

**TERMS OF REFERENCE  
AGENCY FOR PUBLIC RELATIONS  
PHILIPPINE DEPARTMENT OF TOURISM  
BRANDING AND MARKETING COMMUNICATIONS**

**I. Overview**

The agency for local public relations will be working with the Department of Tourism in creating and executing a public relations campaign, putting into consideration the challenges brought about by the novel Coronavirus (COVID-19) pandemic.

The outbreak of the COVID-19 has profoundly affected the tourism industry in the Philippines and in the world. It has not only interrupted tourism activities but has also stalled the sector’s contribution to the country’s economic growth. More importantly, this global pandemic crisis has disrupted the lives of more than 5.4 million Filipinos that rely on tourism to provide them livelihood and security.

While no one can predict how long it will take to get the pandemic under control, it is vital to execute a public relations campaign that will proactively address the crisis while acting upon public relations opportunities that will contribute to its recovery.

**II. Scope of Work, Deliverables and Budget Allocation**

<b>SCOPE OF WORK</b>	<b>DELIVERABLES</b>
<p><b>PHASE 1: Research</b></p> <p><b>A. Analyze the situation</b></p> <p><input type="checkbox"/> general overview of the performance of the local and global tourism industry amidst the COVID-19 crisis</p> <p><input type="checkbox"/> (1) research the background; (2) impact on the economy and people; (3) consequence; (4) forecast for the next six months; (5) a matrix on how other countries are dealing with the crisis; (6) identify the opportunities available</p> <p><input type="checkbox"/> a portion of the research should focus on the effects of the crisis on women in the tourism sector</p>	<p>A comprehensive report that will be the basis of the public relations campaign. This should have both an electronic and hard copy.</p> <p>The report must fulfill all the items under scope of work and must serve as a guide to explain and justify the agency’s plan of action/strategy.</p> <p>This will be formally presented to DOT management and has to be approved before it can be accepted as the final output.</p>

**B. Public and Media Relations**

identify and analyze the key publics we want to engage in and the various groups of people who interact with DOT

assess standing with media beat reporters, editors, columnists, publishers, thought-leaders, and digital influencers to determine how to further engage the media

analysis of each public segment in terms of their wants, needs and expectations about the current issues, their relationship to the organization, their involvement in communication and with various media, and a variety of social, economic, political, cultural and technological trends that may affect them

\*The agency is expected to be proactive and include other items not specified above but are necessary to include in the research.

<p><b>PHASE 2: Strategy</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> create a public relations strategy</li> <li><input type="checkbox"/> establish goals and objectives</li> <li><input type="checkbox"/> formulate action and response</li> <li><input type="checkbox"/> indicate strategic implications or how each action will impact the organization</li> <li><input type="checkbox"/> design an effective communication plan that indicates specific deliverables and key performance indicators</li> <li><input type="checkbox"/> include the process for its implementation including scheduling</li> <li><input type="checkbox"/> breakdown of budget and costing for each item</li> <li><input type="checkbox"/> *The agency is expected to be proactive and include other items not specified above but are necessary to include in the strategy</li> </ul>	<p>A detailed and comprehensive public relations strategy.</p> <p>This will be formally presented to DOT management and has to be approved before it can be accepted as the final output.</p>
<p><b>PHASE 3: Implementation of Strategic Plan</b></p> <p>The agency must implement each approved plan of action and deliverables proposed by the agency and approved by DOT.</p>	<p>The following are the minimum requirements of DOT and can be adjusted based on the approved public relations strategy.</p> <ol style="list-style-type: none"> <li>1. At least <b>10 project activations</b> with media coverage, whether digital or in-person event. The activation must be covered and published in 5 media platform.</li> <li>2. At least <b>60 press releases</b>, or multimedia content to support of the approved PR plan, with each press release picked-up in at least 3 major news publication.</li> <li>3. At least <b>35 media and stakeholder's</b> engagement, whether digital or in-person event. This includes media roundtable, TV and radio guesting, one-on-one interviews</li> <li>4. <b>A comprehensive pr campaign plan and implementation for the following:</b> <ol style="list-style-type: none"> <li>a. <b>Pilipinas 500</b></li> <li>b. <b>Heritage Campaign</b></li> <li>c. <b>Sustainable tourism</b></li> <li>d. <b>DOT efforts in Western Europe, Southeast Asia, Mediterranean, Middle East and Russia</b></li> </ol> </li> </ol>

