

# TERMS OF REFERENCE

## International Public Relations to Promote Philippines as a Safe and Ideal Destination for Travel Post-lockdown

### I. Project Overview

The procurement of an experienced Public Relations agency that will produce, execute and manage all international public relations for the Department of Tourism to build and maintain the image of the Philippines as a safe and top of mind tourist destination for travelers among the emerging and opportunity markets.

### II. Background

In 2020, the massive outbreak of the coronavirus (COVID-19) caused a severe economic blow to the tourism industry. Visitor arrivals significantly dropped due to the travel restrictions and quarantine measures that were imposed by several countries to prevent the spread of COVID-19 and the new COVID variants.

Due to entry restrictions, the country received only 1,323,956 foreign visitors from January to December 2020, marking a decline of 83.97% from the 8,260,913 arrivals over the same period the year before.

While domestic tourism is the main thrust of the government this 2021, it is important to maintain the presence of the Philippines in the international markets and more importantly, to increase awareness of the country among the emerging and opportunity markets.

Based on the 2020 DOT Mediterranean Market Research, the graph below shows that Japan and Thailand are the common Asian travel destinations among these key markets. While travel incidence to the Philippines is low, the intent to visit is high for Turkey, Spain and Italy.



In the 2020 DOT Market Research for Russia, it reveals that the Philippines met the respondents' requirements when choosing a country for their next travel. However, majority of the respondents have not been to the Philippines and have minimal knowledge about the country. This is due to a lack of information about the Philippines in mass media.

Therefore, there is a need to raise awareness on the destinations and products that the Philippines has to offer.

Meanwhile, it was mentioned in the 2019 Middle East Market Research that travel agents were the main source of information, followed by friends and relatives. Millennials and Generation Z (ages 20-35) were frequent leisure and business travelers among this market. Signifying that The Philippines needs to maintain its relationship with travel agents and position the country as a tourist destination in this market

On top of this, according to the Digital 2021 Global Overview Report released by Hootsuite and We Are Social, 93% of the total population of Western Europe market are internet users. Additionally, 79% of the total population are active social media users. This suggests that the social media plays an important role in this market.

On another note, various tourist destinations in the Philippines have slowly and surely reopened to domestic tourists while ensuring that the health and safety protocols have been put in place. To boost traveler confidence, the Department crafted Health and Safety Guidelines for the different subsectors of tourism including accommodations, restaurants, tourist land transport, travel and tour operations, tour guides, island and beach destinations, dive establishments, staycation hotels, and meetings, incentives, convention and exhibition (MICE) facilities.

Last year, the DOT received the SafeTravels Stamp in recognition of its adoption of “health and hygiene global standardized protocols” that will ensure safe travel during the COVID-19 pandemic. SafeTravels is the stamp of approval given by the World Travel and Tourism Council (WTTC) to certify compliance with its global health standards to allow for safe travels.

Such recognition will help restore the confidence of international tourists to travel to the Philippines when international travel restart, and reassures them that our destinations are safe. In fact, the DOT Southeast Asia Market Research that was conducted in 2020 found that health and safety are the top concerns of the respondents when it comes to traveling. Tourists from these markets will be looking for countries with high standards of health and safety once the international travel resumes, and that visible stamps of assurance for cleanliness and baseline standards of protocols are followed. Moreover, these markets are willing to travel even in the absence of a vaccine.

With the vaccine rollout already underway in the Philippines and other countries across the world, the industry looks forward to the resumption of international travel in the near future. But until then, the country must establish itself as a promising attraction that has been preparing and developing its tourism to offer better and safer experiences for tomorrow’s travelers. Forbes has 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.

Given this, the DOT seeks to hire an experienced PR agency to create a favorable and positive image for the Philippines as a tourist destination thru relevant and effective partnerships with various travel organizations and policy-making bodies, media outlets, channels, and personalities.

### III. Objectives

The objectives of the procurement of the services of an experienced agency for international Public Relations will be as follows:

- To enhance the perception of the Philippines as a safe, progressive, environmentally conscious, and fun tourist destination among opportunity and emerging markets.
- To restore and build the trust and confidence of foreign tourists in opportunity and emerging markets to travel to the Philippines when international travel resumes.

