

**TERMS OF REFERENCE**  
**MEDIA PLANNING AND PLACEMENT AGENCY**  
**Philippine Tourism Branding for Opportunity and Emerging Markets**

**I. Project Description**

The development and execution of an integrated media plan for the year 2020 to increase the visibility of the Philippines as a premiere tourist destination in opportunity and emerging source markets, and uplift the marketing and promotional efforts of the Department of Tourism (DOT) once travel restrictions have been lifted in light of the COVID-19 pandemic.

**II. Background**

The DOT launched its refreshed “It’s More Fun in The Philippines” branding campaign last February 2019. While the famous tagline “It’s More Fun in the Philippines” remains to sustain the mileage it has brought, the world was faced by a pandemic in the latter part of the first quarter of 2020, thus putting all strategic campaigns to a halt.

Nevertheless, it would be prudent to prepare for when travel activity returns to normal once again so as not to be left behind with the other countries. The campaign will still aim to set up a marketing positioning that will retain the Philippines as the “more fun” travel destination by customizing and mounting integrated and aggressive tourism brand awareness campaigns in opportunity and emerging international markets, such as Western Europe, Russia and the CIS, the Middle East, the Mediterranean and South East Asia. These aforementioned areas comprise of countries that have tourist arrivals that number in the tens of thousands and show great potential in terms of growth. Under the Philippine National Tourism Development Plan (NTDP) 2016-2022, these countries are categorized as opportunity markets with under 100,000 tourist arrivals annually.

In view of this, the DOT will engage the services of experienced media buying and placement agency to develop and implement integrated media plan in various forms, including but not limited to digital, broadcast, outdoor/out-of-home and print that will take into account the impact left by COVID-19 on the advertising travel trends.

**III. Objectives and Targeted Outcome**

The procurement of the services of an experienced media planning agency will enable DOT to position the Philippines as a viable tourist destination once the pandemic is over. Through strategic placements, the Department of Tourism will saturate the emerging and opportunity markets through the markets’ local integrated media placements and targeting key cities of each region.

Moreover, the tourism industry stands to lose billions due to the temporary closure of businesses that depend on both foreign and domestic travel. These strategic placements will be of assistance in helping the department to slowly restore all its efforts in bringing in tourists.

#### IV. Scope of Work and Deliverables

Scope of Work	Deliverables
<p><b>Media Research</b></p>	<ol style="list-style-type: none"> <li>I. Conduct a media research that is achievable in 3 weeks on relevant demographics and effective local media channels on the following priority target markets:               <ol style="list-style-type: none"> <li>a. <b>Western Europe</b> <ol style="list-style-type: none"> <li>i. Austria</li> <li>ii. Norway</li> <li>iii. Germany</li> <li>iv. France</li> <li>v. Netherlands</li> <li>vi. Switzerland</li> </ol> </li> <li>b. <b>Mediterranean</b> <ol style="list-style-type: none"> <li>i. Italy</li> <li>ii. Israel</li> <li>iii. Spain</li> <li>iv. Turkey</li> </ol> </li> <li>c. <b>Middle East</b> <ol style="list-style-type: none"> <li>i. Qatar</li> <li>ii. United Arab Emirates</li> <li>iii. Saudi Arabia</li> </ol> </li> <li>d. <b>Russia and CIS</b> <ol style="list-style-type: none"> <li>i. Moscow</li> <li>ii. Saint Petersburg</li> <li>iii. Novosibirsk</li> <li>iv. Yekateringburg</li> <li>v. Vladivostok</li> <li>vi. Khabarovsk</li> <li>vii. Kazakhstan</li> <li>viii. Ukraine</li> </ol> </li> <li>e. <b>South East Asia</b> <ol style="list-style-type: none"> <li>i. Indonesia</li> <li>ii. Thailand</li> <li>iii. Vietnam</li> <li>iv. Philippines</li> <li>v. Malaysia</li> <li>vi. Singapore</li> </ol> </li> </ol> </li> <li>II. The research should contain effective local media channels in each of the targeted market.</li> <li>III. The research should include demographics of audience (e.g. gender, age, social economic status, etc.)</li> </ol>
	<p>Recommend an effective media strategy that will align the tourism</p>

