

SERVICES OF A LOCAL PR AGENCY
Terms of Reference

1. BACKGROUND AND RATIONALE OF THE PROJECT

The outbreak of the COVID-19 has greatly affected the tourism industry globally. It has not only interrupted tourism activities but also stalled the industry's contribution to the country's economic growth. More importantly, this global pandemic crisis has disrupted the lives of more than 5.4 million Filipinos that rely on tourism as its source of livelihood and security.

While no one can predict how long it will take to get the pandemic under control, it is imperative now more than ever, to have a good communications and public relations campaign that will proactively address the crisis while acting upon public relations opportunities that will contribute to the industry's recovery phase.

Tourism can be a platform for overcoming the pandemic by bringing people together to promote solidarity and trust. Thus, the services of a PR Agency is a good move to ensure an open communication with the stakeholders and its clients/markets. The contracting of a PR Agency will cover the remaining period of the year to commence from the date of receipt of NTP.

2. ELIGIBILITY Requirements:

- a. The Public Relations / Media agency / company must be duly registered in the Philippines and must be in operation for at least 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, above-mentioned personnel should have career backgrounds in any of the following fields:

- Public Relations
 - Journalism
 - Advertising or Marketing
 - Corporate Communications
- c. Must have handled the PR of at least five (5) tourism-related project/event in the past. Kindly submit certification Certificate of Satisfactory completion of the project mentioned, signed by the authorized representative of the client/s.
- d. Can provide full-service PR, Media & Marketing Communication solutions and consultancy. Please submit a company profile with a list of services offered.
- e. Must have experience in Crisis Communication
- f. Must submit list the following:
- At least 10 media contacts based in Metro Manila and 10 regional / provincial media contacts subject to compliance under the Data Privacy Act of 2012.
 - Existing contacts of at least 10 foreign media is an advantage, but not required
 - 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/guidelines done previously for other corporation/agency

3. DELIVERABLES

- a. A research of the local tourism industry in light of the COVID-19 pandemic which would be the basis of the public relations plan and campaign. The research must include the following:
1. General overview of the performance of the local and global tourism industry amidst the COVID-19 crisis
 2. Impact on Philippine tourism industry
 3. Forecast for the next six months
 4. Matrix on how other countries are dealing with the crisis
 5. Identify the opportunities available
- b. *Monthly PR plan* for 5 months* (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*

- c. Minimum of twenty (20) seeded articles with one hundred fifty (150) pick – ups for the duration of the contract
- d. Publication of all seeded articles in (at least or all) 3 major Philippine news dailies (Philippine Daily Inquirer, Philippine Star and Manila Bulletin) and in leading online/digital news platforms
- e. Daily monitoring and clipping of tourism-related news, and updates on the Philippines that have a direct or indirect impact on the tourism industry
- f. Provide monthly comprehensive and performance reports to include compilation of published press releases in print, online platforms with corresponding media values and ROI computation (hard and soft copies; must be submitted within two weeks of the following month)
- g. Provide assistance during press conferences/events in inviting and ensuring media attendance, preparation of media kits, coverage, seeding of press releases, preparation of briefing notes and other needed write-ups.

Note: The Agency must assign at least one (1) Senior writer cum PR person to cover events being organized and participated in by the TPB. Travel expense and other out of pocket expenses, as allowed by law, will be c/o TPB.

- h. Vet and invite local influencers for media familiarization trips organized by TPB as necessary
- i. Prepare official statements and/or messages for TPB, as required
- j. Content creation for the following channels, as needed:
 - Newsletter (quarterly)
 - Advertorials
 - TPB Social Media pages (Facebook, Instagram, Twitter)
- k. Validate and update existing TPB Media Contacts
- l. Submit a separate comprehensive PR campaign plan and implementation for large-scale TPB-organized events such as PHITEX and MICECON (when needed)

- m. Guaranteed front page article in at least one major publication during TPB’s major events (i.e. PHITEX, MICECON, among others)
- n. May provide additional services not included in the Scope of Work provided that will be beneficial to TPB

4. SPECIAL CONDITIONS OF CONTRACT

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

5. FINANCIAL Requirements / Terms of Payment

Approved Budget for the Contract (ABC) is PHP 1,000,000.00 inclusive of all applicable taxes and charges.

| Output/Milestone | % of payment |
|--|---------------------------|
| Upon submission of the 1 st Monthly Comprehensive and Performance Report with indicated mileage and ROI | 20% of the contract price |
| Upon submission of the 2 nd Monthly Comprehensive and Performance Report with indicated mileage and ROI | 20% of the contract price |
| Upon submission of the 3 rd Monthly Comprehensive and Performance Report with indicated mileage and ROI | 20% of the contract price |
| Upon submission of the 4 th Monthly Comprehensive and Performance Report with indicated mileage and ROI | 20% of the contract price |
| Upon submission of the 5 th Monthly Comprehensive and Performance Report with indicated mileage and ROI | 20% of the contract price |
| Total | 100% |

TPB does fund transfers through Landbank. If the Supplier do not have a Landbank account, fund transfers may still be done but bank charges to be borne by the Supplier.

6. BID PROPOSALS

The bidder is expected to submit technical proposals which shall be evaluated based on Quality Cost Based Evaluation (QCBE). The winning bidder must attain at least a rating 80%.

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

For particulars please contact:

Ms. Gianna Añonuevo
Marketing Communications Department
E-mail address: gianna_anonuevo@tpb.gov.ph
Tel: 525-9310 loc 267/523-8960

Criteria for Rating

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

| PARTICULARS | | | RATING | |
|-------------|---|--|------------|-------------|
| I. | EXPERTISE AND CAPABILITY OF THE FIRM | | | 30% |
| | A | Media Affiliation | 10% | |
| | | Affiliated with 10 Metro Manila and 10 Regional media contact or more (10%) | | |
| | | Affiliated with less than 10 Metro Manila and less than 10 Regional media contact (5%) | | |
| | | Affiliated with 10 Metro Manila but no Regional media contact (3%) | | |
| | B | Number of PR and / or Social Media plan successfully implemented in the past 5 years | 10% | |
| | | More than 3 PR and / or Social Media plan (10%) Below 3 PR and / or Social Media plan (0%) | | |
| | C | Industry citations/ awards received by the agency (international and regional combined) in the last 5 years | 10% | |
| | | Received 3 and more accolades/awards (10%) Received below 3 accolades/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% |