

**TERMS OF REFERENCE**  
**Digital Media Planning and Placements for the Global Campaign**  
**of the Department of Tourism**

**I. Project Overview and Background**

The Digital Media Planning and Placements for the Global Campaign of the Department of Tourism (DOT) project covers the development and execution of a digital media plan to digitally launch and sustain the DOT's global campaign for tourism. The project aims to amplify the presence of the Philippines as a tourist destination in the opportunity and emerging markets, especially as the recovery and outlook of the industry is seeing improvement compared to the pandemic's earlier stages in Q1 and Q2 of 2020.

With the vaccine rollout underway in the Philippines and most countries across the world, the industry looks forward to the resumption of international travel by the last quarter of the year or in Q1 2021. Numerous publications have already listed the Philippines as one of the seven countries that has the potential to become the major travel destination in a post- COVID world. In response to this positive development, and in preparation for the eventual resumption of global travel, the DOT is in production of a global campaign to welcome foreign tourists as soon as international borders reopen.

The pandemic has greatly changed and impacted the way people consume media. Lockdowns all over the world, which stretched from weeks to months, have shifted media consumption behavior from the already declining traditional media to the rapidly growing digital and social media platforms. Given this trend, the DOT seeks to hire an experienced media agency to craft a digital media plan for the department of tourism to further strengthen the Philippines' presence in the international market.

The campaign aims to position the Philippines as the "more fun" travel destination even in the new normal with an added focus on health and safety. This project will focus on promoting the said campaign the 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 in 2019 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.

Furthermore, as international borders slowly ease restrictions and national government agencies modify protocols to carefully jumpstart the tourism industry, various global tourism events are already being held in different parts of the world. The Philippines plays an important role to a number of these events such as the hosting of this year's Global Summit of the World Travel and Tourism Council (WTTC), our participation in the World Travel Awards, and several Travel Expos, which involve trade partners from a wide range of travel-related industries such as tours, accommodations, MICE, and airlines. The need to reach a wide but targeted audience and communicate the new and exciting attractions and products is crucial to our tourism industry's recovery.

In view of this, the DOT will engage the services of experienced media buying and placement agency to develop and implement a digital media plan that will take into account the impact left by COVID-19 on the advertising travel trends.

**II. Objectives**

The objectives of the procurement of the services of an experienced digital media agency will be as follows:

- To effectively launch and sustain the Philippines' global tourism campaign in the digital medium
- To provide visibility of the country's efforts in safely preparing for the eventual reopening of international borders for leisure travel
- To strengthen the presence of the Philippines as a safe and fun tourist destination across the opportunity and emerging markets

III. Scope of Work and Deliverables

Scope of Work	Deliverables
<p style="text-align: center;"><b>Submission of Digital Media Plan</b></p>	<p>Recommend an effective digital media strategy that will align the tourism branding campaign to the listed priority markets in terms of reach, frequency, and continuity.</p> <p>Recommend a digital media campaign that includes partners with content that are gender-sensitive and research-based materials</p> <p>Recommend a digital media campaign that is feasible in 4 months considering the required deliverables</p> <p>Recommend the most appropriate media plan and other options, including appropriate execution thereof, on the various priority tourist markets.</p> <p>Proposed media plans (Visual Media Schedule) should contain the following but not limited to: - -            Online editors (magazine/newspapers)            - top news/tourism websites            - social media amplification            - online travel publications            - programmatic campaigns            - Ambient Search campaign            - content partnerships with credible digital networks</p>
<p style="text-align: center;"><b>Coordination with DOT (branding office, tourism attaches, market representatives of each targeted region) and Vendors (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:            a. Negotiation with media partners            b. Evaluation of network/ media packages            c. Implementation of the integrated media plan</p> <p>Assist the DOT in the evaluation of media proposals submitted directly to the Department.</p>
<p style="text-align: center;"><b>Negotiation with media partners</b></p>	<p>Maximize given budget by negotiating with the proposed media partners.</p> <p>Acquire additional media values</p> <p>Negotiation with media partners should include, but not limited to:            a. Re-edit (inclusive of translation to required language/s) and relay-out of existing DOT materials to adhere to the approved specifications of the media placements</p>

