

**TERMS OF REFERENCE
LOCAL MEDIA PLACEMENTS FOR THE SUSTAINABLE TOURISM CAMPAIGN**

Department of Tourism

I. Project Description

The development of a local media plan for the year 2019 to implement the sustainable campaign materials of the Department of Tourism. Media Placements will be implemented all through-out various types of media – TV, Radio, Print, and Digital – all of which are targeted to domestic and international audience travelling the Philippines.

II. Background

As part of the thrust of the Secretary of Tourism to promote and focus on Sustainable Tourism, the office of Branding and Marketing Communications launched a sustainable campaign last April 30, 2019 entitled 'More Fun Forever'. The objective of the campaign is to create a culture of sustainable tourism; it captures the country's vision statement in preserving Philippine destinations for future generations.

The campaign is targeted to local and international travelers within the regions of the Philippines – it aims to educate and inform the audience the importance of being sustainable while travelling - not only in the environment but in other aspects as well such as our culture, heritage, communities, wildlife, and economy.

In view of this, the DOT will engage the services of experienced media planning and placement agencies to develop and implement the media plan in various forms including but not limited to digital, broadcast, outdoor/out-of-home and print to raise awareness and establish a culture that is revolving around Sustainable Tourism.

III. Objectives and Targeted Outcome

The objectives of the procurement of the services of experienced media planning agencies are as follow:

- A. To acquire a local media agency that is solely focused on the media placements of the sustainable tourism campaign materials
- B. To saturate regional market with various media platforms (TV, Radio, Print, OOH, and Digital) with the current DOT campaigns and initiatives
- C. To raise awareness and establish a culture of Sustainable Tourism – targeted to the local and foreign travelers within the Philippines

IV. Scope of Work and Deliverables

Scope of Work	Deliverables
Conduct a research on relevant content and platforms for the different demographics and psychographics of the population in the 3 islands of the Philippines: I. Luzon II. Visayas III. Mindanao	Recommend an effective media strategy that will align the tourism branding campaign to the listed markets in terms of reach, frequency, and continuity. Media Plans (Visual Media Schedule) should contain the following: A. Customized Visual Media Schedule for the following: 1. Luzon

	<ul style="list-style-type: none"> 2. Visayas 3. Mindanao B. Strategic number of TV spots in top-grossing free tv and paid networks across all regions C. Radio Ads/ DJ spiels in regional radio stations D. Print Ads in local broadsheets E. Recommended locations and types of OOH ads across all regions F. Digital ads placements and specific digital media platforms <p>Submit a comprehensive domestic media plan for DOT for the fourth quarter of 2019 showing its reach and frequency goals based on the proposed budget.</p> <p>Submit an implementation strategy for the media plan mentioned above.</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>Render regular reviews of the overall media plan to make the campaign adapt to current trends particularly with regard to campaign advantage at any given time.</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.</p> <p>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>Coordinate and negotiate with all media for rates, spots, bonuses, etc. for consideration and approval of the DOT.</p>	<p>Present a media plan with additional PR media values from the negotiated networks, radio stations, broadsheets, OOH suppliers, and digital partnerships</p>
<p>Assist the DOT in the evaluation of media proposals submitted directly to the Department.</p>	<p>Provide a presentation wherein the agency will discuss the different media platforms and its effectivity for the campaign (all types of media) and from there, the Branding team will decide which types of media to utilize</p>
<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>

The breakdown of digital media accounts, digital placements, allocation of mileages - including the number of spots, quality of content, images and videos used, and community engagement may be modified upon recommendation of the DOT, subject to the written approval between the two parties, to achieve the objectives of the campaign and have optimal media exposure for the same.

V. Project Duration and Budget Allocation

1. The visual media schedule of the placements will be from **September to December 2019**.
2. The Approved Budget of Contract (ABC) for the project is Forty Million Philippine 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.
3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

MILESTONES	% OF PAYMENT
Submission of Approved/ Signed by the DOT communications plan and media placements	15%
Submission of rollout report of approved/ signed by the DOT communications plan, strategy, and media placements for September	25%
Submission of rollout report of approved/ signed by the DOT communications plan, strategy, and media placements for October	25%
Submission of rollout report of approved/ signed by the DOT communications plan, strategy, and media placements for November – December	25%
Submission of the approved/ signed by the DOT Terminal Report for the whole campaign	10%
TOTAL	100%

VI. Qualifications

1. The agency must be a full-service media 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 PH domestic market 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 related campaign/s required by DOT under this project
1. Managing Director (Project Lead)	10 years

2. Account Director	10 years
3. Digital Account Manager	10 years
4. Senior Media Planner	8 years
5. Senior Digital Planner	8 years
6. Senior Media Buyer	8 years
7. Integrated Media Planner	5 years
8. Digital Media Buyer	5 years
9. Media Implementor	5 years
10. Data Analyst	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 (80% passing score)

I	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	<i>Appropriateness of the agency for the assignment</i>	15%
	Media Planning and Buying Agency	15%
	Public Relations Agency	10%
	Others	5%
B.	<i>Extent of network of the agency</i>	15%
	Nationwide – capacity for media placements in requested regions by the DOT	15%
	Regional - capacity for media placements is only limited to selected regions	5%
C.	<i>Similar Projects Completed in the last 3 years</i>	10%
	Media Plan and Media Schedule for a nationwide campaign	10%
	Media Plan and Media Schedule targeting the select regions only	5%
D.	<i>Years in Existence As a Media Planning and Buying Agency or a Public Relations Agency</i>	10%
	5 years & above	10%
	Below 5 years	5%
E.	<i>Contract cost of Completed Projects in the last 3 years</i>	10%
	At least one project with contract cost equal or greater than 20M PhP	10%
	Projects cost less than 20M PhP	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 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%
III	CURRENT WORKLOAD RELATIVE TO CAPACITY	
	Number of on-going similar and related projects relative to capacity	20%
	None	5%
	5 or more projects with contract cost equal or greater than 20M PHP	10%
	3-5 projects with contract cost equal or greater than 20M PHP	15%
	1-2 project with contract cost equal or greater than 20M PHP	20%

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 three (3) years	
	Strategic Media Planning	10%
	Media Buying and Implementing	5%
	Data Analytics and Monitoring	5%
	II. Experience and Credentials	
	At least three (3) successful campaigns related to Media Buying and Planning, validated by previous clients, the agency has launched within 3 years	5%
	At least one (1) international (outside Philippines) or local advertising or marketing – related award in the last 3 years by an award-giving body in existence for at least 10 years	5%
C.	Integrated Media Campaign Strategy	40%
	I. Integrated Media Plan	
	Tactics for effective reach and engagement	15%
	Choice of media platforms (TV networks, OOH placements, digital sites)	15%
	Additional Media Values for PR negotiated with the media partners	10%
	Over-all Impact	10%
TOTAL		100%

IX. Terms and Conditions

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the international network/s 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 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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