 5 |
| II. | QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB | 20% |
| | Years of Experience in Similar Projects | |

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| | 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 |
| III. | CURRENT WORKLOAD RELATIVE TO CAPACITY | 20% |
| | Number of on-going similar and related projects relative to capacity | |
| | <u>3 or more projects with contract cost equal to or greater than 18,750,000.00</u> | 20 |
| | <u>1 - 2 projects with contract cost equal to or greater than 18,750,000.00</u> | 15 |
| | TOTAL | 100% |

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

| | CRITERIA | RATING |
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| A. | Quality of Personnel to be assigned to the project | 20% |
| | Each individual in the required personnel must have completed and handled a video production project for a multinational/global brand in the last two years | 20 |
| | Each individual in the required personnel must have completed and handled a video production project for a multinational/global brand in the last five years | 10 |
| B. | Expertise and Capability of the Firm | 20% |
| I. | Creative Capabilities | |
| | Creative Conceptualization | 3 |
| | Storytelling | 4 |
| | Cinematography | 3 |
| | Editing | 2 |
| | Scoring | 2 |
| II. | Experience and Credentials | |
| | Part of at least one (1) successful Integrated Marketing Campaign as AVP producer launched within 2 years | 2 |
| | At least one (1) international or local award by an award-giving body in existence for at least 5 Years (given to the production firm) | 2 |
| | Must have been existing for at least 5 years | 2 |
| C. | Plan of Approach and Methodology | 60% |
| I. | Messaging | |
| | Identification of the Filipino brand that is unique, creative, and attractive | 15 |
| | Creative execution of Love the Philippines campaign including big idea and strategy | 10 |
| | Integration of Love the Philippines in existing programs and channels | 5 |

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| | Relevance and relatability of target market | 5 |
| II. | Creative Rendition | |
| | Originality | 5 |
| | Visual Impact | 5 |
| | Adherence to "Filipino" brand equity | 5 |
| III. | Marketing Strategy | |
| | Impact of AVP for building brand awareness and engaging the target audience | 5 |
| IV. | Over-all resonance of tourism branding campaign the Filipino brand | 5 |
| | TOTAL | 100% |

VI. Terms and Conditions to be included in the Special Conditions of the Contract

1. The selected agency shall be subject to assessment from 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. This should be submitted to the DOT in a sturdy hard drive/s.
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 inhouse), 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 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.
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.

VII. Contact Person

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