

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

**I. Overview and Background**

The Department of Tourism (DOT) is working to revive local tourism for the economy's recovery and restore jobs in the tourism sector. The DOT aims to communicate health measures of open destinations through publicity and media relations in a bid to encourage people to travel safely.

This publicity and media plan will also help inform and engage the public in the Department's various programs and activities that will benefit them such as the cash-for-work programs, capital loans for MSMEs, capacity-building projects and trainings, and product development plans for regional destinations.

The objectives of the Local PR efforts are:

1. Create awareness and public interest about safe travels and open destinations
2. Inform the public on the DOT programs and projects that they can avail or benefit from
3. Stimulate demand for local travel

**II. Scope and Deliverables**

<b>SCOPE OF WORK</b>	<b>DELIVERABLES</b>
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<p><b>1. Article and Content Creation</b></p> <p>The Agency will be responsible for the creation of at least 120 articles with the purpose of creating publicity for open destinations.</p> <p>The articles will be published on the DOT website, social media channels and will be seeded by the Agency.</p> <p>The articles' call-to-actions:</p> <ol style="list-style-type: none"> <li>1. Normalize safe travels and inspire people to explore the country</li> <li>2. Direct people to the DOT website and social channels so that these DOT-owned content and platforms will be deemed the most credible platform for the 'dream' and 'plan' stage of a traveler's consumer journey.</li> <li>3. Promote DOT programs that directly assist local travelers and stakeholders</li> </ol>	<ol style="list-style-type: none"> <li>a. Plan the content creation</li> <li>b. Form team (Profiles to be shared during the presentation) <ol style="list-style-type: none"> <li>1. Travel writers</li> <li>2. Copy editors</li> <li>3. Photographer and Videographer team</li> <li>4. Accounts Managers</li> </ol> </li> <li>c. Travel regions for research, interviews, and documentation <ol style="list-style-type: none"> <li>1. Luzon, Visayas and Mindanao</li> <li>2. Cover all costs, including food, flights, accommodation, transportations, honorarium, permits, COVID-19 testing, etc.</li> </ol> </li> <li>d. Produce the article with images and videos The article should also be able to present new and unique destinations in the Philippines. It should be accompanied by high-quality images and videos.</li> <li>e. Layout The Agency will be responsible for designing the post, including selection and editing of photos and videos.</li> <li>d. Publishing The Agency will be responsible for uploading the article to DOT's microsite.</li> <li>e. Seeding and Promotion The Agency will be responsible for ensuring the article reaches as many audiences as possible. Included in providing reach for these assets are seeding. The Agency will also be responsible for creating social media posts (lead-in caption and social card) to push the material on DOT's social channels.</li> <li>f. Reporting and Monitoring The Agency will be expected to write a terminal report on the article creation, posting, and promotion. It will be required to report on views and engagement of the posts.</li> </ol>
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<p><b>2. Media Promotions of Open Destination</b></p> <p>DOT aims to create media buzz and publicity for the destinations that are open to tourism. The Agency will be responsible for developing a media tour that will bring journalists, celebrities, and influencers to at least five destinations in Luzon, Visayas, and Mindanao for event coverage and familiarization of the location.</p>	<p>a. Create a plan to bring media to open destinations that need promotion.</p> <p>b. Agency will develop the itinerary for the media and ensure that they can interview officials and stakeholders.</p> <p>c. The Agency will include in the budget all expenses for these tours, including flights, accommodations, food, tour guides, permits, COVID-19 testing and other costs that will be incurred.</p> <p>d. The Agency will need to monitor and report each pick-up and ensure that all the media that has been invited has a proper and timely output.</p>
<p><b>3. Local Network</b></p> <p>The DOT wants to communicate its Programs and Projects not just to the Metro Manila audience but all over the country.</p> <p>The goal is to tap local media and engage them so DOT-specific programs and projects such as cash-for-work programs, travel corridors etc will directly help the public in provinces, barangays, women sector and even grassroots communities.</p> <p>Information such as DOT’s support for destinations reopening, subsidies available to tourism workers, trainings and other programs must be communicated to local communities so they may avail these opportunities and benefits.</p>	<p>a. Create a plan for the provincial caravan which will include:</p> <p>a. Radio guestings b. TV guestings c. Local media press conferences</p> <p>b. Form a team that will travel with the DOT Management team for re-openings and will coordinate the following:</p> <p>a. Radio guestings b. TV guestings c. Local media press conferences</p> <p>Costs for event activation of the press conference and other logistics will be covered by the Agency.</p>
<p><b>4. Media Partnership</b></p> <p>The Agency is responsible for creating a media partnership plan that will allow for the articles to be published on media platforms with high traffic, high engagement, and a trusted resource.</p>	<p>a. Create a plan that will establish media partnerships and ensure the placement of each article.</p> <p>b. Recommend the best platforms that will maximize the publicity of each article.</p> <p>c. Coordinate with these publications set meetings and develops an agreement that maximizes DOT resources.</p> <p>c. Include in the budget placements and other fees that will be incurred with media publication.</p>

