

TERMS OF REFERENCE

INTERNATIONAL MEDIA PLACEMENT THROUGH INTEGRATED BRANDED CONTENT FOR PHILIPPINE DESTINATIONS AND TOURISM PRODUCTS

I. Background

The Philippines – boasting world-class natural wonders, rich cultural heritage, wide array of gastronomic offerings and well-known hospitality, possesses all the attributes to emerge as a tourism powerhouse in Asia. Notably, the country has been named the World’s Leading Dive and Beach Destination by World Travel Awards for several consecutive years; and recognized as one of the top friendliest countries in the world by Conde Nast Traveller along with other citations for top islands in Asia for Palawan, Siargao and Boracay in 2023.

With this immense potential and the highly competitive tourism market within the neighboring Southeast Asian countries, the Department of Tourism (DOT) recognizes the opportunity to capitalize on the country’s assets and cut across global awareness and positive destination perceptions outside its core markets. Similarly, as DOT keeps up with the ever-evolving media landscape, it’s imperative to adopt innovative integrated content strategies that leverage long-term media partnerships to amplify the Philippines’ brand narrative and drive high-value tourism arrivals sustainably.

The core approach centers on developing branded content collaborations with premium media companies and other influential global publishers. Through strategic content integrations across TV shows, movies, documentaries and digital platforms, the Philippines can seamlessly embed its destinations and experiences into engaging storytelling. Coupled with optimized owned media assets and amplification across earned and paid channels, this unified direction provides a robust framework that delivers authentic content exposure and generates sustained demand.

Global media consumption trends underscore the great potential of branded partnerships. Quality long-form video streaming is on the rise, with over 1.7 billion subscriptions worldwide as of 2022. Additionally, 55% of viewers pay more attention to brands integrated into show content versus regular ads.

Relative to this, DOT will engage the services of a highly experienced full-service media agency to craft and execute a multi-year branded content roadmap with diverse media partners in which the Philippine tourism brand can achieve sustained global presence, wider reach across audience affinities and maximize additional media values.

II. Objectives

With the procurement of a full-service media agency, DOT can leverage on the agency’s expertise, resources and industry connections to further solidify the Philippines’ position as a premier tourist

destination in Asia, consequently contributing to attracting more tourist arrivals, and boosting economic revenues. Hence the procured agency must align to the following objectives:

1. Amplify awareness and reach of the Philippines as a must-visit tourism destination in Asia through global platforms and/or channels, capitalizing on existing demand in key markets and capturing interests in emerging markets
2. Establish long-term, multi-year media partnerships that provide sustained branded content distribution at a strategic scale.
3. Maximize additional media values and exposures by unlocking branded content integrations that showcase the country’s rich cultural heritage, natural landscapes and authentic experiences to a global audience;
4. Drive visitor engagement and conversion by inspiring audiences to take action and plan a trip to the Philippines through immersive storytelling that elevates destination narrative of Philippines’ diverse attractions

III. Scope of Work and Deliverables

Scope of Work	Deliverables
Media Planning & Buying	<ul style="list-style-type: none"> - Develop comprehensive media plans across TV and digital channels/platforms with reputable global media companies, considering the project’s objectives, audience targets and budget. - Handle negotiations with media partners to secure optimal pricing, added media value components and ideal schedule/placements
Creative Trafficking & Ad Ops	<ul style="list-style-type: none"> - Manage the operational aspect of serving ads across selected media channels/publishers which includes but is not limited to the ff: <ul style="list-style-type: none"> o Securing ad specs o Trafficking ad tags o Setting up ad servers, o Coordination creative quality check o Ensuring proper 3rd party tracking implementation
TV Buying & Stewardship	<ul style="list-style-type: none"> - Handle the planning and execution of the TV ad campaigns including spot booking, scheduling and delivery of TV assets to the selected media networks per technical specifications. - Secure combined TV spots covering the SEA, EMEA and US markets through media network and entertainment company partnerships

<p>Digital Campaign Setup, Social Amplification & Monitoring</p>	<ul style="list-style-type: none"> - Together with the media network partners, set up and launch the digital ad campaigns, including placements across publisher websites, social media accounts, and other relevant online platforms. - Develop and execute the social amplifications strategy for promoting branded and native content pieces across relevant social platforms - Secure combined digital impressions across digital touchpoints through the selected media partners - Monitor delivery and provide continuous optimization recommendations.
<p>Branded Content Integration</p>	<ul style="list-style-type: none"> - Oversee the full production process for any branded and native content pieces like articles, videos and other content hubs. - Facilitate creative briefing, vendor management, timeline tracking and final approvals.
<p>Campaign Reporting & Analysis</p>	<ul style="list-style-type: none"> - Consolidate and provide comprehensive performance reports covering all components of the multimedia campaign on a recurring basis. - Through a 1-day face-to-face post-report assessment, provide a terminal report summarizing overall campaign performance, achievements against objectives, and key learnings.
<p>Financial Management</p>	<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"> o Media invoices o Visual documentation of the ad placement may be in the form of clear screenshots or screen captures o Ad server reports o Broadcast affidavits (as applicable) o Signed contracts / certificate of airing or placement

Note: The procured agency shall submit the 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 twelve (12) 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 Ninety-Two Million, Seven Hundred Thousand Pesos (PHP 92,700,000.00) 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 %
Upon submission of approved and final integrated media plan document	25%
Upon submission of progressive billing with signed implementation report by DOT with proof of placements based on the billing invoice equivalent to 70% of the contract price	70%
Full delivery of services, submission of signed terminal report by DOT, and issuance of Certificate of Completion	5%
TOTAL	100%

V. QUALIFICATIONS

- The agency to be selected must be an experienced full-service media, advertising, creative or public relations (PR) agency, duly established in the Philippines with the required manpower/personnel and staff for the project.
- The agency must have been continuously active in the industry for at least eight (8) years from the time of submission of the bid documents.
- The agency must have undertaken a similar campaign (international media placements) in this bidding for the last eight (8) years of at least twenty-five percent (25%) of the approved budget cost, from a single or aggregate 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. Junior Account Manager	8
5. Media Planner	5
6. Media Buyer	5
7. Media Liaison Officer	5
8. Data Analyst / Researcher	5

9. Graphic Designer	5
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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
 - Work Plan

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 (Asia, America, Europe, South Africa and Australia)	10
	Within the Asian region only	8
C.	<i>Similar Projects Completed in the last 8 years</i>	10%

	More than one (1) executed media plan covering a global campaign	10
	At least one (1) executed media plan covering an international campaign	8
D.	<i>Years in Existence</i>	10%
	More than 8 years	10
	8 years	8
E.	<i>Similar projects handled in the last 8 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 minimum years of experience is exceeded	20
	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 23.175M PHP	15
	3-4 projects with aggregate contract cost equal or greater than 23.175M PHP	18
	1-2 project with aggregate contract cost equal or greater than 23.175M 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 global media campaign in the last 8 years	13
	Half of the key personnel have participated in a global 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%
	Global industry connections	5%
II.	Experience and Credentials	
	At least two (2) successful co-branded media campaigns the agency has launched with reputable and global media companies for the last 5 years	5%
	Must have been in existence for at least 8 years	5%
	Must have undertaken a successful international campaign within 8 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,	10%

	audience reach)	
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%
	Concept for branded content	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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