

TERMS OF REFERENCE
DOT ACCREDITATION CAMPAIGN - MEDIA PLAN AND PLACEMENTS

Department of Tourism

I. **Project Description**

The development of a local media plan and placements for the year 2019 for the accreditation campaign of the Department of Tourism - media placements in multi-media local and international channels that will cater to increase the quantity of tourists that opt for accredited establishment and tour operators; at the same time increase the quantity of establishments and tour operators that follow the DOT standards resulting to accreditation.

II. **Background**

Under mandate, the Department of Tourism shall prescribe standards for the operation and maintenance of the tourism facilities and services. Since 2000, the department has formulated minimum standards for accreditation and promulgated the appropriate rules and regulations to govern the operation of primary and secondary tourism enterprises. Since then, plenty of facilities had undergone the department's accreditation.

Based on a research study done by Australian Tourism Accreditation Authority (ATAA) a huge number of their respondents reported that, to them, accreditation had no role in influencing consumers' decision to choose accredited products over non-accredited ones. But they attributed this to a lack of consumer awareness, or the fact that accreditation had not been in the market place for long enough to make an impact. Many of the research's respondents expressed a desire to see greater emphasis placed on raising the profile of accreditation.

At the present, incidents of scam tour operators, shady and unkempt hotels, environmentally degrading tourist establishments and subpar tourist services are on the rise. Fortunately, this is an area where accredited establishments can help remedy as these have passed the Department of Tourism's standards and requirements. This assures consumers that these enterprises provide good services, quality facilities and legal compliance.

The DOT accreditation program is straight forward; after going through with the accreditation, a certificate is issued by the department recognizing the holder as having complied with its minimum standards of operation which shall ensure the safety, comfort, and convenience of the tourist.

Other awards and accreditation programs are as follows:

ASEAN Green Hotel Award - Green Hotels are keen advocates of nature and environmental conservation through the implementation of a stringent in-house programs that foster environmentally- friendly practices, such as the efficient use of energy and water, 5 R's of ecological waste management (i.e. reduce, reuse, recycle wastes, repair equipment to prolong life span and whenever possible and practicable, reject hazardous materials and resources) and policies that favor the purchase and use of products, services and technologies from equally committed environmentally-friendly companies.

ANAHAW – Philippines Sustainable Tourism Certification - This campaign is to mainstream sustainable tourism and drive resource-efficient operations of the tourism sector across the country. The ANAHAW is a certification system for tourism establishments piloting on the accommodation sector. The certification is focused on enabling innovation initiatives that help reduce operational costs and carbon emissions through smart methods, processes, and technologies. It also help mitigate climate change by encouraging resource-efficient development with the inclusive growth of the community.

Progressive Accreditation System - PAS is a three-level recognition scheme for primary tourism enterprises entailing progressive minimum standards and reflecting customers’ expectations. The system aims to develop a database of primary tourism enterprises in the country, making DOT accreditation system more inclusive and motivate stakeholders to maintain and improve the quality of property’s facilities and services.

In line with this, the DOT aims to unify the ads for the accreditation program of DOT to further increase the number of tourists that choose DOT accredited establishments and at the same time increase the quantity of establishments that follow DOT standards and regulations.

III. Objectives and Targeted Outcome

The objectives of the procurement of the services of experienced media planning agencies are as follow:

- To identify media channels and platforms that will cater to the international market that are keen on booking establishments and tour operators
- To increase tourists that choose DOT accredited establishments and tour operators
- To encourage hotel, resort owners, and tour operators to oblige with DOT criteria and requirements

IV. Scope of Work and Deliverables

Scope of Work	Deliverables
<p>Propose a Media Plan based on the following demographics and target market:</p> <ol style="list-style-type: none"> 1. Local and International travelers that are often active on hotel booking sites, restaurants reviews sites, and tour operator websites 2. Hotel and restaurant owners, tour operator, and investors 	<p>Recommend an effective media strategy that will align the tourism branding campaign to the listed markets in terms of reach, frequency, and continuity.</p>
	<p>Submit a comprehensive media plan for DOT for the fourth quarter of 2019 showing its reach and frequency goals based on the proposed budget.</p>
	<p>Submit an implementation strategy for the media plan mentioned above.</p>
	<p>Submit a corresponding monitoring and evaluation system in the form of appropriate metrics and timelines in gauging the implementation of the media plan.</p>

Render regular reviews of the overall media plan to make the campaign adapt to current trends particularly with regard to campaign advantage at any given time.	Provide monthly assessment and implementation reports to reflect the success rate of the implemented strategies on the immediate reach, effectiveness of placement, and return on investment, and other suggested metrics. Said assessment shall serve as basis for any modifications in the Media Plan to accommodate a more fitting approach to address deficiencies identified, if any.
Coordinate and negotiate with all media for rates, spots, bonuses, etc. for consideration and approval of the DOT.	Present a media plan with additional PR media values from the negotiated networks, radio stations, broadsheets, OOH suppliers, and digital partnerships
Assist the DOT in the evaluation of media proposals submitted directly to the Department.	
Towards the completion of the engagement, assess the outcome of the overall media plan and aid the DOT in the crafting of the succeeding campaign incorporating the insights and recommendations from the evaluation of placements made during the period of engagement.	Provide at no cost to the DOT a post-project report and workshop assessing the outcome of the engagement and developing the working guidelines for subsequent media-buying / media-placement engagements.

