

TERMS OF REFERENCE TPB MEDIA PLANNING AND PLACEMENT AGENCY FOR 2019

I. Project Title

Development of a media plan for the year 2019 to implement the Philippine tourism brand campaign and uplift the marketing and promotions efforts of the Tourism Promotions Board (TPB) Philippines focusing on its priority international source markets.

II. Background

Last 18 February 2019, the Department of Tourism (DOT) relaunched the country's tourism brand campaign “It's more fun in the Philippines” (IMFITP), with refreshed and vibrant branding. At the center of the relaunch is an invitation for Filipinos and foreigners alike to be “part of the fun” and support DOT's overarching pronouncements on sustainable tourism and responsible stewardship.

To complement DOT's campaign with the TPB's present management's strategic direction – high-spend, extended stay and optimal experience – the service of a media planning and placement agency is needed.

The media planning and placement agency will be tasked to set-up a unique market positioning that boosts and differentiates the Philippines as a “more fun” travel destination by customizing and mounting an integrated and aggressive tourism brand and awareness campaign in key international source markets.

The TPB, together with the media agency, will adopt a marketing approach focused on psychographics or “what motivates people” rather than demographics which zeroes in on age, propensity to travel, income, where they come from, religion, etc. For 2019, TPB's marketing and promotions will center on “people's interest”, and will shift from “hard sell” to “soft power”, building on culture, gastronomy, Filipino values and the country's unique national assets.

Henceforth, TPB as the marketing and implementing arm of the DOT now seeks to appoint an experienced media planning, buying and placement agency that will help design, execute and implement the TPB's media plan in various forms such as digital, broadcast (TV, radio), outdoor/Out-Of-Home, print, and/or other below-the-line advertising activities to supplement TPB's marketing and promotional efforts, aligning it with its strategic marketing directions.

III. Objective and Targeted Outcome

The deliverables required under this Project in the form of media plans for a two-three-month period are expected to draw attention to the Philippines through adaptive and convincing presentation in different forms of media on why “It's more fun in the Philippines” for tourists to visit.

The media plan shall serve as TPB's framework in the development and application of strategies that will provide impetus in promoting the Philippines as a preferred tourist destination, in view of TPB's target of achieving an increase in the foreign tourist arrivals (from its source markets) and contribute significantly to the 8.2 million visitor arrivals set forth by the Department of Tourism (+12.2% vs 2018) for 2019 and to the 12 million tourist arrivals by end of 2022.

IV. Scope of Work and Deliverables

Scope of Work	Deliverables
<p>Conduct customized qualitative and quantitative market research to provide actionable information and insights in:</p> <p>Assessing the landscape: Provide information (usage & attitude or U&A, behaviors, travel trends, etc) and actionable insights from TPB's consumer and social context, markets, competition, category and media environment. This assessment should provide a holistic view of the landscape across TPB's priority markets and enable the development of the media objectives, goals and strategies.</p> <p>The priority tourist markets are:</p> <ol style="list-style-type: none"> Korea USA, Canada (including overseas Filipino communities in North America) Japan China Asia-Pacific (Singapore, Malaysia, HongKong / Macau, Taiwan, Australia) Europe (UK, Germany) India <p>Target Audience: Identify the strategic target (travel enthusiasts – consumers and affluent – who TPB will appeal to and for whom the brand equity is meaningful and relevant) and/or segments that are critical for TPB in each priority market and estimate the business contribution from each segment</p> <p>Market and Media: Provide in-depth market and media environment information and analysis for all TPB priority countries/cities. This should include, but is not limited to:</p> <ol style="list-style-type: none"> Estimation/forecasting of business contribution from each of TPB's priority markets; 	<ol style="list-style-type: none"> A comprehensive, holistic global media plan (covering the priority tourist markets) for TPB for the 4th quarter of 2019 supported by all the elements indicated in the Scope of Work Timeline: within 15 calendar days from receipt of the Notice to Proceed (NTP) <p>The Media Plan should include the following information:</p> <ul style="list-style-type: none"> Media (Print, TV, Radio, OOH, Digital) Vehicle (TV Program/Channel, Publication, web platform, etc) Length / Size (Specifications) Target Reach: Total spots/insertions/GRPs/ Impressions (estimates) Total Cost (in USD or local currency of the market and in PHP) Timetable in Gantt Chart <ol style="list-style-type: none"> Implementation of Approved Media Plan until 31 December 2019 Creative Services – resizing and reformatting of existing advertising materials to be released on or before the material deadline set forth by the third party suppliers Render regular (monthly) reviews (or as needed) of the approved media plan A monthly campaign report detailing ROMI (return of marketing investment) in order to show campaign effectiveness Submit vital business analytics to measure the campaign's key objectives. This can be part of the monthly and final implementation reports. Report all negotiated / complimentary broadcast/airing; spots; insertions, etc. for the exclusive use of TPB beyond 31 December 2019, at no additional cost to TPB.