	<p>b. Conceptualize layout and design of advertising materials to be placed in the approved media placements (inclusive of purchasing of creative assets), if necessary.</p> <p>c. Tactical programs such as, but not limited to, event placements, co-promotional activities with travel-related brands and platforms, and influencer marketing</p>
<b>Monitoring of the integrated media plan</b>	<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 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>
<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 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. Scope of Price Proposal and Schedule of Payment

1. The campaign shall be for a period of **four (4) 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 **Forty-Million Pesos (PhP 40,000,000)** inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.

- The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

<b>MILESTONES</b>	<b>% of Payment</b>
Submission and approval of the proposed digital media plan and strategy	10%
Submission and approval of accomplishment report with proof of placements on the 1 <sup>st</sup> month of project implementation	20%
Submission and approval of accomplishment report with proof of placements on the 2 <sup>nd</sup> month of project implementation	20%
Submission and approval of accomplishment report with proof of placements on the 3 <sup>rd</sup> month of project implementation	20%
Submission and approval of accomplishment report with proof of placements on the 4 <sup>th</sup> month of project implementation	20%
Submission and approval of the whole campaign and implementation of post-project assessment and workshop for the whole campaign	10%
<b>TOTAL</b>	<b>100%</b>

#### **V. Qualifications**

- The agency must be an experienced digital media agency or a creative/media/PR agency that has a dedicated team for digital media planning and buying with the required manpower/personnel and staff that is duly established in the Philippines.
- The agency must have been in existence for at least five (5) years, and must have handled digital media planning and buying account of at least one multinational brand during its existence
- 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 Digital Account Manager	10 years
3. Digital Account Manager	10 years
4. Senior Digital Media Planner	10 years
5. Senior Digital Media Buyer	10 years
6. Junior Digital Media Planner	7 years
7. Graphic Artist	7 years
8. Copywriter	7 years

#### **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.
4. 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 (70% passing score)**

I	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	Appropriateness of the agency for the assignment	15%
	Digital Media Planning, Buying, and Placements Agency	15%
	Creative agency/ Public Relations Agency with Digital Media Buying and Planning services	10%
	Other types of agency with media buying and planning services	5%
B.	Extent of experience relevant to the project	15%
	Digital media planning, buying, and placement for an international audience	15%
	Media planning, buying, and placement targeting local audiences only	10%
C.	Similar Projects Completed in the last 3 years	10%
	Completed at least 3 digital and social media campaigns or integrated marketing campaigns that involve digital promotions with certification of completion	10%
	Less than 3 digital and social media campaigns or integrated marketing campaigns that involve digital promotions with certification of completion	5%
D.	Years in Existence As a Media Planning and Buying Agency or a Creative/ Public Relations Agency	10%
	10 years & above	10%
	5-9 Years	5%
E.	Contract cost of Completed Projects in the last 3 years	10%
	At least one (1) media project with contract cost equal or greater than 20 million pesos	10%
	If all media projects are less than 20 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 4 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	
	1-2 projects with contract cost equal or greater than 20 million pesos each	20%
	2-5 projects with contract cost less than 20 million pesos each but with total contract cost equal to or greater than 20 million pesos	15%
	3 or more projects with contract cost equal or greater than 20 million pesos each	10%
	No projects with contract cost less than 20 million pesos	10%

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

CRITERIA	RATING
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A.		Quality of Personnel to be assigned to the project	20%
	I.	For the required personnel, each individual must have completed a digital campaign for a multinational brand in the last year	20%
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	
		Soundness of consumer touch points strategy (platforms used, social media strategy, partners)	15%
		Effective use of given budget (proposal of budget breakdown showing how media placements will be spread out across all media channels)	15%
	II.	Placement Strategy	
		Appropriateness of networks based on the target audience, 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%
		Quality of partnerships, media values, bonus spots based on campaign and target market	10%
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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