

## **TERMS OF REFERENCE CONSULTING SERVICES FOR LOCAL PUBLIC RELATIONS**

### **I. BACKGROUND**

Throughout the previous years, a multitude of flagship programs and projects were successfully implemented under the visionary leadership of Secretary Christina Garcia Frasco. Recognizing the significant strides made, the Department of Tourism is now taking a proactive step by seeking to engage a Public Relations agency to further amplify the positive impacts generated by these initiatives within the tourism economy. This involves creating a compelling narrative that not only showcases the achievements of the Department but also acts as a beacon to attract more visitors from around the world. This strategic move aligns with the Department's commitment to fostering a positive image and ultimately enhancing the nation's appeal as the tourism powerhouse destination in Asia.

To communicate its plans, programs, and projects to local stakeholders, DOT recognizes the importance of a direct and transparent communication, better cooperation, and a better understanding of tourism development and management plans of the DOT side by side with the new country tourism brand "Love the Philippines.

For 2024, the Department is targeting 7.7 million international visitors as its baseline. In line with this, DOT laid out its 7-point agenda as indicated in the latest National Tourism Development Plan (NTDP) of the Philippines which states: 1) improving tourism infrastructure and accessibility, 2) cohesive and comprehensive digitalization and connectivity, 3) enhancement of overall tourist experience, 4) equalization of tourism product development and promotion, 5) diversification of portfolio through multidimensional tourism, 6) maximization of domestic tourism, and 7) strengthening tourism governance through close collaboration with LGUs and stakeholders.

To this end, DOT seeks to engage an experienced Local PR and Communications agency to develop, implement, and oversee a comprehensive PR and communications strategy in various platforms, manage media relations, highlight DOT, and enhance the reputation of the Philippines as a highly desirable travel destination.

### **II. OBJECTIVES**

The engagement of the services of a Local PR and Communications Agency aims to:

- Elevate the public perception and recognition of the Philippines by implementing a comprehensive Public Relations and Communications strategy, strategically positioning the country as a premier tourist destination through digital, traditional, and other media platforms.

- Build a strong country reputation through consistent key messaging across all channels.
- Encourage travel and increase the number of tourist arrivals to the Philippines by engaging with platforms that will yield measurable conversions.
- Build positive relationships with media, PR, and key influencers/content creators to bolster the positive perception of the Philippines as a desirable, sustainable, and significant tourist destination and highlight the various programs and projects of the DOT.
- Showcase the new Love the Philippines tourism brand.

### III. Scope and Deliverables

Scope	Deliverables
<b>Public Relations Plan and Strategy</b>	<ul style="list-style-type: none"> <li>a. The PR plan should be comprehensive and attainable within a ten-month timeframe. It must include the topics covered in this TOR and will function as the blueprint for the whole execution period.</li> <li>b. The plan must be supported by thorough research and data, and it should incorporate clearly defined key performance indicators.</li> <li>c. The proposed strategy should encompass the core concept, work plan, timeline, and budget allocation/distribution for each project or execution.</li> </ul>
<b>Article Creation for DOT's Marketing Websites</b>	<ul style="list-style-type: none"> <li>a. The Agency is required to develop a ten-month PR content plan.</li> <li>b. The Agency must establish a dedicated editorial team tasked in creating a minimum of five (5) feature articles per month.</li> <li>c. The Agency should align with DOT's website maintenance provider to boost SEO and SEM strategy.</li> </ul>