<p>b. In-depth understanding of each market's media landscape, which includes traditional and digital media (including social media)</p> <p>c. Analysis of competitors' marketing and media activities (traditional and digital media);</p> <p>d. Data science/analytics and advertising technology (Ad Tech) opportunities that may be used by TPB</p> <p>MEDIA OBJECTIVES, GOALS, STRATEGIES, MEASURES (OGSM):</p> <p>Develop the media objectives, goals and strategies that will deliver on TPB's marketing objectives and goals. Measure the OGSM based on aligned KPIs.</p> <p>Objectives: Establish clear media objectives across all priority markets that will cascade from, and deliver on, TPB's marketing objectives, goals and strategies and which are aligned with the overall tourism branding campaign. The objectives must clearly indicate 'WHERE TO PLAY' in order to enable better focus on priorities.</p> <p>Goals: Determine the goals that will deliver on the strategies. The goals must be strategic, measurable, actionable and consistent with the established media objectives.</p> <p>Strategies: Develop strategies that will deliver the goals. The strategies must identify 'HOW TO WIN' through media effectiveness, cost savings and value creation plans.</p> <p>Measures: Establish KPIs for each of the strategies and measure performance against the goals.</p> <p>MEDIA PLANNING, BUYING & IMPLEMENTATION</p> <p>Develop and deploy the strategic media plan (includes media mix, target market, prescribed media levels, top-line goals campaign duration, coverage considerations, geographic coverage), tactical media plan/schedule (includes cost optimization goals, specific</p>	<p>Notes:</p> <p>In providing the services, the Agency/ Provider shall:</p> <ol style="list-style-type: none"> Suggest and secure traditional and non-traditional sources of media inventory on a proactive and ongoing basis; Use data and insights to suggest ways to optimize and align media spend to most effective channels; Provide strong digital media capability and engagement through digital activations that could be deployed depending on nature of the market. Suggest ideas and support implementation of various digital agendas to promote affinity and lead generation in market; and Tap into Service Provider parent network to deliver Services across creative development, translation and production as and when needed <p>Reports: Provide the following reporting requirements:</p> <ul style="list-style-type: none"> ▪ Deliver monthly campaign reports on mutually agreed frequency detailing ROI (return of investment) in order to show campaign effectiveness, measured against the following KPIs: <ol style="list-style-type: none"> incremental sales lead generation (recruit email address for sign up on e-Newsletters) increase in brand equity completed views and average completion rates, cost per click audience reach and clicks to the website digital impressions delivered, where applicable ▪ Provide in-depth analysis and optimization recommendations for both creative and media placement, based on the reports given to provide pre and post campaign analysis
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<p>media formats to be scheduled across dayparts, channels and programs, R/F goals, creative aspects and media mood, flexibility, etc.)</p> <p>Media negotiations, buying and implementation will actualize the tactical media plans/schedules. Cost savings (via cost avoidance and negotiations), scheduling efficiencies and value creation will be key ROI performance metrics.</p> <p>Traditional Media</p> <ol style="list-style-type: none"> Evaluate, negotiate , buy and book appropriate traditional media channels based on type of Campaign and target audiences; Effectively use data and insights to determine choice of media channel Explore opportunities to innovate within the traditional space through media partnerships, activation ideas, and other industry standards; Audit all advertising placed to verify insertions or approved schedules; Obtain any necessary government or industry approvals. <p>Digital Media</p> <ol style="list-style-type: none"> Use targeting and data insights to develop digital marketing campaigns for most effective use of spend; Suggest appropriate messaging based on target profiles chosen; Continuously track and optimize digital campaigns and provide A/B testing; Delivery of ROI reports for digital spend tracking CTR, traffic to website, travel searches, and others in accordance with industry practice Go beyond banner advertising and explore media partnerships with suppliers and digital activation ideas that will help cut through the media clutter, build affinity, and drive lead generation. <p>Provide multiple Media Buying recommendations for each Campaign demonstrating the budget optimization that are most advantageous to TPB</p>	
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<p>Provide all proofs, clippings, digital media placements in the form of clear screenshots and broadcasts (as applicable) in relation to placed media.</p> <p>EVALUATION</p> <ul style="list-style-type: none"> ▪ Provide an evaluation of each Media Plan to assess its effectiveness and whether any additional follow up is required. Evaluation shall include whether an individual marketing or media objective was met. ▪ Provide spend reports by month and by channel measured against agreed key performance indicators which may include click-through rates (hereafter referred to as “CTRs”), increase in searches for Philippine tourism destinations, traffic to websites, cost per eyeball, and others. ▪ Assist TPB in the evaluation of media proposals being submitted to TPB Office of the Chief Operating Officer vis-à-vis agreed-upon objectives and strategy. <p>BUSINESS ANALYTICS: Provide business analytics to measure key objectives which include but are not limited to:</p> <ul style="list-style-type: none"> ▪ Gauging lifts in key metrics (campaign awareness, consideration, imagery, association and actual arrivals) ▪ Determining the ad campaign effectiveness Campaign effectiveness measurement across multi-platforms: print, digital, radio, OOH and TV channels; ▪ Determining the impact and synergies as a result of cross-platform exposure in terms of brand KPIs (where applicable) <p>ACCOUNT MANAGEMENT</p> <ul style="list-style-type: none"> ▪ Manage overall Media Buying relationship for TPB across identified markets ▪ Provide central support such as developing top level strategies and consolidated reporting and coordination; ▪ Coordinate with other agencies, such as advertising and public relations, and media outlets to ensure an integrated marketing approach and strategy; ▪ Identify all required creative and production needs to fulfill TPB campaigns; 	
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<ul style="list-style-type: none"> ▪ Disperse all necessary materials to Third Party Suppliers, and all other third parties needed where necessary; and ▪ Develop publisher, media owner and vendor relationships specifically aimed at sourcing the best opportunities for TPB 	
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V. Qualifications