### IV. Scope of Work and Deliverables

Scope of Work	Deliverables
<p>Determine and manage international media of the following countries</p> <p>Opportunity and Emerging Markets</p> <p><b>a. Western Europe</b></p> <p>i. Austria</p> <p>ii. Germany</p> <p>iii. France</p> <p>iv. Netherlands</p> <p>v. Switzerland</p> <p><b>b. Mediterranean</b></p> <p>i. Italy</p> <p>ii. Israel</p> <p>iii. Spain</p> <p>iv. Turkey</p> <p><b>c. Middle East</b></p> <p>i. Qatar</p> <p>ii. United Arab Emirates</p> <p>iii. Saudi Arabia</p> <p><b>d. Russia</b></p> <p>i. Moscow</p> <p>ii. Saint Petersburg</p> <p>iii. Vladivostok</p> <p><b>e. South East Asia</b></p> <p>i. Indonesia</p> <p>ii. Thailand</p> <p>iii. Vietnam</p>	<ul style="list-style-type: none"> <li>- Identify and gain new strategic media entities that will further the objective of the project in addition to foreign correspondents' association of the Philippines</li> <li>- Maintaining good relations with international media and key influencers/ content creators</li> <li>- Staging of events or activations, whether in a hybrid or physical format, either in the Philippines or in any of the countries under the opportunity and emerging markets (minimum of 3, maximum of 5. Priority markets are Southeast Asia, Western Europe, and Middle East)</li> <li>- Development and seeding of published PR materials about the Philippine tourism industry's policies, programs, and efforts in the time of the pandemic</li> </ul>
<p>Conceptualization of a Public Relations Plan** and Production of gender-sensitive</p>	<p>Approval of a comprehensive public relations (PR) plan encompassing traditional and online media placement, publications, and multimedia materials, including a PR crisis communication</p>

<p>materials</p> <p>Translations of PR materials, if necessary</p> <p><b>**PR Plan must include desktop research on the ff:</b></p> <ul style="list-style-type: none"> <li>- Media consumption and behavior of the market</li> <li>- Statistics of international media platforms and partners (i.e. viewership, followers, subscribers etc.)</li> <li>- Travel news &amp; stories about the Philippines</li> </ul>	<p>plan</p> <ul style="list-style-type: none"> <li>• Tourism products/destinations</li> <li>• Sustainable tourism initiatives and programs</li> <li>• Health and safety protocols for travel</li> </ul> <p>Publish at least 20 articles or press releases, in addition to other multimedia content specified in the approved PR plan for the duration of the campaign in the top international travel publications. (Includes placement fees for identified publications).</p> <p>PR seeding must be strategic and does not necessarily need to cover all the identified opportunity and emerging markets at once, but must be able to target at least one country. Each story/article must have 5-10 media pick-ups per country.</p>
<p>Partnership with international publications/ travel sites/ content creator/s**</p>	<p>The agency should be able to establish and produce at least 10 international media content partnerships (e.g. travel sites, traditional media and content creators) consisting materials/content, including but not limited to:</p> <ul style="list-style-type: none"> <li>• Articles</li> <li>• Photos</li> <li>• Videos</li> </ul>
<p>Documentation trip to different provinces in the Philippines (Minimum of 8 provinces**)</p> <ol style="list-style-type: none"> <li>1. Benguet</li> <li>2. Ifugao</li> <li>3. Mountain Provinces</li> <li>4. Leyte</li> <li>5. Samar</li> <li>6. South Cotabato</li> </ol>	<p>Content production for provinces, including but not limited to:</p> <ul style="list-style-type: none"> <li>• Write-ups</li> <li>• Photos per destination</li> <li>• Videos per destination</li> <li>• Mini documentary- At least two (2) mini-documentaries for the entire campaign. Minimum of 2 minutes and maximum of 5 minutes per video.</li> </ul> <p>In line with this, the agency must form a team of:</p>

