

**TERMS OF REFERENCE
LOCAL MEDIA PLANNING, MEDIA BUYING, AND PLACEMENTS
AGENCY FOR THE DEPARTMENT OF TOURISM**

I. BACKGROUND

The tourism industry stands as a powerful engine for economic growth and development in the Philippines, having cited by national economic managers as the second top highest driver for economic transformation in the first six months of the past year. Based on its 2023 year-end report, the Department of Tourism (DOT) logged 5.45M international tourist arrivals, surpassing its 4.8M initial target and contributing to at least PHP 482.54B of international tourism receipts.

While the industry continues to recover at a strong pace, DOT recognizes the importance of sustaining its efforts to further improve the promotion of the Philippines as a must-visit tourist destination, curating targeted and aggressive brand and product awareness campaigns that leverages on the unique aspects of the country -- from its captivating and award-winning sites and landmarks to its vibrant cultures, food and heritage.

Given the critical role of tourism in driving economic growth, effective media planning and buying has become one of the essential components of DOT's strategy. As such, DOT will engage the services of an experienced media agency tasked to amplify the reach and impact of DOT's domestic tourism promotions, ensuring that the unique tourism experiences and diverse tourism products the Philippines has to offer are communicated to the right audience as effectively as possible.

II. OBJECTIVES

The procurement of an experienced media agency for DOT will contribute directly to attracting more tourist arrivals, boosting economic revenues and further solidifying the Philippines' position as a premier tourist destination. Hence the procured agency must align to the following objectives:

1. Strengthen domestic tourism promotions through effective and strategic digital and traditional media content and channels;
2. Sustain the presence of the Love the Philippines tourism brand amongst the local market, highlighting unique Philippine destinations and products.

III.SCOPE OF WORK AND DELIVERABLES

Scope of Work	Deliverables
Market Research	<ul style="list-style-type: none">• Conduct a thorough analysis of the current domestic tourism landscape and emerging travel trends in the Philippines. Audience analysis data should include but is not limited to the following:<ul style="list-style-type: none">○ Travel preferences○ Demographics○ Media Consumption Habits

	<ul style="list-style-type: none"> ○ Psychographics ● Conduct landscape analysis identifying competitors, their messaging and key strengths and weaknesses
Media Strategy Development Plan, Media Buying and Media Execution	<ul style="list-style-type: none"> ● Devise and implement an integrated media plan that blends digital and traditional channels, identifying the most impactful touchpoints for Filipino travelers and in accordance with LTP brand positioning and key message ● Develop engaging content themes highlighting unique Philippine destinations, products and travel experiences ● Recommend and implement budget allocation across channels and content types based on the most cost-effectiveness and potential impact (<i>use data-driven approach and insights to suggest ways to optimize and align media spend to most effective channels, with provision of at least 3 quotations from proposed media vendors if applicable</i>) ● Negotiate with appropriate digital and traditional media channels for ad placements, ensuring optimal reach and frequency ● Assist in the evaluation of media proposals submitted directly to DOT by other media suppliers (publications, TV programs, digital/online platforms) <p><i>Additional points:</i></p> <ul style="list-style-type: none"> - The media plan may be modified and/or adjusted throughout the phases of research, media buying, and content creation as deemed necessary by DOT; - At no cost to DOT, there should be a creative design team dedicated to completing the required creative deliverables for this project. The said team is also responsible for editing and repurposing existing and other branding and marketing materials including photos and videos; - Provide necessary translations, ad copy, and social media copy, as needed; - The procured entity is required to regularly coordinate with the DOT team and other relevant consulting agencies; and update all teams concerned with the status of the deliverables.
Campaign Monitoring and Optimization	<ul style="list-style-type: none"> ● Provide weekly performance reports tracking key and applicable metrics such as but not limited to reach, engagement, conversion rates and brand sentiment across all channels ● Analyze data and suggest adjustments to improve campaign performance. ● Propose and implement robust tracking mechanisms to monitor the performance of the campaign against established KPIs
Reporting and Analytics	<ul style="list-style-type: none"> ● Through a 1-day face-to-face post-report assessment, provide a comprehensive terminal report summarizing overall campaign performance, achievements against objectives, and key learnings.

	<ul style="list-style-type: none"> • Audit all media placements to verify the execution of the media plan in accordance to approved schedules. Provide all proofs <i>whichever is applicable</i> (soft and hard copies) that may include but not limited to: <ul style="list-style-type: none"> ○ Media invoices ○ Visual documentation of the ad placement may be in the form of clear screenshots or screen captures ○ Ad server reports ○ Broadcast affidavits (as applicable) ○ Signed contracts / certificate of airing or placement
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Note: The procured agency shall submit the integrated media plan together with the necessary key visuals and other creative materials on or before thirty (30) days after the issuance of Notice to Proceed (NTP).

IV. PROJECT DURATION AND TERMS OF PAYMENT

1. The contract duration of this project shall run for a period of **eight (8) months**, to commence upon the receipt of the consultant of the Notice to Proceed (NTP).
2. The Approved Budget of Contract (ABC) for the project is **Thirty Million, Seven Hundred Thousand Pesos (PHP 30,700,000.00) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the completion of this project.**
3. Other qualifications of the media agency required for this project are stated in the Bid Data Sheet (BDS).
4. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Payment %
Submission of the approved and signed media plan with indicated results from research and strategy	20%
Submission of monthly progressive billing with signed implementation report by DOT with proof of placements based on the billing invoice equivalent to 75% of the contract price	75%
Full delivery of services, submission of signed terminal report by DOT, and issuance of Certificate of Completion	5%
TOTAL	100%

Notes:

- All payments shall be subject to the verification and validation of DOT.
- The procured agency must submit a complete, detailed, and transparent third-party media invoices on each cost item, for each third-party supplier contract, indicating negotiated cost, fees, and any additional discount. All documents must be certified as a true copy.