<p style="text-align: center;"><b>Submission of Integrated Media Plan</b></p>	<p>branding campaign to the listed priority markets in terms of reach, frequency, and continuity.</p> <p>Recommend an integrated media campaign that includes partners with content that are gender-sensitive and research-based materials</p> <p>Recommend an integrated media campaign that is feasible in 5 months considering the required deliverables (research, implementation, and monitoring)</p> <p>Recommend the most appropriate media plan and other options, including appropriate execution thereof, on the various priority tourist markets. Proposed media plans (Visual Media Schedule) should contain the following but not limited to:</p> <ul style="list-style-type: none"> <li>- At least top 3 local TV channels</li> <li>- At least top 3 radio channels</li> <li>- At least top 3 news publications, ideally all with online editions (magazine/newspapers)</li> <li>- At least top 3 news/tourism websites</li> <li>- At least 3 Out of Home advertising placements per country targeting the key cities of each.</li> <li>- When necessary, on-ground events specific to tourism, travelling to the Philippines, and promoting the Philippines' destinations and products.</li> </ul>
<p style="text-align: center;"><b>Coordination with DOT (branding office, tourism attaches, market representatives of each targeted region) and Vendors (TV networks, radio stations, social media partners, websites, content partnership, booking sites, and other relevant suppliers needed for the media plan)</b></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"> <li>a. Negotiation with media partners</li> <li>b. Evaluation of network/ media packages</li> <li>c. Implementation of the integrated media plan</li> </ol>

	<p>Assist the DOT in the evaluation of media proposals submitted directly to the Department.</p>
<p><b>Negotiation with media partners</b></p>	<p>Maximize given budget by negotiating with the proposed media partner</p> <p>Acquire additional media values</p> <p>Negotiation with media partners should include, but not limited to:</p> <ul style="list-style-type: none"> <li>a. Re-edit (inclusive of translation to required language/s) and re-lay-out of existing DOT materials to adhere to the approved specifications of the media placements</li> <li>b. Conceptualize layout and design of advertising materials to be placed in the approved media placements (inclusive of purchasing of creative assets), if necessary.</li> <li>c. Tactical programs such as, but not limited to, event placements, co-promotional activities with travel-related brands and platforms, film tourism and influencer marketing</li> </ul>
<p><b>Monitoring of the integrated media plan</b></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, vis-à-vis present media campaigns on these markets by competitor countries. 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</p>

	media plan to make the campaign adapt to current trends particularly with regard to campaign advantage of a competitor country at any given time
<b>Evaluation of the integrated media plan</b>	<p>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.</p> <p>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.</p>

#### IV. Project Duration and Budget Allocation

The Approved Budget of the Contract (ABC) is **Three Hundred Million Pesos (PHP300,000,000.00)** inclusive of all applicable taxes, bank charges, and other fees as may be incurred in the process. The campaign will be implemented for **five (5) months** upon the issuance of **Notice To Proceed (NTP)**.

- A. The compensation to be paid for the agency service fee of the selected media agency shall be pegged in the amount equivalent to maximum of 12% of their proposed budget for the entire project.
1. The selected media agency shall provide billing to the DOT based on the following schedule of payment upon completion of identified milestones;

<b>Milestones</b>	<b>% of Payment</b>
Submission of research results and approved media plan and strategy	10%
Submission of accomplishment report with proof of placements for all media platforms on the 1 <sup>st</sup> and 2 <sup>nd</sup> month	25%
Submission of accomplishment report with proof of placements for all media platforms on the 3 <sup>rd</sup> and 4 <sup>th</sup> month	25%
Submission of accomplishment report with proof of placements for all media platforms on the 5 <sup>th</sup> month	25%
Submission of terminal report of the whole campaign and implementation of post-project workshop for the assessment of placements	15%
<b>TOTAL</b>	<b>100%</b>

