

TERMS OF REFERENCE
DIGITAL MARKETING AGENCY
Sustainable Tourism Campaign

I. Project Description

The digital public relations and marketing campaign to promote responsible tourism and position the Philippines as the model of sustainable tourism in Asia.

II. Background

In April 26, 2018, Boracay island was closed to the public to undergo a rehabilitation period of 6 months. The island, known for its majestic short, pristine waters and powdery white sand, was found out to have numerous environmental violations caused by overcapacity, illegally-placed structures and ill-managed sewer systems. President Duterte has called it a 'cesspool' and made its rehabilitation a priority in his cabinet.

With the dry run launched on October 15, 2018 and its soft opening slated on October 26, 2018, 6 months after its closure, the world got a glimpse of what has changed in such a short time. The water was clearer, the beach area was cleaner and overall, it was a 'Better Boracay' than before. The island is now dubbed as a model for sustainable tourism in the Philippines.

There is a clear momentum to push this advocacy in other parts of the country. At the present, the local governments and the private sector have stepped up in enforcing environmental rules and regulations in their respective tourist attractions. Aside from being known as being "more fun", the country can adopt and be recognized by the world as model of sustainable tourism in Asia.

III. Objectives

- To optimize the digital platform in positioning the Philippines as the model of sustainable tourism in Asia
- To inspire the stakeholders of the country's tourist destinations to enforce environmental rules and regulations as support to the positioning
- To attract and entice more responsible tourists to go the Philippines

IV. Scope of Work, Deliverables and Budget Allocation

1. The Approved Budget of Contract (ABC) for the project is One Hundred Million Philippine Pesos (Php 100,000,000.00) inclusive of all applicable taxes, commissions, bank charges, and other fees as may be incurred in the process.
2. The budget is broken down in the matrix below. This is inclusive of all edit-downs/resizing, printing fees, costs for photography and/or stock photos, computer graphics, talent and soundtrack fees, translation to different languages, and all agency service fees in no case shall exceed 12% of the production fees.
3. The breakdown of the media and production budgets, including the number of the advertising materials, may be modified upon recommendation of the winning agency,

subject to the written approval of the DOT, to achieve the objectives of the campaign and have optimal media exposure for the same.

Scope of Work	Deliverables
<p>Conduct research through methodologies relevant in penetrating the online sphere and optimizing digital and social media reach and engagement of the following areas:</p> <ul style="list-style-type: none"> a. USA and Canada (including overseas Filipino communities in North America) b. Japan (Tokyo, Osaka, Nagoya, Fukuoka) c. Australia d. Major European Countries <ul style="list-style-type: none"> · First Priority – United Kingdom, Germany, France, Russia and Israel <p>and design a comprehensive public relations strategy for the digital medium to position the Philippines as the model of sustainable tourism in Asia and why advocating for sustainable tourism enhances the designation’s quality.</p>	<p>Approval of a comprehensive digital public relations (PR) strategy encompassing online media placement, publications, and multimedia materials.</p> <hr/> <p>Conceptualization and production of additional materials and respective communication strategies, as may be necessary, subject to additional funds and a separate agreement with the DOT.</p>
<p>Writing and publishing of press releases/articles for various online publications that are popular in the aforementioned target countries</p>	<p>Identify and publish at least one article per week for the duration of the campaign in at least two (2) popular and influential online travel publications for each country.</p> <p>Includes placement fees for identified publications</p> <p>Monthly reports on key performance indicators to measure success, progress, rooms for improvement.</p>
<p>Production of multimedia content to visually support the digital PR plan and attract more viewers</p>	<p>Approved content plan that involves infographics, high quality pictures, audiovisual presentations (AVP) and influencer partnerships for the digital platform.</p> <p>Production and implementation of the approved content plan.</p> <p>Regular updating on the cost estimates on the production of creative materials and media plans</p>

	proposed for the campaign and the related costs in applying the same in various media platforms.
Optimizing the reach of the online content through strategic digital placements	Approved digital media and placement plan for SEO, SEM and sponsored posts Monthly reports to evaluate reach, engagement, sentiment etc. and respective recommendation to address negative results.
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.	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 digital 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 Digital PR TOR.