The agency to be selected must be a reputable **full media planning and placement agency** with the required manpower/personnel and staff. The agency must be duly registered under Philippine laws and must have been continuously active in the industry for at least five (5) years from the time of submission of the bid documents, and must have undertaken a similar campaign required by TPB in this bidding during the last three (3) years of at least fifty percent (50%) of the approved budget cost, in a single contract, for this project.

The agency must be duly established in the Philippines and must be part of a global media network with at least three years presence in the TPB priority international markets.

The minimum required manpower / personnel to be assigned to this Project should be an organic personnel of the Agency/Provider.

VI. Minimum Required Personnel

Required Personnel	Years of Experience in handling related campaign/s required by TPB under this project
Account Director / Manager	10
Managing Supervisor	10
Strategic Media Planner	10
Digital Strategist	5
Creative Director / Manager	5
Business Analytics Manager	5

Note: Bidders may recommend additional personnel deemed fit for the Team. All additional personnel must have at least five (5) years relevant experience ¹ in the advertising and media industry.

VII. Project Duration and Budget

1. The Project Contract shall commence upon receipt of the Notice to Proceed until 31 December 2019.
2. The Approved Budget Cost (ABC) of the project for the year 2019 (for a two to three month period) for the purpose of this bidding is PHP402,000,000.00 inclusive of all applicable taxes, fixed agency service fee (no more than 5% of media cost/spend)

¹ Relevant experience refer to work experience that is relevant to the position needed as part of the personnel requirement

and production of creative materials (*Note: The cost of production of creative materials should not be beyond 3% of the total Media cost/spend*)

3. For appreciation, budget breakdown is as follows:

MARKET	AMOUNT (in PHP)	%
NORTH ASIA (Korea, Japan, China)	PHP 85,000,000.00	21.0%
NORTH AMERICA (USA, Canada, Mexico)	PHP 55,000,000.00	14.0%
ASIA PACIFIC (Australia, Hongkong/Macau, Malaysia, Singapore, Taiwan)	PHP 120,000,000.00	29.0%
EUROPE (UK, Germany)	PHP 55,000,000.00	14.0%
India	PHP 55,000,000.00	14.0%
Agency Commission, taxes and other fees	PHP 32,000,000.00	8.0%
TOTAL	PHP 402,000,000.00	100.0%

FOREX – use prevailing rate of Bangko Sentral ng Pilipinas at the time of media buy.

