

TERMS OF REFERENCE
LOCAL MEDIA PLANNING, BUYING, AND PLACEMENTS AGENCY
FOR THE DEPARTMENT OF TOURISM
(Lot No. 2 – Media Planning, Buying and Placements Targeting Visayas and Mindanao)

I. Project Overview

The procurement of a media agency for the year 2021 to sustain the presence of travel and tourism within the Philippines thru effective media brands and platforms. The project will be targeting travelers from Visayas and Mindanao, focusing on Metro Cebu and Metro Davao.

Background

The outbreak of the coronavirus (COVID-19) continues to greatly affect the tourism industry this year. Even as domestic travel has slowly started to regain its footing with the gradual and cautious reopening of tourist destinations around the country, it is still hampered by the travel restrictions and quarantine measures imposed by both the national and local government as a result of rising cases.

As of date, most regions in the country are now under Modified General Community Quarantine (MGCQ) which allows them for leisure travel and conduct tourism activities while following health protocols and observing minimum on-site capacity while the Greater Manila Area (NCR, Rizal, Laguna, Cavite, Bulacan) and other provinces with rapidly increasing cases are now back to Modified Enhanced Community Quarantine (MECQ), which prohibits mass gathering and leisure travel. Although businesses have started to resume, numbers in domestic travel are still low.

Below is a data of local destinations that have reopened, and were able to record and monitor the number of tourists entering their areas. The numbers show that there is great potential to spur domestic tourism growth amidst the pandemic for as long as the situation is manageable.

Region	Destination	2021 Domestic Arrivals				
		Jan	Feb	Mar	Apr	Total
CAR	Baguio	9,819	8,915	24,295	ND	43,029
Region 1	Pangasinan	21,720	13,785	ND	ND	35,505
	La Union	12,540	14,843	ND	ND	27,383
	Ilocos Sur	12,732	ND	ND	ND	12,732
Region 4A	Cavite (Tagaytay)	6,200	ND	ND	ND	6,200
Region 4B	Palawan - El Nido	1,265	1,718	ND	ND	2,983
	Palawan - Coron	412	1,287	338	ND	2,037
	Oriental Mindoro - Puerto Galera	814	2,070	1,870	ND	4,754
Region 6	Aklan - Boracay	11,898	16,487	17,400	746*	46,531
Region 7	Bohol	5,011	791	ND	ND	5,802
	Cebu - Cebu City	1,970	ND	ND	ND	1,970

Region 13	Surigao Del Norte - Surigao Island	843	1,092	1,764	804**	4,503
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ND = Data not available

**As of April 11, 2021*

***As of April 15, 2021*

But promoting domestic travel is a key strategy to boost the recovery of the local tourism industry. Historically, domestic tourism has had a robust performance record, boasting almost 110 million trips in 2019 and contributing 10.8% to the GDP.

A travel survey conducted last May 2020 by the DOT, together with the Asian Institute of Management Dr. Andrew L. Tan Center for Tourism and Guide to the Philippines, led and supported this direction. The majority of the respondents expressed their willingness to travel to local destinations.

The survey results also revealed that people perceived traveling as a means to keep their sanity intact. That people are willing to follow strict health and safety protocols if it means they can travel with peace of mind. Varying protocols has been the top source of travel inconvenience, which is why actions should be unified and coordinated across the government, the public, and the private sectors.

With the continuing health concerns, traveler's preferences have also evolved with more Filipinos choosing to go to destinations closer to home. Tailored or personalized trips may appeal to more people to travel locally. Preferred activities include outdoor activities like going to the beach, hiking and biking. Outdoor and well-ventilated areas are favored over confined spaces while families are considered the safest travel companions.

The strategies for domestic tourism are mostly based on these sentiments that needs to be addressed and implemented.

With the vaccine roll-out in place, the DOT is looking forward to a better situation by the 3rd to 4th quarter of 2021. Implementing a strategic media plan by then will help the department seize the growing momentum to travel by communicating new tourism products and tourism circuits, highlight the attractions of reopened destinations, and the current protocols of reopened destinations.

In view of this, the DOT will engage the services of an experienced agency to develop and implement integrated media plan targeting the travelers of Visayas and Mindanao, focusing on Metro Cebu and Metro Davao, thru traditional and digital mediums to promote domestic tourism and restore the confidence of Filipinos to travel once again.

As the pandemic continues, leaving the tourism industry in a high level of uncertainty, the DOT is devoted in adhering to its mandates and shall persist in rebuilding the future of tourism.