<p><b>5. Crisis and Issues Management</b></p> <p>The Agency is in-charge of monitoring issues that concern DOT, its Regional Offices and its officials.</p> <p>The Agency is expected to consistently report and update DOT and present a response plan when necessary.</p>	<ul style="list-style-type: none"> <li>a. Plan</li> <li>b. Monitoring</li> <li>c. Reporting</li> <li>d. Response</li> <li>e. Execution</li> <li>f. Training</li> </ul> <p>The Agency will be expected to train DOT officials and personnel.</p>
<p><b>6. Microsite</b></p> <p>The Agency will be responsible for maintaining and enhancing DOT’s microsite for write-ups by thru content creation and publishing. This will be the repository of the articles and other materials that the Agency will produce.</p>	<ul style="list-style-type: none"> <li>a. Manage content and schedule posting and workflow for the microsite</li> <li>b. Design each post including images to be included</li> <li>c. Coordinate content creation with contributors and content creators who will be asked to guest on the site or give content</li> <li>d. Monitor the traffic of the site together and report progress in terms of content creation, traffic, and publicity of the site</li> </ul> <p>Create a social media plan and publicity plan to boost the site further and drive traffic and engagement</p>
<p><b>7. Campaign and Program Publicity</b></p> <p>The DOT has on-going programs and campaigns the most significant are the following.</p> <ul style="list-style-type: none"> <li>a. Financial assistance for tourism workers and business owners, technical assistance for LGUs and stakeholders in reopening destinations</li> <li>b. Have A Safe Trip, Pinas</li> <li>c. Sustainable Tourism projects and upcoming promotional campaigns</li> </ul> <p>As the year progress, new campaigns, programs and projects will be launched and these projects will need a publicity campaign to communicate to the public the objectives DOT has with these campaigns.</p>	<ul style="list-style-type: none"> <li>a. Create a PR plan for the DOT project or campaign</li> <li>b. Execute tactics of the plan including but not limited to: <ul style="list-style-type: none"> <li>1. Press release</li> <li>2. Press Conference</li> <li>3. Event Activation</li> <li>4. TV and Radio Guesting</li> </ul> </li> </ul>
<p><b>8. Reporting</b></p> <p>The Agency will be responsible for reporting and coordinating with DOT. They are expected to manage deliverables and suggest workflow.</p> <p>At all phases of the project, including submission of milestones, the Agency will need to submit comprehensive reports including narrating components of the projects, analytics on the reception of the assets and efforts as well as feedback and recommendations.</p>	

