

TERMS OF REFERENCE
DOMESTIC TOURISM WELCOME BACK CAMPAIGN
CREATIVE AGENCY

I. Project Title and Description

Domestic Tourism Welcome Back Campaign

The development of a domestic tourism promotional campaign as a bounce back and recovery initiative to mitigate the impact of economic losses incurred by the tourism industry from the massive COVID-19 outbreak and to position the Philippines as a viable destination among the local tourists with safety and fun as the main pillars

II. Background

In 2019, the Philippine tourism industry reached a record-high of 8.26 million international tourists, an increase of 15 percent from the previous year. Its continued upward trajectory and robust performance since 2009 spurred a double-digit contribution of 12.7 percent to the country's Gross Domestic Product in 2019. The industry also generated 5.4 million jobs in 2018.

The massive novel coronavirus (COVID) global outbreak, however, caused a major economic blow to the tourism industry this year. In particular, Philippine tourism experienced a 54.02% drop in tourist arrivals for the first four months of 2020. Travel restrictions, closure of tourism spots and establishments, suspension of the regular flight operations, lockdowns, and just the fear of contracting the disease via travel have led to this significant decline.

To mitigate the economic impact of the pandemic, the Philippine Government has allocated approximately PHP 6 billion to the tourism industry to focus on infrastructure development, marketing and promotions, and emergency response protocol training. Hence, the Department of Tourism (DOT), together with the Tourism Promotions Board (TPB) and all attached agencies are gearing up to revive and rebuild the industry's economic growth starting with domestic tourism.

Now that most regions are under General Community Quarantine (GCQ) after the two-month-long strict implementation of an enhanced community quarantine (ECQ) measures in Luzon and other high-risk areas, activities and operations are gradually returning to what we call now the "new normal."

As the industry gears towards the new normal and recovery, various strategies are being considered to promote and strengthen domestic tourism and cater to a new breed of travelers, with safety and fun as the main pillars. The use of advanced and latest

technologies will also play an essential role in promoting destinations, attractions, and activities here in the country.

In this regard, TPB seeks to appoint a full-service creative agency that will help develop a brand campaign and multichannel marketing plan, to position the Philippines as a viable destination among the local tourists and amp domestic tourism promotions and aid the industry to recover from the COVID-19 crisis.

III. Objective and Targeted Outcome

The deliverables required for this domestic tourism promotional campaign aims to assure and encourage local tourists that it is safe to travel domestically. Also, to position the Philippines as a viable destination among the local tourists with safety and fun as the main pillars.

Ultimately, the domestic tourism promotional campaign is expected to be a bounce back and recovery initiative to mitigate the impact of economic losses incurred brought about by the COVID-19 pandemic to the tourism industry.

IV. Scope of Work and Deliverables

Scope of Work	Deliverables
<p>Conceptualization and creation of a marketing campaign and multi-channel marketing plan</p> <ul style="list-style-type: none"> ○ The campaign must inspire and entice domestic travel to the most stunning Philippine destinations/attractions ○ The campaign will cater primarily to the local tourists ○ The campaign should not only promote domestic tourism but also generate awareness on having a safe and healthy, fun travel ○ The campaign is expected to drive engagement from the 	<p>Develop a marketing campaign that includes but not limited to the following:</p> <ul style="list-style-type: none"> a. Campaign name and messaging b. Tagline c. Objectives d. Strategy e. Multi-channel marketing plan f. Content bucket g. Timeline <p>Present and submit the proposed campaign and multi-channel marketing plan with production timeline for TPB within 15 calendar days from receipt of the Notice to Proceed (NTP). This will be subject to TPB approval.</p>

target audience	
Brand Development	Create a brand name, logo, and key visuals for the campaign
	Submit a digital and print-ready brand book for the campaign
<p>Audio-Visual Production (AVP) and Audio (only) Production</p> <ul style="list-style-type: none"> ○ It must promote the Philippine destinations/attractions and prompt viewers and the target audience to travel domestically 	<p>Produce one (1) TVC-ready omnibus Audio-Visual Presentation based on the campaign</p> <ul style="list-style-type: none"> ○ Must include production of original score ○ Can feature celebrities/influencers whose public image is aligned with the brand ○ Length/running time of the AVP: maximum of 3 minutes and minimum of 1 minute 30 seconds ○ Version: English Master with and without subtitles ○ The material will be used for digital and OOH placements ○ Drone shots and other destination video assets could be used as material
	Provide TVC – Ready edit downs: 30s and 15s/10s
	Prepare ad copies and at least five (5) translations to other languages or dialect for the AVP material as needed
	Execute resizing and reformatting of the AVP materials as required
Audio (only) Production/Radio Commercials	<p>Produce one (1) 30s radio commercial</p> <ul style="list-style-type: none"> ○ Music must be derived from/aligned with the omnibus TVC ad original score
Production of Digital Content	Conceptualize and generate sixteen (16) engaging online travel from home tours or virtual tours videos