V. Milestones

1. The initial launch of the digital campaign will be (1) month after the notice to proceed and to be implemented until March 31, 2019.
2. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Payment %
Upon approval of Digital PR plan and timelines	30%
Upon 50% implementation of published articles	10%
Upon 100% implementation of published articles	10%
Upon 50% implementation of multimedia content	20%
Upon 100% implementation of multimedia content	20%
Submission of Terminal Report for the Whole Campaign	5%
Conduct of the post-project workshop for the DOT	5%
Total	100%

VI. Qualifications

Stage 1- Submission of eligibility documents

Stage 2- For short-listed bidders, show a brief credentials presentation and the proposed digital PR campaign following the guidelines set in Section VIII.

Note: Agencies who do not pass Stage 1 will not be proceed to Stage 2, which is the creative presentation.

Qualification	Requirements
<p>The agency to be selected must be a digital marketing agency or a public relations agency that has at least 5 years experience in digital publishing and with resources for insight gathering, strategic thinking, PR writing and digital advertising.</p> <p>The agency must be duly established in the Philippines, and may have a tie-up or joint venture arrangement with other local agencies to execute production of advertising materials. It may also have a joint venture with a global media agency for the strategic planning and conceptualization of a media strategy and its appropriate implementation through media placements.</p>	<ul style="list-style-type: none"> ✓ Company profile with list of services offered. ✓ List of previous joint venture arrangement with other suppliers (i.e., production houses, research agencies, PR agencies, media agencies, etc.)
<p>The agency must be capable of advising the client on how to focus the communication, how to appeal the specific target audiences, what information or messages to highlight and how to make these attractive and effective, how to optimize budget and digital reach, and what public relations strategies would be most effective, and other inputs hinged on international market insights.</p>	<ul style="list-style-type: none"> ✓ Credentials presentation reflecting the roster of clients, including one (1) short case study of successful advocacy campaign done in the past 5 years, if any
<p>Won at least one international award, or a local award given by any award-giving body in existence for at least 5 years</p>	<ul style="list-style-type: none"> ✓ List of awards/citations received by the agency; please include awards for an advocacy campaign if any
<p>The agencies must have been existing for at least (5) years, and must have undertaken an international campaign during the last three (3) years, with a total ABC of at least Fifty Million Pesos (50,000,000.00)</p>	<ul style="list-style-type: none"> ✓ Documentation that certifies terms of existence ✓ Documentation that certifies having undertaken an international campaign not more than 3 years ago

VII. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in Handling Nationwide Accounts
1. Managing Supervisor	10 years
2. Public Relations Manager	10 years
3. Digital Strategist	5 years
4. Creative Director	5 years
5. Account Manager	5 years
6. Digital Media Planner	5 years
7. Copywriter	5 years
8. FA Artist	5 years

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

VIII. Campaign Presentation

- Short listed bidders who will be declared compliant with the technical requirements on the opening of bids will be required to present their proposed digital PR campaign and samples of their content plan to the members of the Bids and Awards Committee (BAC), DOT executives and other tourism stakeholders that the DOT will invite during the pitch presentation.
- A maximum of forty-five minutes (45 minutes) will be given for each agency for its presentation excluding the question and answer portion with BAC Members and such other individuals to be invited by the DOT.
- Proposal on agency service fees, which will be commission-based. This proposal shall reflect a total commission on production which shall be maximum of twelve percent (12%) of the total production fees;
- The presentation will be rated by BAC members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.

