

TERMS OF REFERENCE

PRODUCTION, CONTENT CREATION, PRINTING, AND DELIVERY OF THE COFFEE TABLE BOOKS

I. INTRODUCTION

2023 is a year of transformation for DOT, as it unveils its latest campaign which calls for Filipinos and travelers alike to – “Love the Philippines (LTP).” This new campaign is devised to support the department achieve its goal of positioning the country as a tourism powerhouse in Asia, leveraging on the use of professional photos that capture the four key themes of “love” in the LTP logo – Biodiversity of Love, Award-winning Destinations & Natural Beauty of Love, the Archipelago of Festive Love and Gastronomical Love.

II. OBJECTIVES

With the procurement of the Production, Content Creation, Printing, and Delivery of the Coffee Table Book, the Department of Tourism will be able to:

1. Drive awareness and develop a strong identity and visibility of the "Love the Philippines" campaign locally and internationally;
2. Produce a high-quality, travel publication appropriate for distribution in top global travel trade events, influential industry and media partners, National and Local Agencies, and Philippine Foreign Embassies;
3. Serve as premium memorabilia for visiting Heads of State, top dignitaries, and VIPs;
4. A token/giveaway for key events of the Department.

III. SCOPE OF WORKS AND DELIVERABLES

| Scope of Work | Deliverables |
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| Research and Data Gathering | Collect vital information about the 4 key themes of LTP across all regions. |
| Production and implementation of professional photos documenting the four themes of love in the LTP campaign in each 16 Regions: <ul style="list-style-type: none">• Biodiversity of Love• Award-Winning Destinations & Natural Beauty of Love• The Archipelago of Festive Love• Gastronomical Love | <p>Minimum of 3,200 ready-to-print digital copies of professional photos which shall conform and align to the proposed and approved concept/layout of this coffee table book set. <i>(Photos may also be used for marketing and promotional purposes)</i></p> <p>Details: Minimum of (50) edited photos for each LTP theme of (16) regions in the Philippines.</p> <p>The Agency must also provide the relevant raw versions of the photos.</p> <p>Raw and edited versions shall be submitted on sturdy hard drives.</p> |

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| | <p>The Agency will shoulder all logistical costs from flights, accommodations, meals, talents, equipment rentals, location fees, and everything required to produce the required photo deliverables.</p> |
| <p>Concept and Layout of the Coffee Table Book</p> | <p>The concept and Layout of the Coffee Table Book must be elegant and have timeless elements for longer usage/shelf life.</p> <p>Execution of the concept must appeal to all markets – domestic as well as global.</p> <p>Design of the hard-bound front and back cover design</p> <p>LTP Coffee Table Book Set</p> <ul style="list-style-type: none"> Hardcover Perfect Binding Size: (8.5"x8.5") Page Count: Minimum of 75 pages/theme (150pages X 4 themes = 600 pages total) Shall consist of 1 book per theme (Total of 4 books per set). <ul style="list-style-type: none"> • Biodiversity of Love • Award-Winning Destinations & Natural Beauty of Love • The Archipelago of Festive Love • Gastronomical Love <p>Each book in the LTP Coffee Table Book Set shall consist of photos, captions, and/or stories from ALL 16 Regions.</p> |
| <p>Concept, Layout, and Production of the Boxes</p> | <p><u>Slipcase Box for the LTP Coffee Table Book Set:</u></p> <p>Slipcase box with print.</p> <p>Chipboard #30 with die-cutting (Halfmoon or diagonal cut)</p> <p>Size: 8.5" x 8.5" x 3" thick (4 Themed Books shall fit inside the slipcase)</p> <p>Full Color + Matte lamination</p> |
| <p>Captions, Stories, text/writing including the edition title</p> | <p>Captions for each photo, original write-ups, and authentic stories from different regions.</p> |
| <p>Digital and Print-Ready Files</p> | <p>Files (layered) - Photoshop, Illustrator, InDesign, and PDF formats</p> <p>Raw and edited files.</p> <p>Digital files of the books that are print-ready.</p> <p>All these files shall be submitted on sturdy hard drives.</p> |

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| Quantity | <p>Minimum of 1,234 sets - LTP Coffee Table Book Set</p> <p>Details:</p> <p>Minimum of 1,234 – L (Biodiversity)</p> <p>Minimum of 1,234 – O (Destinations and Natural Beauty)</p> <p>Minimum of 1,234 – V (Festivity)</p> <p>Minimum of 1,234 – E (Food)</p> |
| Storage and Delivery | <p>The contracted Agency shall deliver all books on the following timeline:</p> <p>LTP Coffee Table Book Set – on or before the 10th month of the contract.</p> <p>The contracted Agency shall furnish and pass a copy of delivery receipts to TWG.</p> <p>Storage of the undelivered books shall be shouldered by the contracted agency.</p> <p><i>Recipient and Addresses will be attached.</i></p> |
| Close coordination with DOT | <p>The Agency must coordinate with the Branding Office and Market Representatives of each region to check the originality of write-ups and authenticity of the stories.</p> |
| Creative Design Team | <p>Assemble a creative design team dedicated to completing the required creative deliverables of this project.</p> |

IV. PROJECT DURATION AND BUDGET ALLOCATION

1. The Approved Budget of Contract (ABC) for the project is Fifteen Million Pesos (P15,000,000) inclusive of all applicable taxes, bank charges, and other fees as may be incurred in the process.
2. This project shall be for the period of 10 Months, to commence upon the receipt of the Consultant the Notice to Proceed (NTP).
3. The proposed payment scheme will be billed progressively upon completion of the following milestones. In each milestone, the Agency will be required to submit an Accomplishment Report and a Certification of Acceptance signed by the DOT Project Proponent and Superior.