The breakdown of digital media accounts, digital placements, allocation of mileages - including the number of spots, quality of content, images and videos used, and community engagement may be modified upon recommendation of the DOT, subject to the written approval between the two parties, to achieve the objectives of the campaign and have optimal media exposure for the same.

V. Project Duration and Budget Allocation

1. The visual media schedule of the placements will be from September to December 2019.
2. The Approved Budget of Contract (ABC) for the project is Fifty Million Philippine Pesos (Php 50,000,000) inclusive of all applicable taxes, 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:

MILESTONES	% OF PAYMENT
Submission of Approved communications plan and media placements	30%

Submission of rollout report of approved communications plan, strategy, and media placements for September	20%
Submission of rollout report of approved communications plan, strategy, and media placements for October	20%
Submission of rollout report of approved communications plan, strategy, and media placements for November – December	20%
Submission of Terminal Report for the whole campaign	10%
TOTAL	100%

VI. Qualifications

1. The agency must be a full-service media agency with the required manpower/personnel and staff that is duly established in the Philippines.
2. The agency must have been in existence for at least five (5) years, and must have produced a material targeting PH domestic market during the last three (3) years with an aggregate cost of at least fifty percent (50%) of the approved budget cost for 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
1. Managing Director (Project Lead)	10 years
2. Account Director	10 years
3. Digital Account Manager	10 years
4. Senior Media Planner	8 years
5. Senior Digital Planner	8 years
6. Senior Media Buyer	8 years
7. Integrated Media Planner	5 years
8. Digital Media Buyer	5 years
9. Implementor	5 years
10. Data Analyst	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 the proposed media plan

1. Short listed bidders who will be declared compliant with the technical requirements on the opening of bids may be required to present their proposed campaign to the members of the Bids and Awards

Committee (BAC), and the Technical Working Group (TWG), DOT officials and other tourism stakeholders that the DOT will invite during the pitch presentation if necessary.

2. Should a presentation be required, a maximum of thirty minutes (30 minutes) will be given for each agency for its presentation excluding the question and answer portion with BAC and TWG Members and such other individuals to be invited by the DOT.

3. Should a presentation be required, it will be rated by BAC and 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 (80% passing score)

I	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	<i>Appropriateness of the agency for the assignment</i>	15%
	Media Buying and Planning Agency	15%
	Public Relations Agency	10%
	Others	5%
B.	<i>Extent of partnered network of the agency</i>	15%
	International Partners	15%
	Nationwide Partners only	10%
	Domestic regional Partners only	5%
C.	<i>Number of Similar Projects Completed</i>	10%
	At least one international campaign	10%
	At least one nationwide campaign	4%
	Others	0%
D.	<i>Years in Existence as a media buying and placement agency</i>	10%
	5 years & above	10%
	Below 5 years	0
E.	<i>Projects handled in last 3 years</i>	10%
	At least one project with contract cost equal or greater than 50 million pesos	10%
	All projects costs less than 50 million pesos	5%
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Required number and positions of personnel with minimum years of experience is met	20
	Required number and positions of personnel with less than minimum years of experience is met	10
	Required number and positions of personnel is not met	0
III	CURRENT WORKLOAD RELATIVE TO CAPACITY	
	Number of on-going similar and related projects relative to capacity	20%
	No on-going projects or on-going projects cost less than 25 million pesos	5%
	6 or more projects with contract cost equal or greater than 25 million pesos	10%
	3-5 projects with contract cost equal or greater than 25 million pesos	15%
	1-2 project with contract cost equal or greater than 25 million pesos	20%

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

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the project	20%
	I. Similar projects handled	10%
	II. Level of experience with similar nature of work	10%
B.	Expertise and Capability of the Firm	30%
	I. Services rendered in completed projects in the past 3 years	
	Strategic Media Planning	10%
	Efficient Media Buying and Implementing	5%
	Data Analytics and Monitoring	5%
	II. Experience and Credentials	
	At least three (3) successful campaigns, validated by previous clients, the agency has launched within 3 years	5%
	At least one (1) Advertising or Marketing international (outside Philippines) or local award in the last 5 years by an award-giving body in existence for at least 10 years	5%
C.	Integrated Media Campaign Strategy	40%
	I. Integrated Media Plan	
	Tactics for effective reach and engagement	15%
	Choice of media platforms (TV networks, OOH placements, digital sites)	15%
	Additional Media Values for PR negotiated with the media partners	10%
	Over-all Impact	10%
TOTAL		100%

IX. Terms and Conditions

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the international network/s at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation.
2. All advertising and creative concepts and original materials (raw and edited) 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. This should be submitted to the DOT in a sturdy hard drive/s;
3. The selected agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the media campaign launched.
4. The firm shall submit regular reports detailing work progress, issues and concerns, and recommend next steps in relation to the project as part of the deliverables.

5. Any excess remuneration or compensation in the form of rebate from the international network/s shall be negotiated with the DOT in the form of additional advertising materials and/or extended media placements, in order to maximize the effect and benefit of the campaign.

X. Contact Person

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