

TERMS OF REFERENCE

- I. **BIDDER** : Film Production Company
- II. **PROJECT TITLE** : Video Marketing Materials for Education Tourism
- III. **BACKGROUND**

The COVID-19 pandemic has changed the world's education landscape which forced some school closures and disrupted face-to-face classes. Learning institutions offering formal and non-formal education have shifted to flexible modes of learning to continuously provide the students' learning requirements and employment opportunities for teaching and non-teaching staff. As the students rely heavily on the internet for information on the educational offerings, the institutions became more digitally active and aggressive in their marketing and promotional campaigns to encourage prospective students to enroll in their programs.

To be more globally competitive and be included in the educational preferences of the international markets, the Office of Product and Market Development will produce promotional video materials that will showcase the country's institutions and destinations offering world-class education tourism products to include ESL, aviation, maritime, certification programs, culinary, vocational courses, voluntourism, one-year MBA programs, immersions, summer camps, internships, training, and seminars. The materials will be utilized for the following:

- Distribution to DOT Foreign Offices (FO) and Market Representatives (MR) for dissemination to education agents and key players in their areas of jurisdiction who are looking for new products to offer to their clients; and
- Launching of the materials during the 2nd Hybrid Philippine Education Tourism Conference (PETC) to be held in January 26-28, 2022.

IV. **OBJECTIVES**

- Showcase the institutions offering globally-accepted education tourism products and tourism activities to entice local and foreign students to enroll in education tourism programs via the online platform;
- Sustain the interest of the international markets and encourage them to come to the Philippines to study, in the new normal; and
- Strengthen the position of the Philippines as an education tourism destination

V. **MINIMUM REQUIREMENTS**

1. Must have technical experience in the production of marketing video materials, particularly travel related videos;

2. Must be accredited with the Philippine Government Electronic Procurement System (PhilGEPS);
3. Must submit company profile and samples of previous work;
4. Must be willing to provide services on send-bill arrangement.

VI. SCOPE AND DELIVERABLES

- Scope
 1. The project will cover the following destinations:
 - a. NCR
 - b. Cebu
 - c. Ilo-ilo
 - d. Pampanga
 - e. Zambales
 - f. Baguio
 - g. Sorsogon
 2. The following themes/products available in the destination will be featured:
 - a. ESL
 - b. Aviation
 - c. Maritime
 - d. Culinary
 - e. Voluntourism
 3. Other themes/products may also be included upon the recommendation of the Regional Offices and the production team – with DOT's approval.
- Guidelines
 1. Depict the Philippines as a center for quality Education Tourism products by showing the world-class amenities and facilities of the institutions.
 2. Showcase the best tourist attractions and activities from each destination.
 3. Feature the institutions offering education tourism products according to the concept suggested by the production team and approved by the end-user:

Destination	Education Tourism Products
NCR	ESL, Aviation, Maritime, Culinary, Others
Cebu	ESL, Voluntourism, Others
Ilo-ilo	ESL, Maritime, Others
Pampanga	Culinary, Aviation, Others
Zambales	Aviation, Voluntourism, Others
Baguio	ESL, Others
Sorsogon	Voluntourism, Others

4. The total number of outputs expected from this project shall be based on the number of destinations to be covered. The project shall produce 14 videos: seven (7) three to four-minute videos and seven (7) one-minute versions for each video.
 5. Provide all cameras including the necessary accessories meant for the shoot (i.e., drones, lights, audio equipment, lapels, among others).
 6. Shoulder all the travel expenses of the production team in all destinations for the duration of the shoot.
 7. Process all location permits and shoulder all accompanying fees.
- Production and Final Output
 1. The final output must be professionally edited (color grading and correction) and must include audio scoring.
 2. The final output must be in high resolution at 1080p ready for web, broadcast, and commercial use.
 3. Must allow 3 rounds of revisions within reasonable expectations and the scope of the original video concept.
 4. Must submit the final output to the DOT on a 1TB external hard drive.
 5. Must shoulder all post-production logistics expenses (i.e., meals) of the team.

