

TERMS OF REFERENCE

CONSULTING SERVICES FOR STRATEGY, RESEARCH, AND OVERALL DIRECTION FOR THE INTEGRATED MARKETING COMMUNICATIONS (IMC) PLAN FOR “LOVE THE PHILIPPINES”

I. Information on Tender and Project Area

A. Background

In July 2023, the Department of Tourism (DOT) unveiled its “Love the Philippines” (LTP) campaign, introducing a new era in the tourism department following the transformative impact of the pandemic to its sector. As other Southeast Asian countries ramp up their tourism efforts – from Indonesia’s #BeliKreatifLokal campaign to Vietnam’s direction to “green and responsible” tourism – the “Love the Philippines” campaign, transcending its previous take of being “It’s More Fun in the Philippines,” makes it clear that beyond the country’s well-known tourist destinations, lies what traveling to and in the Philippines is all about – the Filipino’s warmth and love.

However, the campaign's launch recently encountered challenges that DOT and the previous consulting agency have publicly acknowledged. In view of this, the department recognizes the need to consult the expertise of seasoned marketers in the country and translate the lessons brought about by the controversy to actionable strategies that will, in turn, form part of the department’s goal to push the Philippines as a tourism powerhouse in Asia for the next five years.

To help achieve this, DOT will engage the services of a credible and experienced integrated marketing agency to devise a five-year Integrated Marketing Communications (IMC) plan. The proposed IMC plan should take into consideration the prevailing challenges in the tourism industry, market competition across Asian neighbors and further opportunities for tourism growth and promotion. It’s important to note that the existing “Love the Philippines” message remains at the core of the strategy and corresponding initiatives of the IMC plan.

Moreover, the overall IMC campaign must be guided by the National Tourism Development Plan (NTDP) 2023 to 2028 and its identified seven main objectives: 1. Improvement of Tourism Infrastructure and Accessibility; 2. Cohesive and Comprehensive Digitalization and Connectivity; 3. Enhancement of the Overall Tourist Experience; 4. Equalization of Tourism Product Development and Promotion; 5. Diversification of the Tourism Portfolio through Multidimensional Tourism; 6. Maximization of Domestic and International Tourism; and 7. Strengthening Tourism Governance through Close Collaborations with National and Local Stakeholders.

B. Objectives

The procurement of an experienced integrated marketing agency will support DOT in enabling the “Love the Philippines” message across all its branding and marketing efforts in the local and international scene and ultimately, position the Philippines as a tourism powerhouse in Asia. As such, the five-year Integrated Marketing Communication plan of the approved agency shall:

- a. Reinforce the “Love the Philippines” messaging through a 360 approach – effectively raising awareness, engagement and recall to both local and international markets across digital and traditional marketing and communication channels;
- b. Formulate impactful strategies and tactics that align with DOT’s goal in becoming a tourism powerhouse in Asia, leveraging and promoting 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;
- c. Include a target market analysis report validating the suitability of the overall IMC plan to the listed source and emerging markets below:

KEY AND STRATEGIC MARKETS	OPPORTUNITY MARKETS
<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 	<ol style="list-style-type: none"> 1) ASEAN <ol style="list-style-type: none"> a. Thailand b. Indonesia c. Vietnam 2) Western & Central Europe <ol style="list-style-type: none"> a. France b. Netherlands c. Switzerland 3) Northern & Southern Europe <ol style="list-style-type: none"> a. Spain b. Italy c. Denmark d. Sweden 4) Mediterranean <ol style="list-style-type: none"> a. Israel b. Türkiye 5) Middle East <ol style="list-style-type: none"> a. Kingdom of Saudi Arabia b. United Arab Emirates

C. Project Duration and Budget Allocation

- a. The project shall run for six (6) months and will commence upon the receipt of the Notice to Proceed.
- b. The Approved Budget of Contract (ABC) for the project is Thirty Million Pesos (Php 30,000,000); the 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
Upon submission and approval of the 5-year Integrated Marketing Communications Proposal together with Strategy, Creative, and Content Development and completed market research and analysis presented to stakeholders	25%
Upon submission and approval of accomplishment report during the 1st month of project implementation	15%
Upon submission and approval of accomplishment report during the 2nd month of project implementation	15%
Upon submission and approval of accomplishment report during the 3rd month of project implementation	10%
Upon submission and approval of accomplishment report during the 4th month of project implementation	10%
Upon the conduct of the marketing workshop	10%
Upon submission of the terminal report of the whole campaign and completed deliverables, and approved by the end-user	15%

