

TERMS OF REFERENCE
GEOTOURISM BRANDING AND MAPPING CAMPAIGN
Department of Tourism

I. Overview and Background

The Department of Tourism (DOT) has identified geotourism branding as one of its core programs this year. Geotourism is defined as tourism that sustains or enhances the distinctive geographical character of a place, which includes its environment, heritage, aesthetics, culture, and the well-being of its residents.

In terms of branding and marketing, geotourism is relevant as it associates these distinctive geographical characteristics when promoting a destination. Key destinations in the Philippines, such as Boracay, Bohol and Palawan, have sustained their presence locally and internationally thru this strategy. Boracay is known for its powdery white sand, clear waters and extensive shoreline, Bohol for its Chocolate Hills and tarsiers, and Palawan for its limestone formations.

One may take note that the destinations' association to these characteristics have been more than enough to attract millions of tourists arrivals every year, even in the absence of traditional branding elements such as logos, taglines and advertisements. While these branding elements are welcome additions in marketing a destination, geotourism must still be the foundation of a place's identity and equity.

Due to the pandemic, the behavior and usage of digital platforms have further increased among consumers, including travelers. Given this, there is now greater demand for online presence and visibility, especially in search engines where most internet users find and obtain information.

After a comprehensive online audit with a top search engine platform, it was revealed that there are still quite a number of information gaps on information and multimedia content relating to Philippines' destinations. Moreover, there is a lack of integration with the current information found in mapping platforms that cover destinations, attractions, tourism activities, and establishments.

In light of this result, the DOT will procure the services of a full-service digital agency that will aid in content generation for destination information, visibility in mapping technologies, and partnerships with other relevant online platforms.

Together with the DOT and its regional offices, the digital agency must account for each destinations' geographical landscape, history, traditions, language, culture, products and arts in its visual, emotional and experiential association.

While travel to and within the Philippines is mostly restricted at the time of this writing, the vision of the DOT to ensure visibility and information on all the destinations in the country online while comprehensively mapping these out in various platforms will prove beneficial to the industry during and after the pandemic.

II. Objectives

The objectives of the procurement of the services of an experienced full-service digital agency will be as follows:

- To increase the visibility of information about Philippine’ tourism online, and make the DOT the main and credible source
- To provide a comprehensive compendium of content on the Philippines’ destinations in the official digital platforms of the DOT
- To identify and engage with an online mapping platform, and populate it with information covering DOT-accredited establishments, destinations, attractions and activities for better product-image association

III. Scope of Work and Deliverables

Scope of Work	Deliverables
<p>The agency must develop a methodology on how to gather and create quality information and content about the Philippines’ tourism, covering the following sections:</p> <ol style="list-style-type: none"> 1. Regions 2. Provinces 3. Destinations 4. Attractions (Sites, Activities) 5. Culture (Arts, Food, Festivals) 6. Accredited Establishments <p>The campaign plan must have positive and realistic portrayals of women and children all throughout the advertising and marketing collateral.</p>	<p>An information and content generation implementation plan</p>
<p>The agency must produce listicles, write-ups, photos, and videos spanning the Philippines’ 16 regions to increase hygienic content online and strengthen visibility thru image association</p>	<p>Provide the following:</p> <ul style="list-style-type: none"> • At least 50 listicles with a minimum of 5 items each list • At least 2,000 write-ups with a minimum of 300 words each • At least 4,000 high quality photos and short form videos not exceeding 60 seconds each (usage is in perpetuity). • Videos may also include virtual tours.
<p>The agency must identify and work with</p>	

<p>at least one online mapping platform that can be utilized to promote tourists destinations, along with their respective write-ups and multimedia.</p> <p>The agency will handle the end to end tasks that may include filing, encoding and uploading of content to the identified platform.</p>	<p>Pin and publish at least 5,000 tourist points of interest with respective write-up and photo</p>
<p>The agency must a recommend and execute a crowdsourcing plan and strategy in order to augment the agency’s deliverables on write-ups and photos</p> <p>The agency may partner with crowdsourcing systems or platforms to achieve this</p>	<p>A detailed plan and methodology to promote crowdsourcing</p> <p>Provide user-generated content that the DOT can use in perpetuity and satisfies the legal terms and conditions for use thereof amounting to:</p> <ul style="list-style-type: none"> • 2,000 photos and videos • 500 write-ups
<p>Reporting</p>	<p>Submit regular reports detailing work progress, issues, concerns and recommend next steps in relation to the project</p>
<p>Towards the completion of the engagement, assess the outcome of the advertisement 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. Sex disaggregated data must be included on the post-campaign analysis report.</p>	<p>The agency must provide the following:</p> <ol style="list-style-type: none"> a. Submit a comprehensive post – campaign analysis report; b. The workshop may either be face to face or in a digital set up; there must be at least 40 attendees’ at least 1 guest speaker’ food and other workshop materials must be provided by the agency. <p>The objective is to initiate the development and set guidelines of subsequent tourism products campaign based on the current project. The expected output of this workshop may be used as the basis for succeeding marketing Terms of References.</p>

