

## 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 a mind tourist destination for travelers among the emerging and opportunity markets.

#### II. Background

In 2020, the massive coronavirus outbreak (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 vital 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.



The 2020 DOT Market Research for Russia reveals that the Philippines met the respondents' requirements when choosing a country for their next travel. However, most 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.

*(As of January 17, 2022)*

Therefore, there is a need to raise awareness of the destinations and products that the Philippines offers.

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, signifying that the Philippines needs to maintain its relationship with travel agents and position the country as a tourist destination in this market. In addition, millennials and Generation Z (ages 20-35) were frequent leisure and business travelers 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 social media plays an essential role in this market. On another note, various tourist destinations in the Philippines have slowly and surely reopened to domestic tourists while ensuring that 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 to recognize its adoption of “health and hygiene global standardized protocols” to ensure safe travel during the COVID-19 pandemic. Safe travels 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 restarts and reassures them that our destinations are safe. In addition, the DOT Southeast Asia Market Research conducted in 2020 found that health and safety are the respondents' top concerns when traveling. Therefore, tourists from these markets will be looking for countries with high health and safety standards once international travel resumes. So 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 ongoing vaccine rollout in the Philippines and other countries worldwide, the industry looks forward to resuming 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.

Last 2021, the Department of Tourism launched its **More Fun Awaits** campaign to showcase the preparations for the new tourism circuits, packages and destinations to welcome international visitors when international travel resumes. It will also help boost the anticipation of the Philippines' hosting of the World Travel and Tourism Council (WTTC) Global Summit tentatively scheduled in March 2022.

The Philippines has been chosen to host the hybrid WTTC Global Summit event, where the highest-level industry leaders meet with key government representatives to address the most critical issues across the international agenda.

Given this, the DOT seeks to hire an experienced PR agency to create a favorable image for the Philippines as a tourist destination.

## I. 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, sustainable, 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.

## II. Scope of Work and Deliverables

Scope of Work	Deliverables
<p>Determine and manage international media of the following countries Opportunity and Emerging Markets</p> <p><b>a. Western Europe</b></p> <ul style="list-style-type: none"> <li>i. Germany</li> <li>iii. France</li> <li>iv. Netherlands</li> </ul> <p><b>b. Mediterranean</b></p> <ul style="list-style-type: none"> <li>i. Italy</li> <li>ii. Spain</li> </ul> <p><b>c. Middle East</b></p> <ul style="list-style-type: none"> <li>i. Qatar</li> <li>ii. United Arab Emirates</li> <li>iii. Saudi Arabia</li> </ul> <p><b>d. Russia</b></p> <ul style="list-style-type: none"> <li>i. Moscow</li> <li>ii. Saint Petersburg</li> </ul> <p><b>e. South East Asia</b></p> <ul style="list-style-type: none"> <li>i. Indonesia</li> <li>ii. Thailand</li> <li>iii. Vietnam</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 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 2, maximum of 4. 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 materials</p> <p>Translations of PR materials, if necessary</p> <p>**PR Plan must include desktop research on the ff:</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>Approval of a comprehensive public relations (PR) plan encompassing traditional and online media placement, publications, and multimedia materials, including a PR crisis communication 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 from each market. Each story/article must have 5-10 media pick-ups per country.</p>
<p>Post Event Media coverage for the 21<sup>st</sup> World Travel &amp; Tourism Council (WTTC) Global Summit Manila</p> <ul style="list-style-type: none"> <li>- Underscore the importance of the Philippines' hosting of the 21st World Travel and Tourism Council (WTTC) on the tourism industry, environmental sustainability, and global safety standards while positioning the Philippines as a premier MICE destination.</li> </ul>	<ul style="list-style-type: none"> <li>• Write articles or partner with publications and networks to sustain the event momentum and seed them to international media</li> <li>• Provide news monitoring</li> </ul>
<p>Partnership with international publications/travel sites</p>	<p>The agency should be able to establish and produce at least 8 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>International Media Familiarization Tour</p> <ul style="list-style-type: none"> <li>- Invite international media/content creators/KOLs to travel to the Philippines and experience the activities themselves in 1-2 of the following destinations:</li> </ul> <ol style="list-style-type: none"> <li>1. Palawan</li> <li>2. Bohol</li> <li>3. Boracay</li> <li>4. Cebu</li> <li>5. Manila</li> </ol> <p>**The destinations may be subject to change.</p> <p>*** Destinations to be featured per fam tour will be based on the market preference.</p> <p>NOTE: In the event that international travel is still restricted, this can be reallocated to content partnership with media/content creator/KOL to produce material to promote the Philippines.</p>	<p>Partner with at least six (6) media/content creators/KOLs from the two opportunity and emerging markets.</p> <p>Multi-media content will be posted across all social media accounts of content creators and DOT or publish content on their media outlet.</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>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 one (1) workshop regarding Public Relations with at least 2 resource speakers</li> </ul>

<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>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.</p>
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### III. Scope of Price Proposal and Schedule of Payment

1. The campaign shall be for a **period of six (6) 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.

MILESTONES	% OF PAYMENT
Submission of PR Plan approved by DOT	20%
Submission of rollout report of the approved PR plan and implementation calendar for the first month of implementation, 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	10%
Submission of rollout report of the approved PR plan and implementation calendar for the third month of implementation, and approved by the end-user	10%
Submission of rollout report of the approved PR plan and implementation calendar for the fourth month of implementation, and approved by the end-user	10%
Submission of rollout report of the approved PR plan and implementation calendar for the fifth and sixth month of implementation, and approved by the end-user	10%
Submission and completion of the International Media Familiarization Tour	15%
Submission of terminal report of the whole campaign and completed deliverables, and approved by the end- user	10%
TOTAL	100%

#### 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 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).

#### V. Minimum Required Personnel

Required Personnel	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.*

## 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.
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>
	Has PR partner agencies or sister agencies in any of the identified opportunity and emerging markets	10%
	Has PR partner agencies or sister agencies in other countries	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%
	1-2 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 projects is less than PHP 15 million	10%
	<b>TOTAL</b>	<b>100%</b>

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

<b>CRITERIA</b>		<b>RATING</b>
<b>A.</b>	<b>Competence of Supervisory Personnel to be assigned to the project</b>	<b>20%</b>
	<b>I. Personnel handled at least 3 clients for international Public Relations in their entire career</b>	<b>12%</b>
	Managing Director	2%
	Account Manager	1%
	Public Relations Strategist	2%
	Event Manager	1%
	Content Manager	1%
	Media Liaison	2%
	Social Media Strategist	1%
	Stakeholder Relations	1%
	Senior Technical Writer/Editor	1%
	<b>II. Competence of Personnel with Specialized Roles to be assigned to the project</b>	<b>8%</b>
	<b>Copywriter</b>	
	-crafted and edited content for public relations or marketing to at least 3 clients in their entire career	2%
	<b>Writer</b>	
	-wrote content for public relations or marketing to at least 3 clients in their entire career	2%
	<b>Video Editor</b>	
	-produced materials for public relations or marketing to at least 3 clients in their entire career	1%
	<b>Graphic Artist</b>	
	-produced materials for public relations or marketing to at least 3 clients in their entire career	1%
	<b>Researcher</b>	
	-conducted research studies for public relations or marketing to at least 3 clients in their entire career	1%
	<b>Data Analyst</b>	
	-analyzed data for public relations or marketing to at least 3 clients in their entire career	1%

<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>

## VII. 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.

**VIII. Contact Person**

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