

2 MONTHS SERVICE OF A PR AGENCY
Terms of Reference in hiring a PR and Media Agency

1. BACKGROUND OF THE PROJECT

As the marketing and implementing arm of the Department of Tourism (DOT), the Tourism Promotions Board (TPB) is responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services, with the end in view of increasing tourist arrivals and tourism investments; marketing the Philippines as a major Meetings, Incentives, Conventions and Exhibitions (MICE) destination; attracting, promoting, facilitating and servicing large scale events, international fairs and conventions, congresses, sports competitions, expositions and the like; ensuring the regular local and international advertisement of the country's major tourism destinations and other tourism products, including TEZs; and providing incentives to travel agencies, tour operators, wholesalers and investors abroad capable of drawing a sizeable number of tourists and tourism investments to the country. Cascading plans, programs and project of TPB to local and international stakeholders for direct and transparent communication, better cooperation and a better understanding of tourism development and management plan.

With this, services of a PR agency are essential for TPB, who will work closely with the Marketing Communications Department for PR and media relations 2 months from the date the Notice to Proceed has been signed.

2. OBJECTIVE

To contract the services of a Communication / Public Relations Agency needed to design and implement communication / public relations strategies and plan in order to positively highlight TPB as a corporation and the Philippines as a travel destination.

3. ELIGIBILITY Requirements:

- a. The agency / company must be in operation for at least 5 years

- b. Being run by credible and competent management officers with vast experience in Public Relations, Media, Marketing (tri-media and digital media) and Corporate Communications. Please submit resumes/profiles of key officers and management executives to be assigned to the project, highlighting career backgrounds of at least five (5) years in the following:
- Public Relations (local & foreign projects)
 - Journalism (print & broadcast, local & foreign)
 - Advertising/Marketing/Corporate Communications

Criteria for Shortlisting

CRITERIA	% WEIGHT
Applicable experience of the consultant and associates in case of joint ventures, considering both the overall experiences of the firm and the individual experiences of the principal and key staff including the times when employed by other consultants	35%
Qualification of personnel who may be assigned to the job vis-à-vis extent and complexity of the undertaking	40%
Current workload relative to capacity	25%

Passing rate: 85%

- c. Submit list of pertinent past and ongoing projects (for the last 5 years) handled for the government and the private sector and three (3) approved PR plans as samples
- d. Must have handled tourism-related PR projects, preferably special tourism events and info campaigns.
- e. Can provide full-service PR, Media & Marketing Communication solutions and consultancy. Please present company profile with a list of services offered.

4. DELIVERABLES

- a. Submission of a *PR plan** (including story angles, target print, TV and radio outfits for media guestings and event coverages) together with the proposal for traditional and digital media stating the following deliverables:

**PR plan is subject to change upon mutual agreement between TPB and PR agency*

- Minimum of five (5) seeded articles per month
 - Minimum of twenty-five (25) pick – ups per month
All seeded releases should be published in 3 major Philippine dailies (Philippine Daily Inquirer, Philippine Star and Manila Bulletin) and leading online news pages/magazines
 - Front page article in at least one major publication during TPB's major event (Madrid Fusion Manila, PHITEX, Mega FamTrip, MICECON, among others)
- b. Assistance during press conferences in terms of media invitation, preparation of media kits, coverage, seeding of press releases, preparation of briefing notes and other needed write-ups
 - c. *Coverage** during TPB events, PR agency shall assign a writer to join in media coverages within Manila and out of town, as needed
**Coverage to include traditional and new media*
 - d. Preparation of official statements and messages for TPB, as required
 - e. Content creation for advertorial, as required
 - f. Preparation of social media content and assistance in handling TPB's social media sites (Facebook, Twitter and Instagram), as needed
 - g. Monthly monitoring of published press releases with media values and ROI computation

5. SPECIAL CONDITIONS OF CONTRACT

- a. All output of the service provider including, but not limited to, photos, videos, news articles, messages, speeches, feature stories shall become and remain the property of TPB
- b. All output of the service provider are subject for approval of TPB (MarComm project officer) prior to release and any other form of publicity
- c. Contract ends upon completion of 2-month service

6. FINANCIAL Requirements / Terms of Payment

Budget is PHP 500,000.00 (FIVE HUNDRED THOUSAND PESOS ONLY) or retainers fee of Php 250,000 per month, inclusive of taxes and other applicable charges.

Output/Milestone	% of payment
Upon signing of contract	15% PHP 75,000.00
Submission of 1 st Month seeding / output with actual copies of materials, including media values and ROI	35% PHP 175,000.00
Submission of 2 nd Month seeding / output with actual copies of materials, including media values and ROI	35% PHP 175,000.00
Submission of terminal report	15% PHP 75,000.00
Total	100% PHP 500,000.00

For particulars please contact:

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