V. MILESTONE

| Deliverables | Percentage of Payment |
|---|------------------------------|
| Submission of the creative content and photos for the LTP Coffee Table Book Set outline | 30% |
| Submission and approval of the LTP Coffee Table Book Set Actual Sample | 20% |
| Print and initial delivery of 50% of the total quantity of LTP Coffee Table Book Set | 30% |
| Print and delivery of the final 50% of the total quantity of LTP Coffee Table Book Set | 20% |
| TOTAL | 100% |

VI. QUALIFICATION

1. The agency must be duly established in the Philippines and may have a tie-up or joint venture arrangement with other local agencies to execute the production of creative materials.
2. The agency must be in existence for at least five (5) years and have handled at least one project with the same or higher amount than the ABC of this project.
3. 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 |
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| Senior & Managing Positions | |
| 1. Art Director | 5 years |
| 2. Producers | 5 years |
| 3. Project Managers | 5 years |
| 4. Content Strategist | 5 years |
| Junior Executives, Copywriters, Junior Creatives | |
| 5. Photo Editors | 5 years |
| 6. Professional Photographers | 5 years |
| 7. Graphic Designers | 5 years |
| 8. Graphic Artist | 5 years |

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 their sample product from previous project and a 10-page sample layout for these coffee table books.

1. Short-listed bidders who will be declared compliant with the technical requirements on the opening of bids will be required to submit their sample product from their previous project and a 10-page sample layout for these coffee table books together with their Technical and Financial Bid/Proposals.
2. The samples will be rated by the 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)

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| I. APPLICABLE EXPERIENCE OF THE CONSULTANT | | | 60% |
| A. Appropriateness of the agency for the assignment | | | 20% |
| | <i>Full-service creative agency</i> | 20% | |
| | <i>Production House, PR Agency, or Consulting Agency only</i> | 10% | |
| | <i>Others</i> | 5% | |
| B. Extent of partnered network of the agency | | | 10% |
| | <i>Nationwide reach</i> | 10% | |
| | <i>Regional reach or less</i> | 5% | |
| C. Similar Projects Completed in the last 5 years | | | 10% |
| | <i>At least one nationwide campaign</i> | 10% | |
| | <i>At least one regional campaign</i> | 5% | |
| | <i>No campaign</i> | 0% | |
| D. Years in Existence | | | 10% |
| | <i>More than 5 years</i> | 10% | |
| | <i>5 years and below</i> | 5% | |
| E. Projects handled in last 5 years | | | 10% |
| | <i>At least one project with a contract cost equal to or greater than 3M PHP</i> | 10% | |
| | <i>At least one project with a contract cost less than 3M PHP</i> | 0% | |
| II. QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB <i>(refer to VII. Minimum Required Personnel)</i> | | | 20% |
| | <i>For senior and managing positions - handled at least 10 campaigns that are related to brand management/ marketing campaigns</i> | 20% | |
| | <i>For Junior executives, copywriters, and junior creatives – handled at least ten (10) creative materials for brand/ marketing campaigns</i> | 15% | |
| III. CURRENT WORKLOAD RELATIVE TO CAPACITY | | | 20% |
| Number of ongoing similar and related projects relative to capacity | | | |
| | <i>None</i> | 5% | |
| | <i>5 or more projects with contract cost equal or greater than 3M PHP</i> | 10% | |
| | <i>3-4 projects with contract cost equal or greater than 3M PHP</i> | 15% | |

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| | 1-2 projects with contract cost equal or greater than 3M PHP | 20% | |
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B. Technical Bid/Proposal Criteria and Rating (70% passing score)

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| I. QUALITY OF PERSONNEL TO BE ASSIGNED TO THE PROJECT | | | 20% |
| | Minimum required key personnel have participated in at least 3 related projects | 13% | |
| | At least three of the key minimum required key personnel have participated in at least 3 related projects | 7% | |
| II. EXPERTISE AND CAPABILITY OF THE AGENCY | | | 50% |
| A. Full-Service Capabilities | | | |
| | <i>Research or Insight Gathering</i> | 5% | |
| | <i>Creative Conceptualization and Design</i> | 5% | |
| | <i>Production Creative Assets</i> | 5% | |
| | <i>Photography</i> | 5% | |
| | <i>At least one (1) completed project via Joint Venture Agreement</i> | 2% | |
| B. Experience and Credentials | | | |
| | <i>At least one (1) successful campaign within 5 years</i> | 12% | |
| | <i>At least one (1) international or local Photography award by an award-giving body in existence for at least 5 years</i> | 7% | |
| | <i>Must have been existing for at least 5 years</i> | 9% | |
| III. PLAN OF APPROACH AND METHODOLOGY | | | 30% |
| A. Creative Rendition | | | |
| | <i>Originality</i> | 5% | |
| | <i>Visual Impact</i> | 5% | |
| | <i>Adherence to the brand guidelines</i> | 5% | |
| | B. Submission of Sample Products & 10-page Sample Layout | 15% | |
| TOTAL | | | 100% |

IV. TERMS AND CONDITION

1. The DOT reserves the right to adjust the budget allocation for the project, as it may deem necessary and proper;
2. All media assets (raw and edited) formulated and designed in conjunction with this project 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;
3. Mock-up and final proofing should be approved by the end user prior to mass production.
4. Allowed reproofing and mock-up a maximum of 3 times at no extra cost
5. 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;
6. 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;

7. 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), All graphics or written consent, including translations.
8. The Consultant shall only use original materials in all its deliverables except assets provided by the Procuring Entity and only upon its written consent. Non-compliance shall result in the output void and the Consultant shall be liable for a sum equivalent to the cost of the assets 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.
9. 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.

V. CONTACT PERSON

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Approved by:


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