

**TERMS OF REFERENCE  
CREATIVE AGENCY BRIEF FOR PHILIPPINE HERITAGE PROJECT**

**I. PROJECT TITLE**

*The Philippine Heritage Project*

**II. INVITATION FOR PROPOSAL (TECHNICAL AND FINANCIAL BIDS)**

The Department of Tourism is seeking the services of a Creative Communications Agency to promote the *Philippine Heritage Project*.

This campaign is a unique opportunity to brand and create a compelling storyline about Philippine destinations that share a common historical and cultural narrative. The campaign is envisioned to inform, persuade and entice local and international audiences to experience the country through places, artifacts and activities that authentically represent the stories of the Filipino people from past to present

**A. The *Philippine Heritage Project* campaign requires the following deliverables:**

1. Develop and execute an integrated marketing campaign that includes branding and multimedia production.
2. Produce audio video presentations (AVPs).

In pursuance of the above, DOT invites Agencies to submit their proposals containing technical and financial bids.

**For any questions and/or clarifications contact:**

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### III. BACKGROUND

The UNESCO World Heritage Centre defines heritage as “our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritages are irreplaceable sources of life and inspiration.”

Thailand has golden temples, Myanmar has stupas and Cambodia has its majestic Khmer Empire ruins. These destinations fulfill the tourist bucket list for ‘cultural activities’. Meanwhile, tourists associate the Philippines with tropical beaches, azure waters and friendly people. In fact, this is the thrust of the It’s More Fun in the Philippines campaign that highlights the scenic destinations of the country. While it captures the market through visuals of our natural resources and scenic landscapes, the country’s history and cultural narratives are not emphasized.

This is despite the Philippines’ rich history. As early as the 1500s, the country was the main trading hub in Southeast Asia and later, in the trans-Pacific galleon trade. The Spanish colonization that spanned three centuries has shaped its cuisine, its people and its cities with Baroque churches and the Catholic faith. The American occupation also played a vital role in shaping the Philippines. All these external forces contributed to a unique present-day Filipino culture that exists side by side with indigenous communities spread across mountain ranges and coastal areas.

Philippine heritage can be experienced, not only in textbooks and museums, but also in beautifully preserved historical sites across the country. A visit to Isla ng Corregidor can take you to the epic dramatic Battle of Corregidor. Cavite is the revolutionary heart of the country. Malolos, Bulacan is the Constitution Capital of the Philippines. Silay was known as the Paris of Asia.

The World Tourism Organization defines “cultural tourism” as trips with the main or concomitant goal of visiting sites and events with cultural and historical value. Cultural heritage tourism is one of the largest and fast-growing global tourism markets. According to the initial findings of the Tourism and Culture Survey 2015 by UNWTO, cultural tourist arrivals are growing steadily compared to overall international arrivals. 40% of international arrivals are considered to be “cultural tourists”, that is, travelers who participate in a cultural visit or activity as part of their stay (UNWTO (forthcoming), Report on Tourism and Culture Synergies).

It is vital that the Philippines position itself and leverage this growing market by creating an effective integrated marketing communications campaign that communicates the country’s history, heritage and culture to the rest of the world.

### IV. AIM

The aims of the *Philippine Heritage Project* are:

1. Develop an integrated marketing communication campaign to promote Philippine culture and history as a way of attracting more local and international tourists.
2. Market the Philippines’ cultural assets in order to create comparative advantages in the ASEAN tourism market.

3. Create local distinctiveness and allow for the Philippines to stand out in a world that is homogenized by globalization.
4. Create publicity and public interest for cultural tourism through the launch of the Project.

