

SERVICES OF A PR AGENCY
Terms of Reference

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, who will work closely with the MARCOM Department is essential for TPB. Services will commence from the date of receipt of NTP until 31 December 2020.

2. OBJECTIVE

To contract the services of a Communication / Public Relations / Media Agency needed to design and implement communication / public relations strategies and plan in order to positively highlight TPB as the marketing arm of the Department of Tourism (DOT) and the Philippines as a travel destination.

3. ELIGIBILITY Requirements:

- a. The Public Relations/Media agency / company must be duly registered in the Philippines and must be in operation for at least (five) 5 years
- b. Managed by credible and competent management officers with vast experience in Public Relations, Media, Marketing (tri-media and digital media) and Corporate Communications. Please submit CV following the format as prescribed in the bidding documents of five (5) key officers and management executives to be assigned to the project, as follows:
 - COO/CEO or its equivalent
 - Account Manager or its equivalent
 - Copywriter or its equivalent
 - PR/Media strategist or its equivalent
 - Digital strategist or its equivalent

Preferably, personnel should have career backgrounds in the following fields:

- Public Relations
 - Journalism
 - Advertising or Marketing
 - Corporate Communications
- c. Must have handled tourism-related PR projects, preferably special tourism events and info campaigns. Submit certification from clients showing satisfactory on delivered service.
 - d. Can provide full-service PR, Media & Marketing Communication solutions and consultancy. Please present company profile with a list of services offered.
 - e. Must have experience in Crisis Communication
 - f. Must submit the following:
 - List of Metro Manila-based and regional media contacts/data base (minimum of 10 contacts for Metro Manila and 10 for regional contacts) subject to compliance under the Data Privacy Act of 2012
 - List of pertinent past and ongoing projects (for the last 5 years) handled for the government and the private sector and three (3) approved and implemented PR plans as samples

- Submit at least two (2) Crisis communication plans/guideline done for other corporation/agency

4. DELIVERABLES

- a. *Monthly PR plan** until December 2020 (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*

**Final PR Plan must be submitted within 7 working days upon receipt of NTP*

- b. Minimum of forty-five (45) seeded articles with two hundred twenty-five (225) pick – ups for the duration of the contract
- c. 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
- d. Daily monitoring and report of tourism-related news and updates through email
- e. Provide monthly comprehensive performance reports which includes published press releases in print, online platforms with corresponding with media values and ROI computation (hard and soft copies)
- f. Submission of monthly and quarterly mileage report (must be within two weeks of the following month)
- g. 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

*Coverage** during TPB events, PR agency shall assign a writer to join in media coverages within Manila and out of town, as needed (travel expense care of TPB)

**Coverage to include traditional and new media*

- h. Preparation of official statements and messages for TPB, as required
- i. Content creation for newsletter (quarterly) and advertorials, as required

- j. Assistance in content creation for TPB's social media sites (Facebook, Twitter and Instagram) to promote the Philippines' various tourist destinations
- k. Organize three (3) media rounds (including itinerary, transportations and giveaways)
- l. Develop a Crisis Communication plan/guidelines for TPB
- m. Validation and update of existing TPB Media Contacts
- n. Front page article in at least one major publication during TPB's major event (PHITEX, MICECON, among others)
- o. May provide additional services beneficial apart from as long as it's beneficial to TPB

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 prior to release and any other form of publicity

6. FINANCIAL Requirements / Terms of Payment

Budget of PHP 3,000,000.00 until 31 December 2020 inclusive of all applicable fees and taxes.

Output/Milestone	% of payment
Upon submission and approval of PR Plan	15% of the contract price
<ul style="list-style-type: none"> Completion of 15 seeded articles and 75 published articles Other deliverables as indicated in item 4 	25% of the contract price
<ul style="list-style-type: none"> Completion of additional 15 seeded articles and 75 published articles Submission of crisis communication plan/guidelines draft Other deliverables as indicated in item 4 	25% of the contract price
<ul style="list-style-type: none"> Completion of the final 15 seeded articles and 75 published articles Submission of approved crisis communication plan/guidelines Completion of media rounds 	25% of the contract price

• Other deliverables as indicated in item 4	
Submission and approval of terminal/engagement report	10% of the contract price
Total	100%

Supplier preferably have a Landbank account. Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

7. BID PROPOSALS

The bidder is expected to submit technical and financial proposals which shall be evaluated based on Quality Cost Based Evaluation (QCBE). The winning bidder must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignments:

Proposal	Weight (%)
Technical	85
Financial	15
TOTAL	100

Bidders are required to present their PR Plan and Proposal (maximum of 20 minutes) for the project.

For particulars please contact:

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Criteria for Rating

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

PARTICULARS			RATING	
I.	APPLICABLE EXPERIENCE OF THE BIDDER			70%
	A	Years active in field	30%	
		5 years and above (30%)		
		Below 5 years (25%)		
	B	Media Network Affiliation	20%	
		Affiliated with more than 10 Metro Manila and 10 Regional-based media (20%)		
		Affiliated with 10 Metro Manila and 10 Regional-based media (15%)		
	C	Successfully handled similar projects within the last 5 years (minimum of 3 tourism-related projects with at least one government project) Based on submitted certification from clients showing satisfactory on delivered service	20%	
		More than 3 tourism-related projects with at least one government project (20%)		
		3 tourism-related projects with at least one government project (10%)		
II.	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE PROJECT			20%
	Required Minimum number of personnel has 5 years of experience in Public Relations, Journalism, Advertising or Marketing or Corporate Communications			
	Personnel has 5 years of experience or more (20%)			
	Personnel has 5 years of experience (15%)			
III.	CURRENT WORKLOAD RELATIVE TO CAPACITY			10%
	Number of ongoing projects/accounts as of 2020 being handled of similar scope and nature			
	15 and below projects/accounts (10%)			
	More than 15 projects/accounts (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 handled (5%)		
		Level of Experience with similar nature of work (5%)		
	B	Number of PR and Social Media successfully implemented for the past 5 years	10%	
		More than 3 PR and Social Media plan (10%) Below 3 PR and Social Media plan (0%)		
	C	Industry citations/ awards received by the agency (international and regional combined) for the last 5 years	10%	
		Received 3 and more citations/awards (10%) Received below 3 citations/awards (5%)		
II.	PLAN APPROACH & METHODOLOGY			70%
		Creative Approach (20%) <i>Extensiveness of story angles presented</i>		
		Incorporated innovative Information and Communications Technology (ICT) in the proposed PR and Media plan (10%)		
		Feasibility of the PR Plan (10%)		
		Coverage and Cohesiveness of the proposed PR Plan (10%)		
		Tools used in monitoring (5%) *Methods, strategies, applications		
		Alignment to the National Tourism Development Plan and to TPB's strategic directions (5%)		
		Flexibility of the plan (5%) *crisis communication		
		Additional services offered to TPB (5%)		
	TOTAL			100%