IX. Criteria for Rating

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>	15%
	Digital Marketing Agency or a Public Relations agency with at least 5 years experience in digital publishing	15%
	Digital Marketing Agency or a Public Relations agency with less than 5 years experience in digital publishing	10%
	Others	5%
B.	<i>Extent of network of the agency</i>	15%
	International	15%
	National	10%

	Regional	5%
C.	<i>Number of Similar Projects Completed in the last 3 years</i>	10%
	At least one international campaign	10%
	At least one nationwide campaign	4%
	Others	0%
D.	<i>Years in Existence</i>	10%
	5 years & above	10%
	Below 5 years	0
E.	<i>Projects handled in last 3 years</i>	10%
	At least one project with contract cost equal or greater than 50M	10%
	At least one project with contract cost less than 50M	0
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
A.	<i>Years of Experience in Similar Projects</i>	20
	At least one required personnel with relevant experience of at least 10 years and above	20
	All personnel have less than 10 years of relevant experience	10
	At least one required personnel has less than 5 years of relevant experience	0
III	CURRENT WORKLOAD RELATIVE TO CAPACITY	
	Number of on-going similar and related projects relative to capacity	20%
	3 or more projects with contract cost equal or greater than 50M	5%
	2 projects with contract cost equal or greater than 50M	10%
	1 project with contract cost equal or greater than 50M	15%
	no project with contract cost equal or greater than 50M	20%

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

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the project	20%
I.	Minimum Required Personnel	10%
II.	One required personnel with a minimum of 10 years working experience in handling nationwide accounts	10%
B.	Expertise and Capability of the Consultant	30%
I.	Required Capabilities	
	Research or Insight Gathering	2%
	Creative Conceptualization	2%
	Digital Publication	2%
	Public Relations	2%

		At least one (1) completed project via Joint Venture Agreement	2%
	II.	Experience and Credentials	
		At least one (1) successful campaign the agency has launched within 5 years	5%
		At least one (1) international or local award by an award-giving body in existence for at least 5 years	5%
		Must have been existing for at least 5 years	5%
		Must have undertaken an international campaign within 3 years	5%
C.		Plan of Approach and Methodology	50%
	I.	Digital PR Strategy	
		Choice of online editors and placements	10%
		Tactics for optimal reach and engagement	10%
	II.	Content plan	
		Original / Innovative Idea	10%
		Effectiveness of messaging	5%
		Potential virality	5%
	III.	Over-all Impact	10%
		TOTAL	100%

X. Other Terms and Conditions

1. The Approved Budget of Contract (ABC) for the project is One Hundred Million Philippine Pesos (Php 100,000,000.00) inclusive of all applicable taxes, commissions, bank charges, and other fees as may be incurred in the process.
2. The DOT reserves the right to adjust budget allocation for the project, as it may deem necessary and proper, to achieve optimal exposure.
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. Material/s produced by the winning bidder should be original and aligned with the DOT's advocacies such as Gender and Development and barrier-free tourism;
5. All and each of the materials produced during the period of engagement shall be amenable to edits at no cost to the DOT for a maximum of 5 revisions in a span of 5 years, whichever comes first.

Segments of this campaign not implemented for whatever reason shall be revised or modified by the winning agency and no cost on the part of the DOT and for the purpose of modifying said segment(s) for future implementation.

6. Winning agency shall be subject to the assessment by the DOT according to the effectiveness of delivery of any part or phase of the campaign. The DOT reserves the right to terminate the services of the winning agency should any part of the deliverables be unsatisfactory.
7. Should the DOT find cause to rescind or terminate the campaign, the DOT may negotiate the contract starting with the second lowest calculated/highest rated bidder for the project, in consideration of the bidder's original bid price. If the negotiation fails, then negotiation shall be done with the third lowest calculated/highest rated bidder at its original price. If the negotiation fails again and in cases where there are no other bidders, a shortlist of at least (3) eligible agencies shall be invited to submit their bids, and negotiation shall be made starting with the lowest calculated/highest rated bidder.
8. Any difference between the budgets indicated and the actual cost incurred for the campaign may be applied to payment for the performance by the winning agency of services for such works and/or adjustments within the scope of this phase of the campaign, which the DOT may require the winning agency to perform during the implementation of a sub-campaign, at the election of DOT.
9. The compensation to be paid for the services of the selected creative agency on production cost shall be pegged at the maximum amount of 12% of the production and execution cost of the campaign, which amount shall be reflected on the final cost estimate for the production and/or execution of any segment of the campaign (e.g., production cost of TVCs, print ads, cost to execute activation and the like). The amount of the compensation to the selected agency shall be all-inclusive for its services.