**V. DELIVERABLES AND SCOPE OF WORKS**

| <b>Scope of Work</b>  | <b>Deliverables</b>   |
|---|---|
| <p><b>The creation and execution of an Integrated Marketing Campaign</b></p> <ol style="list-style-type: none"> <li>1. Meet with DOT, and the National Commission for Culture and the Arts (NCCA) to discuss the direction of the campaign including the specific locations that will be featured. Admin expenses of these meetings will be shouldered by the Agency.</li> <li>2. Conduct research on the areas to be identified as heritage sites.</li> <li>3. Create, present and execute the integrated marketing plan.</li> <li>4. All aspects of the campaign are subject to the approval of DOT.</li> </ol>   | <p>An integrated marketing campaign for the Philippine Heritage Project that includes but is not limited to the following:</p> <ul style="list-style-type: none"> <li>• Big idea and messaging</li> <li>• Branding and creation of logo and other key visuals</li> <li>• Crafting of project title</li> <li>• Creative treatment of the AVPs</li> <li>• Visual design content with at least               <ul style="list-style-type: none"> <li>○ 10 static posters</li> <li>○ 10 infographics</li> <li>○ 30 curated photos</li> </ul> </li> <li>• Media plan for the publishing of all multimedia content produced by the agency</li> </ul> |
| <p><b>Audio Video Production</b></p> <ol style="list-style-type: none"> <li>1. The Agency must produce at least 5 short videos with maximum length of 3 minutes.</li> <li>2. Propose a concept, storyboard, treatment for the AVP.</li> <li>3. Secure necessary permits for shooting on-location with assistance from the DOT.</li> <li>4. Arrange for team's flights, transportation, accommodation, meals</li> <li>5. Take photos and videos of behind-the-scenes</li> <li>6. Produce 30-sec edit downs of the approved AVPs</li> <li>7. There may be other requirements related to the production of the AVP that not mentioned above that DOT may require and will be discussed with the agency.</li> </ol> | <ul style="list-style-type: none"> <li>• At least 5 AVPs with maximum length of 3 minutes each</li> </ul> <p>Note: Agencies can feature Omnibus AVP, Nasyon Pilipino, Heritage sites in Luzon, Visayas and Mindanao. However, agencies can still propose another framework.</p> <ul style="list-style-type: none"> <li>• At least 5 edit downs of each AVPs with maximum length of 30 seconds</li> </ul>  |

|                 |   |
|-----------------|---|
| Terminal Report | The agency will prepare one standard terminal report on the campaign. |
|-----------------|---|

## **VI. BUDGET ALLOCATION**

The agency will prepare one standard terminal report on the campaign.

\*Additional requirements may be added to this list by DOT, to be discussed with the agency.

\*All output will be subject to the approval of the DOT.

1. The Approved Budget of Contract (ABC) for the project is Fifteen Million Pesos (Php 15,000,000) inclusive of all applicable taxes, bank charges, and other fees as may be incurred in the process.
2. The budget includes, if applicable, edit-downs/resizing, printing fees, costs for photography and/or stock photos, computer graphics, talent and soundtrack fees, translation to different languages and expenses for logistics.
3. The breakdown of the production budgets, including the number of the AVPs, may be modified upon recommendation of the winning Agency, subject to the written approval of the DOT, to achieve the objectives of the campaign.

## **VII. TIMELINE**

|                      | <b>November</b>   | <b>December</b>            |
|----------------------|---|----------------------------|
| Integrated Marketing | P Meet with DOT<br>-Pre-production coordination<br>-Shoot | Terminal report submission |

\*The schedules may change based on the proposed plans and as advised by DOT.

## **VIII. MILESTONES**

### **A. Milestones**

1. The campaign, including preparation and production, will start November to December 2019
2. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

| <b>Milestones</b>  | <b>Payment %</b> |
|--|------------------|
| Upon approval of integrated marketing proposal   | 30%              |
| Upon approval of all AVP storyboards   | 20%              |
| Upon submission and approval of all AVP materials  | 20%              |
| Upon submission and approval of branding, static poster design and infographic collaterals | 10%              |
| Upon submission and approval of all curated photos   | 10%              |
| Upon acceptance of the Terminal Report   | 10%              |
| <b>Total</b>   | <b>100%</b>      |

**B. Qualifications**

**Stage 1-** Submission of eligibility documents

**Stage 2-** For short-listed bidders, submit brief credentials and the creative proposal for branding and AVPs

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

| <b>Qualification</b>  | <b>Requirements</b>   |
|---|---|
| <p>The Agency to be selected must be a Creative Agency and duly established in the Philippines.</p> <p>The Creative Agency must have the capacity to produce AVPs, conceptualize an integrated marketing communications plan and craft a media plan for multimedia content or a tie-up or joint venture arrangement with an agencies that can provide the services mentioned.</p> | <ul style="list-style-type: none"> <li>✓ Company profile of the Creative Agency and a list of services offered</li> <li>✓ List of previous joint venture arrangement</li> </ul> |
| <p>The Creative Agency must have been existing for at least five (5) years, and must have an established portfolio.</p> <p>The Agency must be have no less that 5 national or international clients and have launched integrated marketing campaigns with these clients.</p>  | <ul style="list-style-type: none"> <li>✓ Portfolio of the Creative Agency</li> <li>✓ Demo Reel of the Creative Agency</li> </ul>  |

**C. Minimum Required Personnel**

| <b>Required Personnel</b> | <b>Minimum Years of Experience</b> |
|---------------------------|------------------------------------|
| 1. Account Manager        | 8 years                            |
| 2. Creative Director      | 8 years                            |
| 3. Marketing Manager      | 8 years                            |
| 4. Director               | 8 years                            |
| 5. Producer               | 8 years                            |
| 6. Writer                 | 8 years                            |
| 7. Photographer           | 8 years                            |

**Note:**

The Personnel must have had been in his/her position or similar capacity in the required number of years but not necessarily for the same company.