IV. 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.**

2. The Approved Budget of Contract (ABC) is **Fifty Million Philippine Pesos (Php50,000,000.00)** inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.

a. 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:

Milestones	Payment %
Submission and Approval of Information and Content Generation Plan	20%
Submission and Approval of Crowdsourcing Plan	10%
Submission and Approval of the first batch of content containing 25 listicles, 1000 write-ups and 2,000 photos and videos	15%
Submission and Approval of the second batch of content containing 25 listicles, 1,000 write-ups and 2,000 photos and videos	15%
Upon Pinning and Publishing of the first 2,500 points of interest on mapping platform	10%
Upon Pinning and Publishing of the next 2,500 points of interest on mapping platform	10%
Submission and Approval of user-generated content for 500 write-ups and 2,000 photos	10%
Submission and approval of the Terminal Report	10%
Total	100%

V. Qualifications

1. The agency must be a full-service digital agency or production agency that is duly established in the Philippines with the required manpower/personnel and staff.
2. The agency must have been in existence for at least five (5) years with experience in website or app development.
3. Other qualifications of the required digital agency for this project are stated in the Bid Data Sheet (BDS).

VI. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in Handling Nationwide Accounts
1. Managing Director	10 years
2. Senior Account Manager	10 years
3. Junior Account Manager	5 years
4. Senior Technical Writer/ Editor	10 years
5. Assistant Technical Writer/ Editor	5 years

6. Copywriter	8 years
7. Content Manager	8 years
8. Chief Photographer	10 years
9. Chief Videographer	10 years
10. Junior Photographer	5 years
11. Junior Videographer	5 years
12. Database Administrator	8 years
13. Operations Manual Writer	8 years
14. Digital Strategist	10 Years

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

VII. Criteria for Rating

Stage 1- Submission of eligibility documents

Stage 2- For short-listed bidders, submit brief credentials and the proposed intergrated marketing campaign

1. Short listed bidders who will be declared compliant with the technical requirements on the opening of bids will 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 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. The 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)

I	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	<i>Appropriateness of the agency for the assignment</i>	<i>20</i>
	Full-service digital agency	20
	Creative agency with experience in website or app development based on previously completed and on-going projects	15
	Public relations agency with experience in website or app development based on previously completed and on-going projects	10
B.	Similar Projects handled in last 3 years	20
	Eight (8) or more similar projects completed in the last 3 years	20
	Five (5) to seven (7) similar projects completed in the last 3 years	15
	One (1) to Four (4) similar projects completed in the last 3 years	10
C.	<i>Years in Existence as a Full-Service Digital/Creative/PR</i>	<i>10</i>

	<i>Agency</i>	
	10 years & above	10
	5-9 years	5
<i>D.</i>	<i>Contract Cost of Completed Projectes in the last 3 years</i>	<i>10</i>
	Two (2) or more projects that EACH had a contract cost equal or greater than PHP25 Million	10
	At least one (1) project with a contract cost equal or greater than PHP25 Million	5
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
<i>A.</i>	Required number and positions of personnel with minimum years exceed the minimum number by at least seven (7) 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
III	CURRENT WORKLOAD RELATIVE TO CAPACITY	20%
	Number of on-going similar and related projects relative to capacity	
	1-3 projects that EACH have a contract cost equal or greater than PHP25 Million	20%
	4 or more projects that EACH have a contract cost equal or greater than PHP25 Million	15%
	No projects with contract cost equal or greater than PHP25 Million EACH	10%
TOTAL		100%

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

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the project	20%
	For Managing Director, Senior Account Manager, Digital Strategist, Content Manager -Handled at least three (3) campaigns that have website or app development projects	10%
	For Senior Technical Writer/Editor, Chief Photographer, Chief Videographer – Was part of at least three (3) campaigns that involved featuring tourism sites	10%
B.	Expertise and Capability of the Firm	30%
	Services rendered in completed projects in the past 3 years	
	Research involving online visibility and presence	3%
	Content production involving:	
	Write-ups/Articles/Feature Writing	3%
	High quality photos involving talents	2%

	Videos showcasing scenic attractions	2%
	Website or App Development	5%
II.	Experience and Credentials	
	At least three (3) certification of completion/recommendation letters from previous clients with campaigns the agency has launched within the last three (3) years	10%
	At least one (1) international or local award in Advertising/ Marketing in the last three (3) years by an award-giving body in existence for at least ten (10) years	5%
C.	Plan of Approach and Methodology	50%
I.	Content Development Strategy	
	Feasibility of the deployment plan to achieve objectives	10%
	Coherence of content format when integrating the identified sections of tourism in the Scope of Work	10%
II.	Creative Innovation	
	Quality of mapping platform chosen in maximizing awareness for tourism content in the Philippines	10%
	Productivity and Efficiency of Crowdsourcing strategy	10%
	Other strategies not in the Scope of Work that the agency can do to further the project's objectives	10%
TOTAL		100%

VIII. 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. The selected full service creative agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the campaign launched.
3. 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;
4. 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.

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.
6. 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 termination guidelines issued by the Government, Procurement Policy Board (GPPB).

VIII. Contact Person
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