VII. REQUIRED PERSONNEL

REQUIRED PERSONNEL	MINIMUM YEARS OF EXPERIENCE
1. Account Manager	5 years
2. Producer	5 years
3. Art Director/Film Director	5 years
4. Copywriter/Screenplay Writer	5 years
5. Videographers	3 years
6. Lights and Grip Crew	3 years
7. Video Editor	3 years
8. Medic and Health and Safety Officer	3 years
9. Production Associate	3 years
10. Utility Personnel	3 years

Note: Bidders may recommend additional personnel deemed fit for the Team.

VIII. ACTIVITIES

Production

1. Concept and Development
 - Conceptualization
 - Scriptwriting
2. Pre-production
 - Coordination and preliminaries

3. Shooting Days

Post-production

1. Editing
2. Grading
3. Music
4. Sound Design and Mixing

IX. PROJECT DURATION AND BUDGET

1. The production shall commence upon the receipt of the Notice to Proceed and should be completed within three (3) months.
2. The Approved Budget for the Contract (ABC) for the project is **FOUR MILLION SIX HUNDRED FORTY-NINE THOUSAND EIGHT HUNDRED PESOS ONLY (PhP4,649,800)** inclusive of all applicable government taxes and charges, professional fees, bank charges, and other fees that may be incurred in the process.
3. Note that this contract shall be a fixed-price contract.
4. All materials produced from the project shall be turned over to DOT after the undertaking.

X. PAYMENT SCHEMES/SCHEDULE

Payment to the winning bidder will be made upon completion of the following milestones:

Milestone	% Of Payment
Upon approval of the overall concept of the output, script, and shooting plan	30%
Upon submission and approval of 4 post-processed videos	30%
Upon submission and acceptance of all required output and presentation to the DOT	40%
Total	100%

XI. CRITERIA FOR RATING

Stage 1 – Submission of eligibility documents

Stage 2 – For short-listed bidders submit brief credentials and proposed advertising video concept

A. Eligibility Check and Shortlisting Criteria and Rating

A.	APPLICABLE EXPERIENCE OF THE FIRM	
1.	Relevance of company portfolio to the project	
	Bidder has completed at least 3 Marketing Video Production projects.	30
	Bidder has completed at least 1-2 Marketing Video Production projects.	20

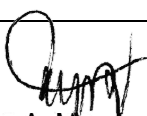
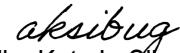
2.	Experience and Credentials	
a.	Years of experience	
	Bidder has at least 5 years of experience in executing Marketing Video Production projects.	20
	Bidder has at least 2-4 years of experience in executing Marketing Video Production projects.	15
	Bidder has 1 year of experience in executing Marketing Video Production projects.	10
b.	Past clients	
	Bidder has implemented at least 2 Tourism Marketing Video Production projects for National Tourism Organization (i.e., government tourism agency or body).	30
	Bidder has implemented 1 Tourism Marketing Video Production project for National Tourism Organization (i.e., government tourism agency or body).	20
B.	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	
	Bidder has provided the required number and position of personnel with minimum years of experience is met.	10
C.	CURRENT WORKLOAD RELATIVE TO CAPACITY	
1.	Number of ongoing similar and related projects relative to capacity	
	No ongoing similar and related projects with contract costs equal to or greater than the ABC (PHP 4,649,800.00)	10
	1-2 ongoing similar and related projects with contract costs equal or greater than the ABC (PHP 4,649,800.00)	5
	Total	100
	Passing Rate	70

B. Technical Criteria and Rating

A.	QUALITY OF PERSONNEL TO BE ASSIGNED TO THE PROJECT	
	The Account Manager, Producer, Art Director/Film Director, and Copywriter/Screenplay Writer have experience working on at least 2 Tourism Advertising Video Production projects.	50
	The Account Manager, Producer, Art Director/Film Director, and Copywriter/Screenplay Writer have experience working on 1 Tourism Advertising Video Production project.	30
B.	EXPERTISE AND CAPABILITY OF THE FIRM	

	Bidder has at least 2 Marketing Video Production projects particularly travel-related videos covering a local tourism destination	30
	Bidder has at least 1 Marketing Video Production project particularly travel-related videos covering a local tourism destination	20
C.	PLAN OF APPROACH AND METHODOLOGY	
1.	Bidder's proposed video concept and storyline are aligned with the objectives stated in the Terms of Reference.	20
	Total	100
	Passing Rate	70

XII. CONTACT DETAILS

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APPROVED BY:



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