



According to the latest study, the Philippines along with Brazil, Indonesia, Thailand, and Argentina spend the most time on Social Media – with this data, the Department of Tourism can manage to penetrate the neighboring countries that have decreasing number of visitors in the country for the past year.

**VISITOR ARRIVALS TO THE PHILIPPINES BY COUNTRY OF RESIDENCE
 JANUARY-DECEMBER 2018**

Country of Residence	JAN 2018	FEB 2018	MAR 2018	APR 2018	MAY 2018	JUN 2018	JUL 2018	AUG 2018	SEP 2018	OCT 2018	NOV 2018	DEC 2018	JAN-DEC 2018	% OF TOTAL	
ASIA															
ASEAN															
BRUNEI		702	963	1,098	650	771	948	659	533	781	638	793	1,013	0.13	
CAMBODIA		306	278	314	384	461	290	320	283	353	463	443	241	0.08	
INDONESIA		6,484	5,756	7,773	6,468	6,093	8,461	5,505	5,317	6,188	6,642	6,446	78,651	1.08	
LAOS		64	70	103	118	109	101	98	53	85	103	167	112	1.183	0.02
MALAYSIA		12,012	12,322	12,756	11,771	12,179	12,623	11,035	11,577	13,211	11,490	12,649	11,617	145,242	2.04
MYANMAR		650	662	920	890	905	776	717	714	698	880	883	955	6,830	0.14
SINGAPORE		13,627	14,460	16,281	15,463	15,971	15,674	13,144	12,612	13,152	13,427	13,794	13,794	171,795	2.41
THAILAND		4,359	4,732	4,985	7,128	6,339	4,612	4,975	4,199	4,304	4,818	5,032	4,314	69,793	0.84
Vietnam		3,147	4,357	4,298	4,927	5,173	5,473	4,541	3,871	4,144	4,112	4,403	3,782	52,328	0.73

The time spent of users on social media is a great opportunity for DOT to not only promote and increase the country’s tourism destinations and services, but to also gain engagement and build community in the digital world. Therefore, there is a need to identify the effective social media channels, and to provide engaging content that will cater to the local and international tourists.

In regards to this, the DOT will hire an experienced social media management firm to help the Department promote the Philippines as a more fun travel destination, and engage with the foreign and local visitors online.

III. Objectives and Targeted Outcome

The procurement of the services of an experienced social media management firm will assess the current performance of all official social media accounts, and conceptualize and execute a social media strategy and promotions plan to increase the visibility of Philippine-associated destinations and products that will result in higher and better engagement.

IV. Scope of Work and Deliverables

Scope of Work	Deliverables
Content Creation and Engagement Driver	<ul style="list-style-type: none"> - To create a calendar of 2019 events with supporting content to generate excitement for each event and to recap - To produce content including but not limited to videos, curated albums, infographics, GIFs to promote the Philippines' various tourist destinations and products - To provide moment and seasonal marketing content as needed - To conceptualize and execute social media activities to drive engagement, such as but not limited to contests, promos, raffles, etc. (cost of prizes must be within the ABC of this project and any required permits is care of the winning agency)
Quantitative Measures	<ul style="list-style-type: none"> - At least 1.5M organic likes and followers on Facebook official page by end of 2019 with 100K average weekly engagement (currently 1.1M) - At least 1M followers on Twitter by end of 2019 (currently @797k followers) - At least 100K followers on Instagram by end of 2019 (currently at 24.2K) - At least 100k subscribers on YouTube by end of 2019 (currently @26k subscribers) <p>With at least 60% of base coming from foreign countries.</p>
Media Schedule and Boosting	<ul style="list-style-type: none"> - To craft an effective and strategic social media plan from September 2019 to February 2020 - To present a visual media schedule for paid amplification of social media pages and posts (subject for change depending on the requirement of DOT)
Digital Media Partnerships	<ul style="list-style-type: none"> - To hire effective social media influencers and partner with booking companies that will help us promote the Philippines' tourist destinations and products
Performance Report	<ul style="list-style-type: none"> - Monitor the performance and progress of all the official social media accounts of DOT

	- Provide monthly comprehensive performance reports for the DOT's review and evaluation
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The breakdown of the social media accounts, digital placements, allocation of mileages - including the number of spots, quality of content, images and videos used, and community engagement may be modified upon recommendation of the DOT, subject to the written approval between the two parties, to achieve the objectives of the campaign and have optimal media exposure for the same.

