

TERMS OF REFERENCE

I. PROJECT

The Media Relations and Communications Division of the Tourism Promotions Board (TPB) will seek the services of a digital marketing agency to create a digital media campaign for TPB's social media assets.

II. BACKGROUND

Behind every brand is a wealth of content that helps connect the business with its audience. This content, however, should be relevant and informative not only to introduce the brand to a potential audience but to also improve its reputation, acquire new leads, and encourage conversions.

In fact, according to research, "content marketing provides conversion rates about 6 times higher than other digital marketing methods" and there are proven studies that a high percentage of online consumers make a purchase after reading recommendations online.

As the year comes to an end and with a goal of reaching 8.2 million foreign tourist arrivals in the Philippines by the end of 2019, MARCOM MEDIA aims to intensify further the online presence of the Philippines as a brand with the hope of encouraging foreign tourists to choose the country as their destination of choice.

III. OBJECTIVES

- a. To boost TPB's social media posts to reach international audiences.
- b. To create short viral videos that would promote the Philippines through the social platforms of TPB.
- c. To aid in the Department of Tourism's goal in reaching 8.2 million foreign tourist arrivals by the end of 2019.

IV. MINIMUM REQUIREMENTS FOR SUPPLIERS

The agency to be selected must be a reputable digital marketing agency with a strong creative team. The agency must be duly registered under Philippine laws and must be continuously active in the industry for at least five (5) years from the time of submission of the bid documents.

The agency must have the necessary manpower to create high-quality / world-class viral videos with requirements stipulated under the deliverables.

V. SCOPE OF WORK/DELIVERABLES

- a. TPB social media brand enhancement.
- b. Minimum of 100% increase in followers of the TPB's social media accounts such as Facebook, Instagram and Twitter.
- c. Social Media boosting of all TPB postings on Facebook, Twitter and Instagram, geotargeting TPB's top 12 source markets (China, US, Japan, Korea, UK, Malaysia, Australia, Taiwan, Hong Kong, Singapore, Germany) for the duration of the project.
- d. Content creation and boosting of (5) viral videos, 30 second / 1 minute
Possible topics:
 - Second-tier destinations to watch out for this 2020 (Catanduanes, Ilocos Norte, Romblon, Marinduque, Zamboanga, Samar, Leyte, Masbate, Soccsksargen)
 - Festivals in the Philippines
 - Bizarre food in the Philippines
 - Sustainable communities in the Philippines Worth Visiting
 - Adventures in the Philippines
 - Top 10 things to do in the Philippines this Christmas
- e. Creation of a digital media plan involving the viral videos with posting plan / timeline.
- f. Submission of sample works / videos created similar to request.
- g. Development and boosting of social media ads as needed.
- h. Report detailing return of media investment
- i. Report showing analytics / campaign results (demographic reach, number of viewers, etc)

Conditions:

- j. All photos, videos and other materials (preferably) will come from TPB. Supplier may acquire photos online when needed, providing rights of use to TPB.
- k. All materials' specification should be responsive on various social platforms FB, IG, and Twitter.
- l. Willing to render at least two weeks of FREE social media post boosting on January 2020.

VI. TIME FRAME AND SCHEDULE OF WORK

The digital marketing agency will provide the aforementioned services from the third week of November 2019 to December 2019.

VII. TECHNICAL/LEGAL ELIGIBILITY DOCUMENTS

- a. Must be accredited with the Philippine Government Electronic Procurement System (PHILGEPS)
- b. DTI Business Registration/SEC Certificate
- c. Mayor's Permit or License to Operate
- d. BIR Registration with TIN
- e. Company Profile

VIII. TERMS OF PAYMENT

15 % upon submission of digital marketing plan
30 % first month services (with initial report) for the month of November 2019
40 % second month services (with initial report) for the month of December 2019
15 % upon submission of terminal report and additional two-week social media boosting for the month of January 2020

TPB transfers to Landbank. If none, bank charges will not be covered by TPB.

Bid Price Ceiling is **PHP 700,000.00** inclusive of service charge and all applicable taxes. Cost of items in bid should be broken down. The winning bid shall be determined **based on the quality of the proposal with the most advantageous financial package cost**, provided that the amount of bid does not exceed the abovementioned approved budget.

For particulars please contact:

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