#### V. Qualifications

1. The agency must be a full media planning and placement agency with the required manpower/personnel and staff. It shall be duly established in the Philippines, and must have an existing international media agency partner with strong client presence in the DOT's international priority markets.
2. The agency and its international partner/s must have been in existence for at least five (5) years, and have undertaken an international campaign during the last three (3) years.
3. Other qualifications of the required media planning and placement 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
1. Media Planner (Project Lead)	<b>10 years</b>
2. Deputy Project Manager	<b>8 years</b>
3. Account Manager	10 years
4. Strategic Planner	10 years
5. Media Buyer	10 years
6. Digital Strategist	5 years

Note: Bidders may recommend 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 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)**

<b>I</b>	<b>APPLICABLE EXPERIENCE OF THE CONSULTANT</b>	<b>60%</b>
A.	Appropriateness of the agency for the assignment	15%
	Media Buying and Planning Agency	15%
	Public Relations Agency with Media Buying services	10%

	Other types of agency with media buying services	5%
B.	Extent of partnered network of the agency	15%
	International Partners covering all the emerging markets	15%
	International Partners covering 3-4 of the identified emerging markets	10%
	International Partners covering 1-2 of the identified emerging markets	5%
C.	Similar Projects Completed in the last 3 years	10%
	Media Placements in international networks targeting any of the identified emerging markets	10%
	Media Placements in international networks but not in the identified emerging markets	5%
D.	Years in Existence as Media Planning and Placement Agency	10%
	8 years and above	10%
	5-7 years	5%
E.	Contract cost of Completed Projects in the last 3 years	10%
	At least one project with contract cost equal or greater than 200M Pesos	10%
	Projects cost less than 200M Pesos	5%
<b>II</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	<b>20%</b>
	Required number and positions of personnel with minimum years exceed the minimum amount	20%
	Required number and positions of personnel with minimum years of experience is met	15%
<b>III</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	
	Number of on-going similar and related projects relative to capacity	<b>20%</b>
	2 projects with contract cost equal or greater than 200M Pesos	20%
	3 or more projects with contract cost equal or greater than 200M Pesos	15%
	0-1 project with contract cost equal or greater than 200M Pesos	10%

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

CRITERIA		RATING
<b>A.</b>	<b>Quality of Personnel to be assigned to the project</b>	<b>20%</b>
	I. Handled projects related to media planning and buying	10%
	II. At least 5 years of experience in media planning and buying	10%
<b>B.</b>	<b>Expertise and Capability of the Firm</b>	<b>30%</b>
	I. Services rendered in completed projects in the past 3 years	

		Research or Insight Gathering	2%
		Media Planning	4%
		Media Buying	4%
	II.	Experience and Credentials	
		At least one (1) successful campaign in Media Planning and Placement, 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%
		At least one (1) campaign with media placements in international networks within 3 years, excluding print and digital	5%
		At least one (1) campaign with media placements that are exclusively abroad within 3 years, excluding digital	5%
	<b>C.</b>	<b>Plan of Approach and Methodology</b>	<b>50%</b>
	I.	Media Plan	
		Consumer touch points strategy (platforms used, social media strategy, partners)	10%
		Use of given budget (proposal of budget breakdown showing how media placements will be spread out across all media channels)	10%
		Use of given budget (proposal of budget breakdown showing how media placements will be spread out across all media channels)	10%
	II.	Placement Strategy	
		Choice of networks 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%
		Type of Media Placements (Traditional media – TV, Radio, Print, On-ground, and Digital media) based on campaign and target market	10%
<b>TOTAL</b>			<b>100%</b>

## VIII. Terms and Conditions

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the media agency at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation.
2. The selected media agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the media campaign launched.



3. Any excess remuneration or compensation in the form of rebate from media suppliers following the industry practice of compensating services of an advertising or media agency shall be negotiated by the winning agency and certified by the supplier in favor of 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.
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. 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;

**IX. Contact Person**

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