<p><b>PHASE 4: News, social media and sentiment monitoring</b></p>	<p>Weekly reports on traditional and social media news, issues and sentiments</p> <p>Recommended actions to be taken</p>
<p><b>PHASE 5: Communications Training</b> The agency must present a program for this including venue and the speakers.</p> <p><b>The training must accommodate a maximum of 20 DOT staff.</b></p> <p><b>This should be included in the budget breakdown.</b></p>	<p>Conduct two (2) whole day trainings to equip designated spokespersons with skills on effective ways to engage with the media and other influential personalities.</p>
<p><b>PHASE 6: Workshop</b></p> <p>Towards the completion of the engagement, assess the outcome of the campaign and aid the DOT in the crafting of the succeeding campaign incorporating the insights and recommendations from the evaluation of creative materials made during the period of engagement.</p> <p><b>The agency must present a program for this including the possible venue.</b></p> <p><b>The training will be for at the maximum 25 DOT staff.</b></p>	<p>Provide at no cost to the DOT upon the completion of the contract, a full-day workshop with a marketing consultant to be nominated by the chosen creative agency with select DOT employees. The objective of which is to initiate the development and set guidelines of subsequent public relations campaigns based on recent data, new learnings, and best practices. The expected output of this workshop may be used as the basis for the next PR TOR.</p>

## V. Project Duration and Budget Allocation

1. The campaign shall be for a **period of five (5) months**, to commence upon the receipt of Consultant of the Notice to Proceed.
2. The Approved Budget of Contract (ABC) for the project is Twenty-Eight Million Eight Hundred Seventy-Seven Thousand and Five Hundred Pesos (PhpP28,877,500.00) 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:

3. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

**VII. Minimum Required Personnel**

<b>Required Personnel</b>	<b>Minimum Years of Experience in handling related campaign/s required by DOT under this project</b>
1. Managing Director (Project Lead)	10 years
2. Account Manager	10 years
3. PR Strategist	10 years
4. Media Liaison 8 years	8 years
5. Digital Operator 5 years	5 years
6. Social Media Strategist 5 years	5 years
7. Stakeholder Relations (Community) Manager	5 years
8. Researcher	8 years
9. Data Analyst	8 years
10. PR writer	10 years
11. Copywriter	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. A maximum of thirty minutes (30 minutes) will be given to each agency for their presentation to BAC and TWG Members and such other individuals to be invited by the DOT. The allotted time excludes the question and answer portion.

3. The presentation 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)**

	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
	<i>Appropriateness of the agency for the assignment</i>	15%
	Public Relations Firm/Agency	15%
	Full-service creative Agency with PR services	10%
	Media Planning and Buying Agency with PR services	5%
	<i>Extent of partnered network of the agency</i>	15%
	Nationwide reach	15%
	Regional reach or less	10%
	<i>Similar Projects Completed in the last 3 years</i>	10%
	At least 4 completed publicity campaigns	10%
	1-3 completed publicity campaigns	5%

	<i>Years in Existence as Public Relations Agency</i>	10%
	8 years & above	10%
	Below 5-7 years	5%
	<i>Contract cost of Completed Projects in the last 3 years</i>	10%
	At least one project with contract cost equal or greater than 10M PHP 10%	10%
	All projects cost less than 10M PHP	5%
II.	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB (refer to VII. Minimum Required Personnel)	20%
	Required number and positions of personnel with minimum years of experience is exceeded	20%
	Required number and positions of personnel with minimum years of experience is met	15%
III.	CURRENT WORKLOAD RELATIVE TO CAPACITY	20%
	Number of on-going similar and related projects relative to capacity	
	None	5%
	5 or more projects with contract cost equal or greater than 20M PHP	10%
	3-4 projects with contract cost equal or greater than 20M PHP	20%
	1-2 project with contract cost equal or greater than 20M PHP	15%

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

<b>CRITERIA</b>			<b>RATING</b>
	<b>Quality of Personnel to be assigned to the project</b>		20%
<b>A.</b>		Similar public relations projects handled for the Philippine government agencies and/or organizations in the tourism sector	10%
		Similar public relations projects handled for a company with more than 100 employees but are not necessarily government agencies of the tourism sector as client	5%
		At least 5 years' worth of experience with similar nature of work dealing with the news media, publicity and public relations projects	5%
<b>B.</b>	<b>Expertise and Capability of the Firm</b>		30%
		Services rendered in completed projects in the past 3 years	
		Public Relations	10%
		Crisis Management	5%
		Data Analytics and Monitoring	5%
		Experience and Credentials	
		At least three (3) completed campaigns related to Public Relations, validated by previous clients, the agency has launched within 3 years	5%
		At least one (1) international (outside Philippines) or local award related to Public Relations in the last 3 years by an award-giving body in existence for at least 10 years	5%
<b>C.</b>	<b>Plan of Approach and Methodology</b>		50%
		Public Relations Plan	



		Tactics for effective reach and engagement	20%
		Messaging and content conceptualization	10%
		Additional services provided (within project budget)	10%
		Over-all Impact	10%
<b>TOTAL</b>			<b>100%</b>

### **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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