VIII. Criteria for Rating

- A. Eligibility Check and Shortlisting Criteria and Rating **(80% passing score)**

PARTICULARS			RATING	
I	APPLICABLE EXPERIENCE OF THE BIDDING AGENCY			70%
	A	Appropriateness of the agency	15%	
		Integrated Media Buying and Advertising Agency (15%)		
		Media Buying Agency (10%)		
		Advertising Agency/Others (5%)		
	B	Extent of network and affiliation	15%	
		Global and Local (15%)		
		Local (10%)		
	C	Years of Existence as a full Media Planning & Placement Agency	15%	
		More than 5 years (10%)		
		At least 5 years (8%)		
		Below 5 years (0)		
	D	Contract cost of completed projects in the last 3 years	10%	
		At least 1 project with contract cost equal to or greater than the ABC (10%)		
		Project cost less than the ABC (5%)		
	E	Similar projects completed in the last 3 years	10%	
		Global + Regional / Local (10%)		
		Regional + Local (5%)		
		Local only(2%)		
	F	Industry Citations received by the Agency	5%	
		Global / Regional Awards (5%)		
		Local Awards (2%)		

PARTICULARS		RATING	
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB		20%
	Required Minimum number of Personnel met with minimum number of years experience in the same position mentioned in item VI of the TOR (20%)		
	Required number of personnel met but with less than the minimum number of years experience in the same position mentioned in item VI of the TOR (10%)		
III	CURRENT WORKLOAD RELATIVE TO CAPACITY		10%
	Number of ongoing projects being handled of similar scope and nature		
	6 – above projects (10%) 0 – 5 projects (5%)		
	TOTAL		100%

B. Technical Bid/Proposal Criteria and Rating (80% passing score)

PARTICULARS		RATING	
I	EXPERTISE AND CAPABILITY OF THE FIRM		30%
A	Quality of Personnel to be assigned to the Project	10%	
	Similar Projects ² handled (5%)		
	Level of Experience with similar nature of work (5%)		
B	A member of a Global Media Agency	10%	
C	Number of international/regional media campaigns (tourism-related, an advantage) handled and successfully implemented for the past 3 years	5%	
	3 - 5 media campaigns (5%) 1 – 2 media campaigns (3%)		
D	Industry citations (international and regional combined) for the last 5 years	5%	
	3 or more awards (5%) 1 – 2 awards (3%)		

² Similar Projects to that of media buying, placements and implementation

II.	PLAN APPROACH & METHODOLOGY			70%
	A	Strategic Criteria	40%	
		Qualitative Approach (10%) <i>Go deeper into understanding insights into customer motivation and emotion</i>		
		Innovation incorporated in the proposed plan (10%)		
		Quantitative Approach (8%) <i>Glean reliable, standardized facts and statistics to guide key business decisions</i>		
		Feasibility of the media plan / campaign (7%)		
		Plan optimization (5%)		
	B	Evaluation Criteria	30%	
		Coverage of the proposed Media Plan (10%)		
		Tools used in planning and efficient buys (10%)		
		Alignment to the NTDP and to TPB's strategic directions (5%)		
		Analysis of competitor's tourism media plan – Malaysia, Thailand and Vietnam (3%)		
		Flexibility of the plan (2%)		
		TOTAL		100%

IX. Terms and Conditions

1. The shortlisted bidders shall be required to do a 45-minute presentation of their proposal and subject to Quality-Cost-Based Evaluation (QCBE). The rating will be based on the following percentage: Technical (80%); Financial (20%). The passing rate is 80%.
2. The approved media plan may be modified as the need arises during the implementation of the project, upon agreement of both Parties (TPB and Media Agency/Provider) in cases of, but not limited to travel ban, travel advisory, force majeure, and/or other fortuitous events.

X. Terms of Payment

- 15% of the contract price – upon submission of the approved media plan, and a Letter of Credit (LC) amounting to the full 15% payment;
- 70% of the contract price - progressive billing scheme, upon submission of proof of advertisement/placement, report on the actual reach of the placement, and other pertinent documents from the third party vendors i.e., Invoice from the supplier, Certificate of Airing, the likes); and
- 15% of the contract price – upon full delivery of the services and submission of supporting documents such as but not limited to detailed advertising placement report, Business Analytics, analysis on the Return of Marketing Investment (ROMI) - media cost/spend vs actual reach, etc.

Note: All payments shall be subject to the verification and validation of TPB