II. Scope of Work and Deliverables

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

SCOPE OF WORK (SOW)	DELIVERABLES
Consulting	<p>I. Market Research and Analysis Conduct in-depth market research that will guide DOT to strategize and realign its branding and marketing efforts for the “Love the Philippines” campaign, using quantitative and/or qualitative data. The said study should provide insights to audience’s perceptions prior and post LTP campaign launch. It should further evaluate the resonance of the enhanced rebranding campaign with the identified emerging and key markets that will aid in achieving the TOR’s objectives. All these while taking into account emerging trends, consumer behaviors, and competitive strengths and weaknesses relevant to the industry.</p> <p>II. Social Listening Conduct a “Love the Philippines” online news media scan and social media listening to understand the public’s opinion or sentiment about the initial LTP campaign launch - covering the month of July and August.</p>
LTP Strategy Development	<p>Five-year Integrated Marketing Communication deck, banking on the “Love the Philippines” message, that comprehensively outlines the following while addressing all stages of the marketing funnel (from awareness to loyalty):</p> <ol style="list-style-type: none"> a. Marketing and Communication Objectives based on the S.M.A.R.T format – specific, measurable, achievable, relevant and time-bound. b. Target Audience Segmentation c. Brand Positioning d. Brand Book e. Big Idea and Key Messages f. Month on month overview plans of the marketing tactics, activities and its corresponding channels and modes of execution g. Cost Estimates per proposed activities h. Timeline of execution i. KPIs / Measure of Success

	<p><i>Note: All content materials are expected to have a maximum of 6 translations and subtitle files as required by the DOT to engage various markets.</i></p>
<p>Creative Development</p>	<p>I. Consistent to the IMC plan for LTP, the procured agency is also responsible for the visual strategy, layout, copies and design of the overall campaign execution. The approved visual designs will be the <i>basis</i> of the production and distribution of collaterals needed to accomplish the following:</p> <ul style="list-style-type: none"> a. Transformation of central and 16 Regional DOT office interiors using the approved LTP collaterals <ul style="list-style-type: none"> i. Space planning ii. Placements of LTP collaterals b. Guerilla marketing strategy for the 16 regions c. Local media planning, buying and placement d. Digital media planning, buying and placement for Key Markets e. Digital media planning, buying and placement for Emerging Markets f. Traditional media planning, buying and placement for Western Europe g. Traditional media planning, buying and placement for Southeast Asia h. Traditional media planning, buying and placement for Middle East i. Traditional media planning, buying and placement for Mediterranean j. Traditional media planning, buying and placement for Key Markets k. Office collaterals: <ul style="list-style-type: none"> i. Pull-up banners ii. Office stationeries iii. Bus wraps iv. Stickers v. Calendars vi. Shirts <p><i>Note: The visual dimension for the ad placements will be based on the appointed media planning and placement agency's direction.</i></p> <p>II. Assemble a creative team dedicated to completing the above-mentioned creative development 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>III. Create a Love the Philippines campaign jingle. The agency will be in charge of the lyrics composition, overall production, and applicable copyright requirements.</p> <p><i>Note: All content materials are expected to have a maximum of 6 translations and subtitle files as required by the DOT to engage various markets.</i></p>
<p>Content Development</p>	<p>In synergy with the LTP campaign, the consulting agency will craft a content marketing strategy (complete with a content calendar of activities) that will guide the execution and production of the following, but are not limited to:</p> <ul style="list-style-type: none"> a. 28 AVPs for the NTDP 2023 - 2028 b. Total of 37 Hero, Hub and Hygiene AVPs c. 6-month worth of blog contents (with maximum d. 16 itinerary infographics relevant for each PH region e. Three (3) tie-ins/collabs episode with relevant and top Podcasters in PH f. Webinars (<i>optional; unless deemed necessary in the overall content strategy</i>) g. Ebooks (<i>optional; unless deemed necessary in the overall content strategy</i>) <p>The approved content marketing plan will be used for DOT’s internal dissemination.</p> <p><i>Note: All content materials are expected to have a maximum of 6 translations and subtitle files as required by the DOT to engage various markets.</i></p>
<p>Campaign Management</p>	<p>The procured agency for the LTP campaign is considered as the lead agency responsible for:</p> <ul style="list-style-type: none"> a. Overseeing the timely and accurate execution of the approved deliverables, ensuring that the communication channels are effectively implemented and sound as far as the LTP campaign is concerned b. Coordinating the efforts of other consulting agencies in charge of other deliverables such as Video and Creative Production, Media Agencies among others to ensure the 100% completion of the campaign. <p>Proposed timeline and cost for each output are expected to be presented.</p>
<p>Terminal Report and Workshop</p>	<p>I. Towards the completion of the engagement, the consulted agency must provide a terminal report citing the overall result of the campaign together with the</p>

	<p>agency’s insights and recommendations.</p> <p>II. Conduct a 1-2 day workshop with a marketing consultant for the relevant DOT personnel to participate. The expected output of this workshop may be used as a foundation for succeeding marketing Terms of References. Any expenses incurred for the said workshop are shouldered by the agency.</p>
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Note: The procured agency shall submit the 5-year Integrated Marketing Communications Proposal together with the necessary key visuals, AVP storyboard, and other creative tactics and materials within thirty (30) days after the issuance of Notice to Proceed (NTP).