<p>7. Sultan Kudarat 8. Sarangani</p> <p>**The provinces may be subject to change.</p>	<p>a. Travel Writers b. Copy Editors c. Photographer and Videographer Team d. Accounts Manager</p> <p>Profiles of the team should be shared during the presentation.</p> <p>Note that the team is not part of the main personnel for the campaign. The team will only focus on the documentation trip deliverable.</p> <p>The agency must also cover all costs, including food, flights, accommodation, transportations, honorarium, permit, COVID – 19 testing, etc.</p>
<p>Seeding and Monitoring of PR releases</p>	<ul style="list-style-type: none"> <li>- Weekly reports on issues and sentiments from the international market (social media, news networks and publications, and other communication channels) towards the Philippines as a tourist destination</li> <li>- News monitoring should include press pickups, a report of the developments and trends in the industry and a recommended action plan. Report should also cover mentions and news/stories about the Philippines in relation to tourism.</li> </ul>
<p>Managing crises (In case no crisis occurs, budget can be reallocated to other deliverables for the campaign)</p>	<ul style="list-style-type: none"> <li>- Effective communication within the organization during a crisis.</li> <li>- Managing communications effectively with internal and external stakeholders</li> <li>- Prevent crisis situations</li> <li>- Recover positive image and reputation of the department in the event of a post-crisis</li> </ul>
<p>Terminal Report</p> <p>The agency must submit a digital and printed copy of the terminal report, covering all aspects of the project from planning to execution.</p> <p>It must include insights, analysis, recommendations, and evaluations of the project including conceptualization, asset creation, and execution.</p> <p>All the approved materials, files, data, and reports must also be submitted.</p>	<p>The agency must provide the following:</p> <ul style="list-style-type: none"> <li>- Submit a comprehensive terminal report including insights, analysis, recommendations, and evaluations of the project;</li> <li>- Conduct a workshop regarding Public Relations with at least 2 resource speakers nominated by the chosen agency, and at least 20 attendees from the Department. The Agency will shoulder all costs, including food, accommodation, transportation, honorarium, and other applicable logistical expenses, if need be.</li> </ul>

**V. Scope of Price Proposal and Schedule of Payment**

1. The campaign shall be for a **period of four (4) months**, upon the receipt of Consultant of the Notice to Proceed (NTP).
  
2. The Approved Budget of Contract (ABC) for the project is Thirty Million Pesos (Php30,000,000) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
  - The compensation to be paid for the agency shall be pegged in the amount equivalent to maximum of 12% of their proposed budget for the entire project.
  
3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones. In each milestone, the Awarded Agency will be required to submit (1) an accomplishment report; (2) Certification of Acceptance signed by DOT Project Proponent and Superior.

<b>MILESTONES</b>	<b>% OF PAYMENT</b>
Submission of PR Plan to be approved by DOT	20%
Submission of rollout report of the approved PR plan and implementation calendar for the first month, and approved by the end-user	15%
Submission of rollout report of the approved PR plan and implementation calendar for the second month, and approved by the end-user	15%
Submission of rollout report of the approved PR plan and implementation calendar for the third month, and approved by the end-user	15%
Submission of rollout report of the approved PR plan and implementation calendar for the fourth month, and approved by the end-user	15%
Submission of terminal report of the whole campaign and completed deliverables, and approved by the end- user	20%
TOTAL	100%

**VI. Qualifications**

1. The agency must be a public relations agency or a creatives/media agency with a dedicated team for PR with the required manpower/personnel and staff.

2. The agency must have been in existence for at least four (4) years, and must have handled Public Relations of multinational brands during the last three (3) years.
3. Both local and international agencies can participate in the bid. International agency must have its own office in the Philippines or a joint venture with a local company.
4. Other qualifications of the required creative agency for this project are stated in the Bid Data Sheet (BDS).

**VII. Minimum Required Personnel**

<b>Required Personnel</b>	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	10 years
2. Account Manager	10 years
3. Public Relations Strategist	8 years
4. Event Manager (preferably with experience on virtual conferences)	8 years
5. Content Manager	8 years
6. Social Media Strategist	5 years
7. Stakeholder Relations	5 years
8. Senior Technical Writer/ Editor	8 years
9. Media Liaison	8 years
10. Researcher	5 years
11. Data Analyst	5 years
12. Copywriter	5 years
13. Writer	5 years
14. Video Editor	5 years
15. Graphic Artist	5 years

*Note: Bidders may recommend additional personnel deemed fit for the team. Personnel must have had been in his/her position or similar capacity in the required number of years based on their career. Each individual must hold one position only. Please include in the bid documents the resume of the personnel and the work reference's contact details.*

**VIII. Criteria for Rating**

**Stage 1-** Submission of eligibility documents

**Stage 2-** For short-listed bidders, submit brief credentials and the proposed PR strategy and sample published materials

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.
2. 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. 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)**