	<ul style="list-style-type: none"> ○ It must highlight the most sought attractions and/or activities per region ○ Length/running time each video tour: maximum of 1 minute 30 seconds and minimum of 30 seconds ○ Produce 15s or 10s derivatives ○ Drone shots and other destination video assets could be used as material ○ Version: English Master with and without subtitles
	<p>Produce at least ten (10) digital social cards that are aligned with the brand design of the campaign or derived from AVP visuals</p>
	<p>Provide ad/social media copies with translations as needed for all digital materials</p>
<p>Design and Layout of Out-of-Home (OOH) Materials</p>	<p>Conceptualize and produce at least ten (10) static and five (5) dynamic digital out-of-home (OOH) advertising materials that are aligned with the brand design of the campaign or derived from the omnibus AVP material</p>
	<p>Produce ad copies with translations as needed for the OOH materials</p>
	<p>Execute resizing and reformatting of the OOH materials as required</p>
<p>Design and Layout of Print Materials</p>	<p>Create at least (10) print ads which are aligned with the brand design of the campaign or derived from AVP visuals</p>
	<p>Execute resizing and provide translations as required</p>
<p>Development of a Microsite</p>	<p>Develop and generate a microsite that will serve as the landing page for the whole campaign</p>

Reporting	Submit regular reports detailing work progress, issues, and concerns, and recommend next steps in relation to the project as part of the deliverables.
	Upon completion of the whole campaign, submit a terminal report to TPB

V. Project Duration and Budget

- development and production of materials for this campaign shall be done
1. The **campaign shall be for a period within the year, to commence upon the receipt of Agency of the Notice to Proceed (NTP).**
 2. The Approved Budget for Contract (ABC) of the project for the purpose of this bidding is **FIFTY-TWO MILLION FIVE HUNDRED THOUSAND PHILIPPINE PESOS (PHP 52,500,000.00)** inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
 - a. The compensation to be paid for the agency shall be pegged in the amount equivalent to a maximum of 10% of their proposed budget for the entire project.
 3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Payment %
Submission and approval of the complete marketing campaign proposal, brand book, and production timelines for the other creative materials to be delivered	15%
Submission of the approved storyboard for the omnibus AVP	15%
Completion and submission of omnibus AVP	15%
Completion and submission of all digital content	20%
Completion and submission of approved ooh and print materials	20%
Completion and submission of approved marketing/IEC collaterals	10%
Submission of approved terminal report for the whole campaign	5%
Total	100%

VI. Qualifications

1. The agency must be a reputable ~~full-service~~ creative agency with the required manpower/personnel and staff. The agency must be duly registered under Philippines laws.

2. The agency must have been continuously active in the industry for at least five (5) years from the time submission of the bid documents and must have undertaken and produced a similar campaign required by TPB in this bidding targeting local audiences during the last three (3) years.
3. The minimum required manpower/personnel to be assigned to this Project should be an organic personnel of the Agency/Provider.

VII. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in Handling Nationwide Accounts
1. Managing Director	10 years
2. Account Manager	10 years
3. Producer	10 years
4. Creative Director	10 years
5. Art Director/Film Director	8 years
6. Copywriter/Screenplay Writer	8 years
7. Creative Artist	5 years
8. Video Editor	5 years

Note: Bidders may recommend additional personnel deemed fit for the Team. All additional personnel must have at least five (5) years of relevant experience¹ in the advertising and media industry.

VIII. Criteria for Rating

Stage 1- Submission of eligibility documents

Stage 2- For short-listed bidders, submit brief credentials and the proposed AVP concept

1. Short listed bidders who will be declared compliant with the technical requirements on the opening of bids may be required to present their proposed campaign to the members of the Bids and Awards Committee (BAC), and the Technical Working Group (TWG), TPB officials and other tourism stakeholders that the TPB will invite during the pitch presentation if necessary.