III. Qualifications

- A. The agency must be an experienced full-service integrated marketing or communications agency that has a dedicated team for the IMC development and execution with the required manpower/personnel and staff that is duly established in the Philippines.
- B. The agency must be in existence for at least five (5) years and have handled at least one successful global or multinational end-to-end IMC campaign from conceptualization to implementation with a minimum ABC of Seven Million Five Hundred Thousand Pesos (P7,500,000.00).
- 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).

IV. Minimum Required Personnel

Bidders may recommend additional personnel deemed fit for the team.

Required Personnel	Minimum Years of Experience in Handling Nationwide Accounts
1. Managing Director	10 years
2. Account Manager	8 years
3. Account Manager 2	8 Years
4. Junior Account Manager	5 years

5. Creative Director	10 years
6. Art Director	10 years
7. Senior Copywriter	8 years
8. Digital Marketing Manager	10 years
9. Senior Graphic Artist	10 years
10. Junior Graphic Artist	8 years

V. Criteria for Rating

Stage 1 – Submission of Eligibility documents

Stage 2 – Campaign Presentation

- A. 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 Bids and Awards Committee (BAC), Technical Working Group (TWG), DOT executives, and other tourism stakeholders that the DOT will invite during the pitch presentation.
- B. 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.
- C. Creative materials must include, but are not limited to:
 - a. 5-year strategy IMC Plan Deck
 - b. AVP/TVC storyboard
 - c. Sample mock-ups of creative assets for creative development deliverables
 - d. Digital Marketing Plan
- D. 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.

5.2 Eligibility and Shortlisting Criteria and Rating (80% passing score)

I.	APPLICABLE \ EXPERIENCE OF THE CONSULTANT	60%
A.	Appropriateness of the agency for the assignment	20
	Full service marketing agency	20
	Production House, PR Agency or Consulting Agency only	10

B.	Extent of network of the agency	10
	National (IMC campaign launched all over the Philippines)	10
	Regional (IMC campaign launched in a Region ex. Ilocos Region only)	5
C.	Number of Similar Projects Completed in the last 5 years	10
	At least one nationwide campaign	10
	At least one regional campaign	5
D.	Years in Experience	10
	5 years and above	10
E.	Project Handled in the last 5 years	10
	At least one project with contract cost equal or greater than 7.5M	10
	At least one project with contract cost less than 7.5M	0
II.	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Years of Experience in Similar Projects	
	Compliant to the minimum work experience in Minimum Required Personnel	20
	Below the minimum years of experience in section in Minimum Required Personnel	0
III.	CURRENT WORKLOAD RELATIVE TO CAPACITY	20%
	Number of on-going similar and related projects relative to capacity	
	3 or more projects with contract cost equal or greater than the budget allocated	20
	1 – 2 projects with contract cost equal or greater than the budget allocated	15
	TOTAL	100%

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

	CRITERIA	RATING
A.	Quality of Personnel to be assigned to the project	20%
	I. For senior and managing positions - handled at least 10 campaigns that are related to brand or marketing management	10
	II. For Senior and Junior executives, copywriters, and junior creatives – handled at least ten (10) creative materials related to brand or marketing management	8
	III. For Junior positions – handled at least five (5) campaigns related to brand or marketing management	2
B.	Expertise and Capability of the Firm	20%
I.	Creative Capabilities Research	
	Research or Insight Gathering	2
	Creative Conceptualization	2
	Strategic Marketing	2
	Public Relations	2
	Brand Management	4
II.	Experience and Credentials	
	At least one (1) successful campaign the agency has launched within 5 years	2
	At least one (1) international or local award by an award-giving body in existence for at least 5 Years	2
	Must have been existing for at least 5 years	2
	Must have undertaken an international/ national campaign within 5 years	2
C.	Plan of Approach and Methodology	60%
I.	Messaging	
	Creative execution of Love the Philippines campaign including big idea and strategy	15

	Integration of Love the Philippines in existing programs and channels	10
	Relevance and relatability to the target market	5
II.	Creative Rendition	
	Originality	5
	Visual Impact	5
	Adherence to "Filipino" brand equity	5
III.	Marketing Strategy	
	Impact of Integrated marketing strategy for building brand awareness and engaging the target audience	10
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 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.

VII. Contact Person

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