

TERMS OF REFERENCE
DOT Accreditation Campaign
CREATIVE AGENCY

I. Project Title

The development of the brand identity of the tourism quality seal and creation of multimedia materials for the DOT accreditation program.

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.

III. Objectives

1. To produce multimedia materials that will convince travelers to choose DOT accredited establishments for their accommodation and tourist activities.
2. To establish a more credible brand identity for the DOT Tourism Quality Seal.
3. To inspire more enterprises to go thru the accreditation process and thus, improving the entire Philippine tourism industry

IV. Scope of Work and Deliverables

Scope of Work	Deliverables
<p>Production of 1 TVC-ready Audio-Visual Presentation (AVP) to promote the DOT Accreditation Program:</p> <p>An AVP for the local and international tourists – Aims to invite tourist to choose DOT accredited tourism establishments.</p>	<p>90-second AVP for OOH LEDs, digital and events</p> <p>45-second TVC – Ready AVP</p> <p>30-second TVC – Ready AVP</p> <p>15-second TVC – Ready AVP</p>
<p>An AVP for the primary and secondary tourism enterprises – Aims to encourage tourism enterprises to be part of the DOT accreditation program;</p>	<p>At least 2 minutes AVP for digital and events</p>
<p>Design and layout of Out-of-Home materials as required.</p>	<p>Production of static and dynamic digital ads derived from the TVC and the new brand design developed.</p> <hr/>

	<p>Layout requirements must be aligned on proposed designated placements by the appointed media planning and placement agency.</p> <p>_____</p> <p>Ads may have a maximum of 6 translations.</p>
<p>Design and layout of digital materials as required.</p>	<p>Production of static and dynamic digital ads derived from the TVC and the new brand design developed.</p> <p>_____</p> <p>Layout requirements must be aligned on proposed designated placements by the appointed media planning and placement agency.</p> <p>_____</p> <p>Ads may have a maximum of 6 translations and resizing as required by the DOT.</p>
<p>Design and layout of print advertisements as required.</p>	<p>At least 3 print ads which must be designed based on designated placement by the appointed media planning and placement agency.</p> <p>_____</p> <p>Ads may have a maximum of 6 translations and resizing as required by the DOT.</p>

V. Project Duration and Budget Allocation

1. The campaign development will begin on September 2019 until December 2019.
2. The Approved Budget of Contract (ABC) for the project is Fifteen Million Philippine Pesos (Php 15,000,000) inclusive of all applicable taxes, agency service fee, 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	Payment %
Approval of AVP 1 concept, storyboard and timelines	20%

Completion of TVC 1 and AVP edit-down requirements	10%
Approval of AVP 2 concept, storyboard and timelines	20%
Completion of TVC 2 and AVP edit-down requirements	10%
Approval and submission of OOH design requirements	10%
Approval and submission of digital requirements	10%
Approval and submission of print advertisement requirements	10%
Submission and approval of the Terminal Report	10%
Total	100%

VI. Qualifications

1. The agency must be a full-service creative agency or production 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 international audiences 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 Nationwide Accounts
1. Account Manager	10 years
2. Creative Director	7 years
3. Art Director/Film Director	5 years
4. Copywriter/Screenplay Writer	5 years
5. Creative Artist	5 years
6. Video Editor	5 years
7. Field Researcher	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 (70% passing score)

I.	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	<i>Appropriateness of the agency for the assignment</i>	20
	Full service creative agency or Production Agency	20
	Others	5
B.	<i>Number of Similar Projects Completed in the last 3 years</i>	20
	At least six (6) television commercials produced and aired	20
	Three (3) to Five (5) television commercials produced and aired	15
	One (1) to Two (2) television commercials produced and aired	10
	Produced AVPs only for digital or other non-TV media channels	5
	No AVPs made	0
C.	<i>Years in Existence as a Full service creative agency or Production Agency</i>	10
	5 years & above	10
	Below 5 years	5
D.	<i>Projects handled in last 3 years</i>	10
	At least three (3) project with contract costing equal to or greater than seven (7) million pesos	10
	One (1) or Two (2) project with contract costing equal to or greater than seven (7) million pesos	7
	All projects have a contract costing less than seven (7) million pesos	3
II.	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%

A.	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
	CURRENT WORKLOAD RELATIVE TO CAPACITY	
III.	Number of on-going similar and related projects relative to capacity	20%
	7 or more projects with contract cost equal or greater than 7 million pesos	10%
	4-6 projects with contract cost equal or greater than 7 million pesos	15%
	3 or less projects with contract cost equal or greater than 7 million pesos	20%
	TOTAL	100%

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	
	Research or Insight Gathering	2%
	Creative Conceptualization	5%
	Multimedia Production	3%
	TVC Production	5%
II.	Experience and Credentials	
	At least three (3) successful projects, validated by previous clients, the agency has launched within 3 years	10%
	At least one (1) international or local award in the last 3 years by an award-giving body in existence for at least 10 years	5%
C.	Plan of Approach and Methodology	50%
I.	Creative Rendition	
	AVP Concepts	15%
	Treatment	10%
	Adherence to “more fun” brand essence	5%
	Resonance with the target audience	10%

	II.	Over-all Impact	10%
TOTAL			100%

IX. Other Terms and Conditions

1. All materials produced during the period of engagement shall be amenable to edits at no cost to the DOT for a maximum of 5 revisions.
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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