	<p>d. The Agency will cover all expenses associated with the production of articles, including research, video, and photos.</p>
<b>Campaign and Program Publicity</b>	<p>a. Create a PR plan for DOT campaigns and projects with at least 5 seeded articles per month</p> <p>b. The Agency will shoulder all expenses related to this deliverable.</p>
<b>Monitoring and Evaluation of PR Performance</b>	<p>a. The Agency should establish a media monitoring mechanism or media listening tool for DOT to be on track on relevant news online and other media pick-ups.</p>
<b>Placements in Local Publications and Digital Sites</b>	<p>a. As part of their press release strategy, the Agency should also include paid advertising efforts in their overall PR plan.</p> <p>b. The Agency should have at least 16 placements in regional newspaper, digital magazines and outlets.</p>
<b>Regional Tourism Events with Media Coverage</b>	<p>a. The media coverage must cover Luzon, Visayas, and Mindanao.</p> <p>b. The agency should collaborate with DOT to identify the events to cover, including those organized by other DOT offices.</p> <p>c. The Agency will shoulder all the expenses related to media coverage.</p>
<b>Key Opinion Leader (KOL)/Content Creator Partnerships</b>	<p>a. Pitch relevant Key Opinion Leaders (KOL)/Content Creator who will serve as DOT's brand ambassadors.</p> <p>b. Develop an effective KOL Marketing strategy to maximize the partnerships.</p> <p>c. The agency must cover all necessary expenses incurred in</p>

	<p>the execution of this deliverable including food, flights, accommodation, transportation, honorarium, permit, and other related expenses.</p>
<b>Corporate Social Responsibility</b>	<ul style="list-style-type: none"> <li>a. The Agency must include a CSR initiative aligned with DOT's advocacies such as GAD and sustainability.</li> <li>b. The approved CSR plan should be executed by the Agency.</li> </ul>
<b>Stakeholder Relations Event Activations</b>	<ul style="list-style-type: none"> <li>a. The Agency must include Stakeholder Relations event activation in the PR plan.</li> <li>b. The Agency will shoulder all expenses related to the stakeholder relations plan including production, research, and event-activation.</li> </ul>
<b>Dedicated Creative Team</b>	<ul style="list-style-type: none"> <li>a. The Agency must put together a creative team committed to handling requests related to creative deliverables including editing and repurposing existing and future branding and marketing assets and materials.</li> </ul>
<b>Crisis and Issues Management</b>	<ul style="list-style-type: none"> <li>a. The Agency must include a crisis management plan.</li> <li>b. The Agency is in-charge of monitoring issues that concern DOT, its Regional Offices and its officials.</li> <li>c. Execute the approved plan, if necessary.</li> </ul>
<b>Weekly, Monthly and Terminal Report</b>	<ul style="list-style-type: none"> <li>a. The Agency must submit a weekly and monthly report regarding the progress of the project.</li> <li>b. The Agency must submit an electronic and printed Terminal Report</li> <li>c. Mount a digital or face-to-face workshop with at least 20</li> </ul>

	<p>attendees from DOT with no less than two resource speakers. The workshop includes a presentation of the terminal report and discussion, evaluation and recommendation from invited resource persons.</p> <p>d. The Agency will shoulder all costs, including food accommodation, transportation, testing, honorarium, and other applicable logistical expenses.</p>
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### III. Project Duration and Budget Allocation

1. The campaign shall be for a period of ten (10) 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 Sixty Million Pesos (P60,000,000.00) 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. In each milestone, the Awarded Agency must submit (1) an accomplishment report; (2) a Certification of Acceptance signed by the DOT Project Proponent and Superior.
4. Proposal on agency service fees, which will be commission-based. This proposal shall reflect a total commission on production which shall be maximum of twelve percent (12%) of the total production fees.
5. The Agency will submit its cost estimate for each deliverable. When procuring outsourced service, the Agency will need to present three quotes from suppliers, one of which is a DOT accredited enterprise, if applicable.
6. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

### IV. Milestone

DELIVERABLES	PERCENTAGE OF PAYMENT
Approval of the PR plan	30%
Submission of rollout report of the approved PR plan and implementation calendar for the first month, and approved by the end-user	5%