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

2. A maximum of thirty minutes (30 minutes) will be given to each agency for its presentation to BAC and TWG Members and such other individuals to be invited by the TPB. The allotted time excludes the question and answer portion.
3. The presentation will be rated by BAC and TWG members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.

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

I	APPLICABLE EXPERIENCE OF THE BIDDING AGENCY	60%
A.	Appropriateness of the agency for the assignment	15%
	Full-Service Creative Agency ²	15%
	Production House ³ and Media Placement Agency ⁴	10%
	Others	5%
B.	Similar Projects handled in last 3 years	25%
	At least twenty-four (24) AVPs produced and published on any communication platforms	25%
	Eighteen (18) to twenty-three (23) AVPs produced and published on any communication platforms	20%
	Twelve (12) to seventeen (17) AVPs produced and published on any communication platforms	15%
	Less than twelve (12) AVPs produced and published on any communication platforms	10%
C.	Years in Existence as a Creative Agency or Production Agency	10%
	10 years & above	10%
	5-9 Years	5%
D.	Contract Cost of Completed Projects in the last 3 years	10%
	At least three (3) projects with contract cost equal or greater than PHP 52.5 Million	10%
	Less than three (3) projects with contract cost equal or greater than PHP 52.5 Million	5%
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%

² Full-Service Creative Agency is an advertising agency that offers a range of services and is able to handle every facet of planning and implementing an advertising campaign including branding, advertising, media purchasing, web marketing, public relations, social media management, graphic design, etc.

³ Production House specializes in audio-video production with service that include branding videos, concept development, creative direction, script writing, etc.

⁴ Media buying ad agencies focus on media planning and media buying, and they usually tailor their services to a specific channel. They identify a time frame, recommend a budget, and establish markets for reaching the target audience.

	Required number and positions of personnel with minimum years exceed the minimum amount by at least 50% or four (4) additional personnel with at least 5 years experience	20%
	Required number and positions of personnel with minimum years of experience is met	15%
III	CURRENT WORKLOAD RELATIVE TO CAPACITY	20%
	Number of on-going similar and related projects relative to capacity	
	1-4 projects with contract cost equal or greater than PHP 52.5 Million	20%
	5 or more projects with contract cost equal or greater than PHP 52.5 Million	15%
	No projects with contract cost equal or greater than PHP 52.5 Million	10%
	TOTAL	100%

B. Technical Bid/Proposal Criteria and Rating (70% passing score)

CRITERIA		RATING
A.	Competence of Personnel to be assigned to the project	20%
	I. For Managing Director, Account Manager and Creative Director – Handled at least 5 similar campaigns/projects or handled similar campaign/project contracts amounting to (3) years during their entire career	10%
	II. For Producer, Art Director, Copywriter/Screenplay Writer, Creative Artist and Film Director – Produced at least one (1) AVP material for similar campaigns/projects.	10%
B.	Expertise and Capability of the Firm	30%
	I. Services rendered in completed projects in the past 3 years	
	Research or Insight Gathering	2%
	Creative Conceptualization	5%
	Multimedia Production	3%
	AVP Production	5%
	II. Experience and Credentials	
	At least three (3) successful projects related to brand management or marketing, validated by previous clients, the agency has launched within 3 years	10%

		At least one (1) international or local award in Advertising/ Marketing in the last three (3) years by an award-giving body in existence for at least 10 years	5%
C.	Quality of Proposal		50%
	I.	Production	
		Originality of AVP concept and treatment	15%
		Resonance of AVP concept and treatment to target audience and communication objectives	10%
	II.	Branding	
		Marketability of logo, key visuals and messaging	15%
		Originality of brand concept	10%
TOTAL			100%

IX. Other Terms and Conditions

1. All materials produced during the period of engagement shall be amenable to edits at no cost to the TPB for a maximum of 5 revisions.
2. The selected full-service creative agency shall be subject to an assessment of the TPB as to the effectiveness of any phase of the campaign launched.
3. All advertising and creative concepts and original materials (raw and edited) formulated and designed in conjunction with this campaign shall be owned by TPB with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally. This should be submitted to the TPB in a sturdy hard drive/s

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