### III. Project Duration and Budget Allocation

1. The campaign shall be for a **period of seven (7) months**, to commence upon the receipt of Consultant of the Notice to Proceed.
2. The Approved Budget of Contract (ABC) for the project is thirty million (P30,000,000) 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. In each milestone, the Awarded Agency will be required to submit (1) an accomplishment report; (2) Certification of Acceptance signed by the DOT Project Proponent and Superior.
4. The Agency will submit their cost estimate for each deliverable. When procuring outsource service, the Agency will need to present three quotes from suppliers, one of which is DOT accredited enterprise, if applicable.
5. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

### IV. Milestone

<b>DELIVERABLES</b>	<b>PERCENTAGE OF PAYMENT</b>
Approval of the media plan	20%
Submission of rollout report of the approved PR plan and implementation calendar for the first month, and approved by the end-user	10%
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, and approved by the end-user	10%
Submission of rollout report of the approved PR plan and implementation calendar for the fourth month, and approved by the end-user	10%
Submission of rollout report of the approved PR plan and implementation calendar for the fifth month, and approved by the end-user	10%

Submission of rollout report of the approved PR plan and implementation calendar for the sixth month, and approved by the end-user	10%
Submission of rollout report of the approved PR plan and implementation calendar for the seventh month, and approved by the end-user	10%
Submission of terminal report of the whole campaign and completed deliverables, and approved by the end-user	10%

### 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)	15 years
2. Account Manager	10 years
3. PR Strategist	15 years
4. Media Liaison	8 years
5. Digital Operator	5 years
6. Social Media Strategist	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 will be required to present their proposed campaign to the members of the Technical Working Group for Branding Related Projects (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 to each agency for their presentation to TWG Members and such other individuals to be invited by the DOT. They will also be required to **present and introduce the credentials of the team members assigned to the DOT project.** The allotted time excludes the question and answer portion.

3. The presentation will be rated 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>
	<i>Appropriateness of the agency for the assignment</i>	<b>15%</b>
	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>	<b>15%</b>
	Nationwide reach	15%
	Regional reach or less	10%
	<i>Similar Projects Completed in the last 3 years</i>	<b>10%</b>
	At least 4 completed publicity campaigns	10%

	1-3 completed publicity campaigns	5%
	<b><i>Years in Existence as Public Relations Agency, Creative Agency or Media Planning Agency</i></b>	<b>10%</b>
	8 years & above	10%
	Below 5-7 years	5%
	<b><i>Contract cost of Completed Projects in the last 3 years</i></b>	<b>10%</b>
	At least one project with contract cost equal or greater than 15M PHP	10%
	All projects cost less than 15M PHP	5%
<b>II.</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB (refer to VII. Minimum Required Personnel)</b>	<b>20%</b>
	Required number and positions of personnel with minimum years of experience is exceeded by an additional 6 personnel following any of the profiles of the identified minimum required personnel.	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>	<b>20%</b>
	Number of on-going similar and related projects relative to capacity	
	No projects with contract cost equal or greater than 15M PHP	5%
	5 or more projects with contract cost equal or greater than 15M PHP	10%
	3-4 projects with contract cost equal or greater than 15M PHP	20%
	1-2 project with contract cost equal or greater than 15M PHP	15%

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

<b>CRITERIA</b>		<b>RATING</b>
<b>A.</b>	<b>Quality of Personnel to be assigned to the project</b>	<b>20%</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>	<b>30%</b>
	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, <b>validated or certified by previous clients</b> , the agency has launched within 3 years	5%
	At least one (1) international (outside Philippines) or national 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>	<b>50%</b>

	Resonance of the overall messaging and brand of the PR plan to accomplish objectives	20%
	The appropriateness of the proposed media partners and entities for national and regional promotion of DOT programs and projects	10%
	The effectiveness of PR tactics to accomplish the project's objective	10%
	Other strategies outside of the TOR than can further the goals of this project without additional cost to the proposed budget	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 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 publicity, advertising, 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 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. Any excess remuneration or compensation in the form of rebate from the international or local 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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