<b>I</b>	<b>APPLICABLE EXPERIENCE OF THE CONSULTANT</b>	<b>60%</b>
<b>A.</b>	<b><i>Appropriateness of the agency for the assignment</i></b>	<b>15%</b>
	Public Relations Agency	15%
	Creative agency/ Media Agency that has a dedicated team for Public Relations	10%
<b>B.</b>	<b><i>Similar Projects Completed in the last 3 years</i></b>	<b>15%</b>
	Handled 3 or more multinational brands	15%
	Handled 1-2 multinational brands	10%
<b>C.</b>	<b><i>Extent of network of the agency</i></b>	<b>10%</b>
	Public Relations campaign targeting international audiences	10%
	Public Relations targeting local audiences only	5%
<b>D.</b>	<b><i>Years in Existence as a Public Relations Agency or Creative/Media Agency that has a dedicated team for Public Relations</i></b>	<b>10%</b>
	7 years & above	10%
	4-6 Years	5%
<b>E.</b>	<b><i>Contract cost of Completed Projects in the last 3 years</i></b>	<b>10%</b>
	At least 3 of the handled clients for Public Relations that each have a contract cost equal or greater than PHP15 Million	10%
	Less than 3 of the handled clients for Public Relations that each have a contract cost equal or greater than PHP15 Million	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 number by at least four (4) additional personnel from the required personnel list with matching minimum number of years in experience	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>
	1-2 projects that each have a contract cost equal or greater than PHP15 million	20%
	3 or more projects that each have a contract cost equal or greater than PHP15 million	15%
	No projects amounting to PHP 15 million each but with sum total of all on-going projects equal or greater than PHP15 million	15%
	No projects amounting to PHP 15 million each and with sum total of all on-going	10%



projects is less than PHP 15 million	
<b>TOTAL</b>	<b>100%</b>

**B. Technical Bid/Proposal Criteria and Rating (80% passing score)**

CRITERIA		RATING
<b>A.</b>	<b>Competence of Personnel to be assigned to the project</b>	<b>20%</b>
	<b>For Managing Director, Account Manager, Public Relations Strategist, Event Manager, Content Manager, Media Liaison, Social Media Strategist, Stakeholder Relations and Senior Technical Writer/Editor, – Handled at least 3 clients for international Public Relations in their entire career</b>	10%
I.		
	<b>For Managing Director, Account Manager, Public Relations Strategist, Event Manager, Content Manager, Media Liaison, Social Media Strategist, Stakeholder Relations and Senior Technical Writer/Editor, – Handled less than 3 clients for international Public Relations in their entire career</b>	5%
	<b>For Copywriter, Writer, Video Editor, Graphic Artist, Researcher and Data Analyst –conducted research studies, analyzed data and produced materials for public relations or marketing to at least 3 clients in their entire career</b>	10%
II.		
	<b>For Copywriter, Writer, Video Editor, Graphic Artist, Researcher and Data Analyst –conducted research studies, analyzed data and produced materials for public relations or marketing to less than 3 clients in their entire career</b>	5%
<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	5%
	International media relations	5%
	Produced content for international media channels/publications	5%
II.	Experience and Credentials	
	At least three (3) completed international public relations strategy validated by previous clients, the agency has launched within the last 3 years	15% (5% for every completed project)
<b>C.</b>	<b>Plan of Approach and Methodology</b>	<b>50%</b>
I.	Public Relations Plan	
	Quality of messaging, positioning, strategy and tactics to achieve project objectives	15%
	Appropriateness of proposed media networks, publications, and personalities	15%
II.	Public Relations Content	
	Soundness of proposed content for international publishing and seeding	10%
	Additional strategies and services provided outside of the TOR (without additional cost to the proposed budget)	10%

<b>TOTAL</b>	<b>100%</b>
--------------	-------------

**IX. Other Terms and Conditions**

1. 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.
2. 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.
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 Agency 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. 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 guidelines issued by the Government, Procurement Policy Board (GPPB).
6. 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, in order to maximize the effect and benefit of the campaign.
7. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the Public Relations agency at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation.

**X. Contact Person**

Karen Ricaña- Lacsamana  
krlacsamana@tourism.gov.ph

**Prepared by:**



**KAREN RICAÑA- LACSAMANA**

Information Officer IV  
Branding and Marketing Communications  
Department of Tourism

**Approved by:**



**HOWARD LANCE A. UYKING**

Assistant Secretary  
Branding and Marketing Communications  
Department of Tourism