#### D. Campaign Presentation

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. Should a presentation be required, 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. Should a presentation be required, it 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.

#### E. Criteria for Rating

##### 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>20</b>  |
|           | Full Service Creative Agency <sup>1</sup>                                      | 20         |
|           | Production Agency only <sup>2</sup>  | 15         |
|           | Public Relations Agency only <sup>3</sup>                                      | 10         |
|           | Others   | 5          |
| <b>B.</b> | <b><i>Extent of network of the agency</i></b>                                  | <b>10</b>  |
|           | National   | 10         |
|           | Regional   | 5          |
| <b>C.</b> | <b><i>Number of Similar Projects Completed in the last 5 years</i></b>         | <b>10</b>  |
|           | At least one nationwide campaign   | 10         |
|           | At least one regional campaign   | 5          |
|           | No campaign  | 0          |
| <b>D.</b> | <b><i>Years in Existence</i></b>   | <b>10</b>  |
|           | 5 years & above  | 10         |
|           | Below 5 years  | 5          |
| <b>E.</b> | <b><i>Projects handled in last 5years</i></b>                                  | <b>10</b>  |
|           | At least one project with contract cost equal or greater than 10 million pesos | 10         |
|           | Project with contract cost less than 10 million pesos                          | 5          |
| <b>II</b> | <b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>               | <b>20%</b> |

<sup>1</sup> Full Service Creative Agency-Ad agencies that offer a range of services are able to handle every facet of planning and implementing an advertising campaign including branding, advertising, media purchasing, web marketing, public relations, social media, etc.

<sup>2</sup> Production Agency specializes in audio-video production with service that include branding videos, concept development, creative direction, script writing etc.

<sup>3</sup> Events agency is focused on events production from strategy and planning to onsite execution and post-event follow up.

|              |  |             |
|--------------|--|-------------|
|              | Meets the minimum required personnel and years of experience                   | 20          |
|              | Meets the minimum required personnel but less than minimum years of experience | 10          |
|              | Does not meet the minimum required personnel                                   | 0           |
|              |  |             |
| <b>III</b>   | <b>CURRENT WORKLOAD RELATIVE TO CAPACITY (20)</b>                              | <b>20%</b>  |
|              | No project with contract cost equal or greater than 10M                        | 5           |
|              | 1-2 projects with contract cost greater than 10 million pesos                  | 20          |
|              | 3 or more projects with contract cost equal or greater than 10 million pesos   | 10          |
| <b>TOTAL</b> |  | <b>100%</b> |

**Note:** **NATIONAL** refers to the project's reach being the entire Philippines while **REGIONAL** refers to one or more administrative regions across the Philippines.

**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 projects <sup>4</sup> handled within the last 5 years | 10%           |
|                 | Extent of work experience of the personnel                    | 10%           |
|                 |   |               |
| <b>B.</b>       | <b>Expertise and Capability of the Firm</b>                   | <b>30%</b>    |
|                 | Integrated Marketing Campaign                                 | 15            |
|                 | Production of AVPs  | 10            |
|                 | Graphic Design  | 5             |
| <b>C.</b>       | <b>Plan of Approach and Methodology</b>                       | <b>50%</b>    |
| I.              | Creative Rendition  |               |
|                 | Integrated Marketing Campaign Strategy                        | 10%           |
|                 | Branding and positioning                                      | 10%           |
|                 | Production Flowchart  | 5%            |
|                 |   |               |
| II.             | Multimedia  |               |
|                 | Visual treatment of graphics                                  | 5%            |
|                 | AVP treatment and storyboard                                  | 10%           |
|                 |   |               |
| III.            | Strategy  | 10%           |
| <b>TOTAL</b>    |   | <b>100%</b>   |

<sup>4</sup> Similar projects such as production of creative audio video presentations

**F. Other Terms and Conditions**

1. The Approved Budget of Contract (ABC) for the project is Five (Php 15,000,000) inclusive of all applicable taxes, bank charges, agency service fee, and other fees as may be incurred in the process;
2. All AVP 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. 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;
4. In the event that the final output is not in accordance with the approved storyboard and treatment, the Agency will need to revise the materials for a maximum of 5 revisions, at no cost to DOT;
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.
6. Winning agency shall be subject to the assessment by the DOT according to the quality or 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. 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. The amount of the compensation to the selected agency shall be all-inclusive for its services.