Submission of rollout report of the approved PR plan and implementation calendar for the second month, and approved by the end-user	5%
Submission of rollout report of the approved PR plan and implementation calendar for the third month, and approved by the end-user	5%
Submission of rollout report of the approved PR plan and implementation calendar for the fourth month, and approved by the end-user	5%
Submission of rollout report of the approved PR plan and implementation calendar for the fifth month, and approved by the end-user	5%
Submission of rollout report of the approved PR plan and implementation calendar for the sixth month, and approved by the end-user	5%
Submission of rollout report of the approved PR plan and implementation calendar for the seventh month, and approved by the end-user	5%
Submission of rollout report of the approved PR plan and implementation calendar for the eighth month, and approved by the end-user	5%
Submission of rollout report of the approved PR plan and implementation calendar for the ninth month, and approved by the end-user	10%
Submission of rollout report of the approved PR plan and implementation calendar for the tenth month, and approved by the end-user	10%
Submission of the terminal report of the whole campaign and completed deliverables, and approved by the end-user	10%

#### V. 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. PR Writer	10 years
5. Researcher	8 years
6. Data Analyst	8 years
7. Media Liaison	8 years
8. Stakeholder Relations (Community) Manager	5 years
9. Social Media Strategist	5 years
10. Copywriter	5 years
11. Digital Operator	5 years

*Note: Bidders may recommend additional personnel deemed fit for the team*

## VI. 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 for Branding Related Projects (TWG), DOT officials, and other tourism stakeholders that the DOT will invite during the pitch presentation.
2. 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.
3. 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 (70% 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>
	Public Relations Firm/Agency	15%
	Full-service creative Agency with PR services	10%
	Media Planning and Buying Agency with PR services	5%
<b>B.</b>	<b>The extent of the partnered network of the agency</b>	<b>15%</b>
	Nationwide reach	15%
	Regional reach or less	10%
<b>C.</b>	<b>Similar projects completed in the last three years</b>	<b>10%</b>
	At least four completed publicity campaigns	10%

	One to three completed publicity campaigns	5%
<b>D.</b>	<b>Years in Existence as Public Relations Agency, Creative Agency or Media Planning Agency</b>	<b>10%</b>
	Three years and above	10%
	Below three years	5%
<b>E.</b>	<b>Contract cost of Completed Projects in the last 3 years</b>	<b>10%</b>
	At least one project with contract cost equal or greater than 20 million pesos	10%
	All projects cost less than 20 million Pesos	5%
<b>II.</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB (refer to VII. Minimum Required Personnel)</b>	<b>20%</b>
	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%
<b>III.</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>20%</b>
	5 or more projects with contract cost equal or greater than 20 million pesos	20%
	3-4 project with contract cost equal or greater than 20 million pesos	15%
	1-2 projects with contract cost equal or greater than 20 million pesos	10%
	No projects with contract cost equal or greater than 20 million pesos	5%

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

<b>CRITERIA</b>	<b>RATING</b>
<b>A. Quality of Personnel to be assigned to the project</b>	<b>20%</b>
Similar public relations projects handled for the Philippine government agencies and/or organizations in the tourism sector	10%
Similar public relations projects handled for a company with more than 100 employees 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 news media, publicity and public relations projects	5%
<b>B. Expertise and capability of the firm</b>	<b>30%</b>
<b>I. Services rendered in completed projects in the past three years</b>	
Public Relations	10%
Crisis Management	5%
Data Analytics and Monitoring	5%
<b>II. Experience and Credentials</b>	
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%
<b>C. Plan of approach and methodology</b>	<b>50%</b>
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%
<b>TOTAL</b>	<b>100%</b>

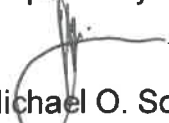
## VII. Terms and Conditions

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, videos, and other creative assets (all assets must be in-house and purchasing of assets is strictly prohibited); - 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 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.

6. 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.
7. 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.
8. 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.
9. 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.
10. All deliverables and materials are subject to the approval of the DOT prior to implementation.

Prepared by:



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