V. QUALIFICATIONS

- The agency to be selected must be an experienced full-service media planning and placement agency, advertising, creative or public relations (PR) agency, duly established in the Philippines with the required manpower/personnel and staff.

- The agency must have been continuously active in the industry for at least five (5) years from the time of submission of the bid documents.
- The agency must have undertaken a similar campaign (local media planning and placements) in this bidding for the last five (5) years of at least fifty percent (25%) of the approved budget cost, from a single completed contract, for this project.
- Agency or service-provider must provide the minimum required manpower and personnel to be assigned to this project. Each assigned manpower/personnel must commit to provide the services and perform tasks and responsibilities required by this project.

VI. MINIMUM REQUIRED PERSONNEL

Required Personnel / Dedicated Team for DOT	Minimum Years of Experience in Handling Related campaign/project
1. Managing Director / Supervisor	10
2. Account Director	10
3. Senior Account Manager	8
4. Digital Account Manager	8
5. Media Planner (Digital and Traditional)	5
6. Media Buyer (Digital and Traditional)	5
7. Data Analyst / Researcher	5
8. Graphic Designer	5

Note: Failure to comply will result in disqualification. Bidders are encouraged to employ additional personnel deemed fit for the team.

VII. CRITERIA FOR RATING

Stage 1 - Submission of eligibility documents

Stage 2 - For short-listed bidders, submit brief credentials and the proposed media plan

- 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 Technical Working Group (TWG), DOT officials and other tourism stakeholders that the DOT will invite during the pitch presentation, if necessary.
- b. A maximum of thirty minutes (30 minutes) will be given to each agency for their presentation to TWG Members and such other individuals to be invited by the DOT.
- c. The presentation 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. Creative materials in the presentation may include but are not limited to:
 - Big Idea/Main Strategy
 - Strategy
 - WorkPlan

A. Eligibility Check and Shortlisting Criteria and Rating (70% passing score)

I.	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	<i>Appropriateness of the agency for the assignment</i>	20%
	Integrated / Full-Service Media Buying and Advertising Agency	20
	Media Planning and Buying Agency	15
	Full-Service Creative Agency, PR Agency, Consulting Agency only	5
B.	<i>Extent of network and affiliation</i>	10%
	Global and national	10
	National only	8
C.	<i>Similar Projects Completed in the last 5 years</i>	10%
	More than one (1) executed media plan covering a national campaign	10
	At least one (1) executed media plan covering a national campaign	8
D.	<i>Years in Existence</i>	10%
	More than 5 years	10
	5 years	8
E.	<i>Similar projects handled in the last 5 years completed with at least 25% of the ABC</i>	10%
	One to two projects with an aggregate cost of at least twenty-five percent (25%) of the ABC for this project	10
	Three to five projects with an aggregate cost of at least twenty-five percent (25%) of the ABC for this project	8
II.	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB (refer to VI. Minimum Required Personnel)	20%
	Majority of the required number and positions of key personnel with	20

	minimum years of experience is exceeded	
	Required number and positions of key personnel with minimum years of experience are met	15
III.	CURRENT WORKLOAD RELATIVE TO CAPACITY	20%
	<i>Number of on-going similar and related projects relative to capacity</i>	
	None	10
	5 or more projects with aggregate contract cost equal or greater than 7.675M PHP	15
	3-4 projects with aggregate contract cost equal or greater than 7.675M PHP	18
	1-2 project with aggregate contract cost equal or greater than 7.675M PHP	20

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

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the project	20%
	All minimum required key personnel have participated in a national media campaign in the last 5 years	13
	Half of the key personnel have participated in a national media campaign in the last 8 years	7
B.	Expertise and Capability of the Firm	30%
I.	Full-Service Capabilities	
	Strategic Media Planning, Buying and Implementation	5%
	Data Analytics and Monitoring	5%
	Creative Design	5%
II.	Experience and Credentials	
	At least three (3) successful campaign the agency has launched within 5 years	5%

	Must have been in existence for at least 5 years	5%
	Must have undertaken a successful national campaign within 5 years	5%
C.	Plan of Approach and Methodology	50%
I.	Media Plan	20%
	Efficient allocation of given budget (proposal of budget breakdown showing how media placements will be spread out across all media channels)	10%
	Quality of additional media values (PR values with partners, content, audience reach)	10%
II.	Placements Strategy	15%
	Relevance of proposed channels/publications based on the target audience, number of viewers per network, social media platforms' reach across the target market, types of content from media partners content that are related to the client's campaign and target audience	10%
	Visual Impact	3%
	Adherence to the brand equity	2%
III.	Over-all Impact	15%
TOTAL		100%

VIII. TERMS AND CONDITIONS

1. The DOT reserves the right to adjust the budget allocation for the project, as it may deem necessary and proper, to achieve optimal exposure;
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. Material/s produced by the winning bidder should be original and aligned with the DOT's advocacies such as Gender and Development and barrier-free tourism;
4. All and each of the materials produced during the period of engagement shall be amenable to editing at no cost to the DOT.
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), 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.
 8. 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.
 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.
 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.

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