V. Project Duration and Budget Allocation

The Approved Budget of the Contract (ABC) is **Thirty Million Pesos (Php30,000,000.00)** inclusive of all applicable taxes, agency service fees, bank charges and other fees as may be incurred in the process. The campaign will be implemented from **September to December 2019**.

MILESTONES	% OF PAYMENT
Submission of Approved communications plan and media placements	20%
Submission of rollout report of approved communications plan, strategy, and media placements for October	25%
Submission of rollout report of approved communications plan, strategy, and media placements for November	25%
Submission of rollout report of approved communications plan, strategy, and media placements for December	20%
Submission of Terminal Report for the whole campaign	10%
TOTAL	100%

VI. Qualifications

1. The agency must be a full-service media agency with the required manpower/personnel and staff that is duly established in the Philippines.
2. The agency must have been in existence for at least five (5) years, and must have produced a material targeting PH domestic market during the last three (3) years with an aggregate cost of at least twenty million pesos (P20,000,000).
3. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

VII. 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. Account Manager	10 years
2. Creative Director	10 years

3. Copywriter	10 years
4. Graphic Artist	5 years
5. Video Editor	5 years
6. Digital Strategist/ Planner	5 years
7. Community Manager	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 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.

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%
	Full Service Creative Agency or Social Media Management Firm	15%
	Production Agency	10%
	Others	5%
B.	<i>Extent of network of the agency</i>	15%
	International Partners	15%
	Domestic Partners	10%
C.	<i>Similar Projects Completed in the last 3 years</i>	10%
	Social Media Management and Strategic Planning targeting a foreign market	10%
	Social Media Management and Strategic Planning targeting a domestic market only	5%
D.	<i>Years in Existence As Social Media Management Firm or Full-Service Creative Agency</i>	10%
	5 years & above	10%
	Below 5 years	5%
E.	<i>Contract cost of Completed Projects in the last 3 years</i>	10%
	At least one project with contract cost equal or greater than 15M PHP	10%
	Projects cost less than 15M PHP	5%
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%

	Required number and positions of personnel with minimum years of experience is met	20%
	Required number and positions of personnel with less than minimum years of experience is met	10%
	Required number and positions of personnel is not met	0%
III	CURRENT WORKLOAD RELATIVE TO CAPACITY	
	Number of on-going similar and related projects relative to capacity	20%
	None	5%
	5 or more projects with contract cost equal or greater than 15M PHP	10%
	3-5 projects with contract cost equal or greater than 15M PHP	15%
	1-2 project with contract cost equal or greater than 15M PHP	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. Similar projects handled	10%
	II. Level of experience with similar nature of work	10%
B.	Expertise and Capability of the Firm	30%
	I. Services rendered in completed projects in the past three (3) years	
	Community Management	5%
	Strategic Communications	5%
	Content Production (Graphics and Video)	5%
	Copywriting	5%
	II. Experience and Credentials	
	At least three (3) successful campaigns related to Social Media Management, validated by previous clients, the agency has launched within three (3) years	5%
	At least one (1) international (outside Philippines) or local advertising or marketing – related award in the last 3 years by an award-giving body in existence for at least 10 years	5%
C.	Social Media Campaign Strategy	50%
	I. Social Media Content Plan	
	Tactics for effective reach and engagement	10%
	Choice of social media platforms	10%
	II. Content Creation	
	Virality of content – percentage of published posts that have gone viral	10%
	Hero-Hub-Hygiene Ideas	10%
	III. Over-all Impact	10%
TOTAL		100%

IX. Terms and Conditions

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the international network/s at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation.
2. 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;
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 firm 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 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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