II. Objectives

The procurement of media planning and buying services of an experienced agency for media placements in Visayas and Mindanao, will enable the DOT to effectively promote tourist attractions and products that appeal to the Visayas and Mindanao market thru the proper media channels. Through strategic media placements, the Department of Tourism will implement materials in various platforms to achieve the following:

1. To increase number of visitors in reopened tourism areas around the country by spurring domestic trips from travelers in the Visayas and Mindanao areas
2. To generate awareness for the new and exciting tourism products of reopened destinations in order to inspire residents from the Visayas and Mindanao areas, especially Metro Cebu and Metro Davao, to travel locally

III. Scope of Work and Deliverables

SCOPE OF WORK	DELIVERABLES
<p>Media Research – media study to support the integrated media plan the agency is going to present</p>	<ol style="list-style-type: none"> I. Conduct a media study that is achievable within 3 weeks or less on relevant demographics and effective local media channels in the Visayas and Mindanao area; this should include, but not limited to, <ol style="list-style-type: none"> a. Who are our audience with the largest media consumption? b. What are their travelling behaviors? c. What media platforms do they consume on a regular basis? I. The research should contain results of which effective local media channels are appropriate for the target audience II. The research should include demographics of audience (e.g. sex, age, social economic status, etc.) III. The research results should also include sex-disaggregated data such

	<p>as</p> <ol style="list-style-type: none"> a. Number of respondents by sex b. Networks/ Social Media Platforms each sex is more inclined to subscribe to c. Communication mediums each sex is more likely to use
<p>Submission of Integrated Media Plan</p>	<p>Recommend an effective regional-based media strategy that will align the tourism campaigns and new normal tourism products of the department/ regions.</p> <p>Recommend a local integrated media campaign that includes partners with content that are gender-sensitive</p> <p>Recommend an integrated media campaign that is feasible within 5 months considering the required deliverables (research, implementation, and monitoring)</p> <p>Recommend the most appropriate media plan and other options, including appropriate execution in the regions.</p> <p>Proposed media plans (Visual Media Schedule) should contain the following but not limited to:</p> <ul style="list-style-type: none"> - local TV channels that will focus more on the Visayas and Mindanao market - radio channels (if applicable) - regional publications ideally all with online editions (magazine/newspapers) - out-of-home advertising placements - When necessary, on-ground events specific to local tourism, travelling within the Philippines, and promoting regional destinations and products - PR media values (features stories, native articles, interviews with media partners and vendors)

<p>Coordination with DOT (branding office, regional offices) and Vendors (TV networks, radio stations, social media partners, websites, content partnership, booking sites, and other relevant suppliers needed for the media plan)</p>	<p>Coordinate and negotiate with all media partners for rates, spots, bonuses, etc. for consideration and approval of the DOT.</p> <p>Coordinate regularly with DOT for the following, but not limited to:</p> <ol style="list-style-type: none"> a. Negotiation with media partners b. Evaluation of network/ media packages c. Implementation of the integrated media plan <p>Assist the DOT in the evaluation of media proposals submitted directly to the Department.</p>
<p>Monitoring of the integrated media plan</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> <p>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.</p> <p>Render regular reviews of the overall media plan to make the campaign adapt to current trends particularly with regard to campaign advantage of a competitor country at any given time</p> <p>To measure rate of success, monitoring should reflect the following KPIs in accumulated materials</p> <p>YouTube – at least 20 million cumulative</p>

	<p>views of sponsored material</p> <p>Facebook – at least 60M cumulative reach of sponsored material</p> <p>Digital ads – at least 8M impressions; 80% impression share</p> <p>TVC – At least 500 spots, with an average TARP of 100</p> <p>OOH – at least 10 materials with at least 150,000 impressions (foot traffic) per material</p>
<p style="text-align: center;">Terminal Report</p> <p>The Agency must submit a digital and printed copy of the terminal report, covering all aspects of the campaign from planning to execution.</p> <p>It must include insights, analysis, recommendations, and evaluations of the campaign, including conceptualization, workflow, asset creation, and execution. The Department will be able to use the terminal report as a basis for its subsequent campaigns. The data must include an analysis of how the campaign has included gender development.</p> <p>All the approved and raw materials, files, data, reports must also be submitted.</p>	<ul style="list-style-type: none"> - Create a comprehensive terminal report including data and analytics - Include a Cost-Benefit Analysis Report - Deliver a hard and soft copy of the report - Mount a digital or face-to-face workshop with at least 20 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. The Agency will shoulder all costs, including food, accommodation transportation, testing, honorarium, and other applicable logistical expenses.

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.

