

## TERMS OF REFERENCE

International Public Relations to promote Philippines as a safe destination for travel post-lockdown

### I. Overview and Background

Procurement of an agency that will produce, execute, and manage all international public relations for the Department of Tourism.

Tourism is recognized as a major contributor to the country's economic growth. In 2019, the tourism industry reached a record-high of 8.3 million international tourists, an increase of 15 percent from the previous year. Its continued upward trajectory and robust performance since 2009 spurred a double-digit contribution of 12.7 percent to the country's Gross Domestic Product in 2019. Moreover, the industry has generated 5.4 million jobs in 2018.

This year, 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.

On March 16, 2020, the entire Luzon was placed under the Enhanced Community Quarantine (ECQ) to prevent the spread of the COVID-19. During this time, only essential personnel and skeletal workforce were allowed to continue operations.

As of date, most regions in the country are now under the Modified General Community Quarantine (MGCQ). Areas under MGCQ may resume tourism activities but at a maximum of 50% operational capacity.

Given the higher infection rate of the Philippines compared other Southeast Asian nations, the Philippines has opted to gradually take steps to transition to the new normal with the safety and well-being of tourists, tourism workers and the local community as its priority. Local destinations will open first to local residents as the tourism industry adopts the new protocols and measures to ensure the safety of tourists and stakeholders amid COVID-19.

In line with this, the DOT will hire an experienced agency to help the Department communicate all its COVID-related efforts, campaigns, initiatives, and programs to the international market while positioning the Philippines as a destination that values the well-being of its travelers.

### II. Scope of Work and Deliverables

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

- Awareness for the international market and media on the new health and safety protocols of the Philippine tourism industry as precautionary measures concerning the COVID-19
- Communication of all DOT COVID-related efforts, campaigns, initiatives, and programs to international media
- Maintain the presence of The Philippines as a destination in the international media while recovering from the pandemic

Scope of Work	Deliverables
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<p>Managing all international media</p> <ul style="list-style-type: none"> <li><b>a. Western Europe</b> <ul 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> </ul> </li> <li><b>b. Mediterranean</b> <ul style="list-style-type: none"> <li>i. Italy</li> <li>ii. Israel</li> <li>iii. Spain</li> <li>iv. Turkey</li> </ul> </li> <li><b>c. Middle East</b> <ul style="list-style-type: none"> <li>i. Qatar</li> <li>ii. United Arab Emirates</li> <li>iii. Saudi Arabia</li> </ul> </li> <li><b>d. Russia and CIS</b> <ul 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> </ul> </li> <li><b>e. South East Asia</b> <ul 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> </ul> </li> </ul>	<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</li> <li>- Managing of international PR events and interviews</li> <li>- Publishing PR materials for Philippine tourism industry efforts in the time of the pandemic</li> </ul>
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<p>Conceptualization of a Public Relations Plan and Production of PR materials</p> <p>Translations of PR materials, if necessary</p>	<ul style="list-style-type: none"> <li>- Approval of a comprehensive public relations (PR) plan encompassing traditional and online media placement, publications, and multimedia materials.</li> <li>- The approved PR strategy and plan must cover the following: <ul style="list-style-type: none"> <li>• Health and safety protocols for travel</li> <li>• Sustainable tourism initiatives</li> <li>• New normal tourism products</li> </ul> </li> <li>- The approved PR plan must have a research study to map out the current perception of the Philippines relative to the global travel industry, an analysis on what it means for the Philippines' tourism industry and recommended objectives or goals to achieve with the PR strategy in light of the findings.</li> <li>- Publish at least one article per week, 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)</li> </ul>
<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.</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>

### III. Scope of Price Proposal and Schedule of Payment

1. The campaign shall be for a **period of six (6) 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 Sixty Million and Five Hundred Thousand Pesos (Php60,500,000.00) 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:

<b>MILESTONES</b>	<b>% OF PAYMENT</b>
Submission of PR Plan to be approved by DOT	20%
Submission of rollout report of implemented PR plan and strategy on the 1 <sup>st</sup> month	20%
Submission of rollout report of implemented PR plan and strategy on the 2 <sup>nd</sup> month	10%
Submission of rollout report of implemented PR plan and strategy on the 3 <sup>rd</sup> month	10%
Submission of rollout report of implemented PR plan and strategy on the 4 <sup>th</sup> month	10%
Submission of rollout report of implemented PR plan and strategy on the 5 <sup>th</sup> month	10%
Submission of rollout report of implemented PR plan and strategy on the 6 <sup>th</sup> month	20%
<b>TOTAL</b>	<b>100%</b>

#### **IV. 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 ten (10) years, and must have handled Public Relations of international brands during the last three (3) years.
- 3.Both local and internal 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).

#### **V. Minimum Required Personnel**

<b>Required Personnel</b>	<b>Minimum Years of Experience in handling related campaign/s required by DOT under this project</b>
A DEDICATED TEAM FOR DOT THAT CONSISTS OF THE FF:	
1. Managing Director	10 years

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

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

## VI. 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 if necessary.
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 (Local Agency/ International Agency with office in the Philippines or joint venture with a local company)	15%
	Creative agency/ Media Agency that has a dedicated team for Public Relations	10%
	Others	5%
<b>B.</b>	<b><i>Extent of network of the agency</i></b>	<b>15%</b>
	With branches, offices, sister companies or partners in other countries and has international and local clients	15%

	No international network but has multinational clients	10%
	No international network and with local clients only	5%
<b>C.</b>	<b><i>Similar Projects Completed in the last 3 years</i></b>	<b>10%</b>
	Public Relations campaign targeting international audience and media	10%
	Public Relations targeting local audience and media only	5%
<b>D.</b>	<b><i>Years in Existence As Public Relations Agency or Creative/Media Agency that has a dedicated team for Public Relations</i></b>	<b>10%</b>
	10 years & above	10%
	5-9 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 had a contract cost equal or greater than PHP30 Million	10%
	Less than 3 of the handled clients for Public Relations had a contract cost equal or greater than PHP30 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 amount by at least 25% or four (4) additional personnel with at least 5-years' 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>
	1-4 projects with contract cost, per project, that is equal or greater than PHP30 Million	20%
	5 or more projects with contract cost, per project, that is equal or greater than PHP30 Million	15%
	No projects with contract cost, per project, that is equal or greater than PHP30 Million	10%
	<b>TOTAL</b>	<b>100%</b>

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

CRITERIA		RATING
<b>A.</b>	<b>Competence of Personnel to be assigned to the project</b>	<b>20%</b>

	I.	<b>For Managing Director, Account Manager, Public Relations Strategist, Event Manager, Content Manager, and Senior Technical Writer/Editor, -</b> Handled at least 5 clients for international Public Relations in their entire career	10%
		<b>For Managing Director, Account Manager, Public Relations Strategist, Event Manager, Content Manager, and Senior Technical Writer/Editor, -</b> Handled less than 5 clients for international Public Relations in their entire career	5%
	II.	<b>For Researcher and Data Analyst -</b> conducted research studies, analyzed data and recommended action plans for the purpose of public relations or marketing to at least 5 clients in their entire career	10%
		<b>For Researcher and Data Analyst -</b> conducted research studies, analyzed data and recommended action plans for the purpose of public relations or marketing to less than 5 clients in their entire career	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	10%
	II.	Public Relations Content	
		Soundness of proposed content for international publishing and seeding	15%

		Additional services provided (within project budget)	10%
<b>TOTAL</b>			<b>100%</b>

**VII. Other Terms and Conditions**

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the full creative 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 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. 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
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 and/or extended media placements, in order to maximize the effect and benefit of the campaign.

**VIII. Contact Person**

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**END**