IV. Scope of Price Proposal and Schedule of Payment

1. The campaign shall be for a period of five (5) months, to commence upon the receipt of Consultant of the Notice to Proceed (NTP).
2. The Approved Budget of Contract (ABC) for the project is **One Hundred Forty-Million Pesos (PhP 140,000,000)** and 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:

Milestones	% of Payment
Submission of research results and upon the DOT team’s approval of the proposed media plan and strategy	20%
Submission of accomplishment report with proof of placements for all media platforms on the 1 st month of project implementation	15%
Submission of accomplishment report with proof of placements for all media platforms on the 2 nd month of project implementation	15%
Submission of accomplishment report with proof of placements for all media platforms on the 3 rd month of project implementation	15%
Submission of accomplishment report with proof of placements for all media platforms on the 4 th month of project implementation	15%
Submission of accomplishment report with proof of placements for all media platforms on the 5 th month of project implementation	10%
Submission of terminal report of the whole campaign and implementation of post-project workshop for the assessment of placements	10%
TOTAL	100%

V. Qualifications

1. The agency must be an experienced media agency or a creative/media/PR agency that has a dedicated team for media planning and buying 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 handled media planning and buying account of at least one multinational brand during its existence
3. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

VI. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
A DEDICATED TEAM FOR DOT THAT CONSISTS OF THE FF:	
1. Managing Director (Project Lead)	15 years
2. Senior Account Manager	10 years
3. Account Manager	10 years
4. Digital Account Manager	10 years
5. Senior Media Planner	10 years
6. Senior Digital Planner	10 years
7. Senior Media Buyer	10 years
8. Junior Integrated Media Planner	7 years
9. Digital Media Buyer	7 years
10. Implementor	7 years
11. Data Analyst	7 years
12. Researcher	7 years

Note: 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

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 (TWG), and other DOT personnel involved in the project).
2. A pitch presentation is required and bidders are given a maximum of thirty minutes (30 minutes) will be given for each agency excluding the question and answer portion with BAC and TWG Members and such other individuals to be invited by the DOT.
3. Pitch presentation will be rated by 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 Planning, Buying, and Placements Agency	15%
	Creative agency/ Public Relations Agency with Media Buying and Planning services	10%
	Other types of agency with media buying and planning services	5%
B.	<i>Extent of network of the agency</i>	15%
	Nationwide – capacity for media planning, buying, and placement to implement campaigns on a national scale	15%
	Regional - capacity for media planning, buying, and placements is only limited to select regions in the country	10%
C.	<i>Similar Projects Completed in the last 3 years</i>	10%
	Media planning, buying, and placement for a nationwide campaign	10%
	Media planning, buying, and placement targeting selected regions only	5%
D.	<i>Years in Existence As a Media Planning and Buying Agency or a Creative/ Public Relations Agency</i>	10%
	10 years & above	10%
	5-9 Years	5%
E.	<i>Contract cost of Completed Projects in the last 3 years</i>	10%
	At least one (1) media project with contract cost equal or greater than 70 million pesos	10%
	If all media projects are less than 70 million pesos each	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 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%
III	CURRENT WORKLOAD RELATIVE TO CAPACITY	20%
	1-4 projects with contract cost equal or greater than 70 million pesos each	20%
	5 or more projects with contract cost equal or greater than 70 million pesos each	15%
	No projects with contract cost equal or greater 70 million pesos each	10%

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

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the project	20%
I.	For Senior Media Planner, Senior Media Buyer, Implementor –Must have completed a media planning and buying campaign involving the TV, Radio, OOH and Print mediums in the last year.	10%
II.	For Digital Account Manager/ Senior Digital Planner/Digital Media Buyer – Must have completed a digital campaign for a multinational brand in the last year	10%

B.		Expertise and Capability of the Firm	30%
	I.	Services rendered in completed projects in the past three (3) years	
		Strategic Media Planning	10%
		Media Buying and Implementation	5%
		Data Analytics and Monitoring	5%
	II.	Experience and Credentials	
		At least three (3) completed campaigns related to Media Buying and Planning, validated by previous clients that the agency has launched within 3 years	5%
		At least one (1) international or local Advertising or Marketing award in the last 3 years by an award-giving body in existence for at least 10 years	5%
C.		Integrated Media Campaign Strategy	50%
	I.	Media Plan	
		Efficient allocation of given budget (proposal of budget breakdown showing how media placements will be spread out across all media channels)	15%
		Quality of additional media values (PR values with partners, content, audience reach)	15%
	II.	Placement Strategy	
		Relevance of proposed networks/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	20%
TOTAL			100%

VIII. Terms and Conditions

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the agency 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 digital management project.
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. Agency should submit a monthly roll-out report of the implemented media plan and strategy to be signed by the end-user.

6. All marketing collateral including but not limited to articles, write-ups, photos, and videos submitted in conjunction with the campaign shall be created for this project exclusively. Moreover, it shall be owned by DOT with full exclusive rights.
7. The DOT reserves the right to change, suspend, or discontinue temporarily or permanently the contract at any time should the DOT deemed the agency incapable of the project. subject to the termination guidelines issued by the Government, Procurement Policy Board (GPPB).
8. Any excess remuneration or compensation in the form of rebate from the agency, shall be negotiated with the DOT in the form of additional promotional materials and/or extended social media management, in order to maximize the effect and benefit of the campaign.

IX. Contact Person

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