

**TERMS OF REFERENCE**  
**THE NEW NORMAL FOR TRAVELLING**  
**CREATIVE AGENCY**

**I. Project Title and Description**

“New Normal for Travelling” Campaign in the Philippine Tourism Industry

The brand development and content production of the Philippine tourism industry’s “New Normal for Travelling” campaign to target all local tourists in the country

**II. Background**

Tourism is one of the most hard-hit sectors with the recent coronavirus (COVID-19) outbreak. This year, the Philippines 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, and just the fear of contracting the disease via travel, have led to this significant decline.

On March 16, 2020, the entire Luzon was placed under the enhanced community quarantine (ECQ) to limit the spread of the COVID-19 virus. The ECQ was initially set to last only until April 30 however, due to the rapid increase of infected cases in some high-risk areas an extension until the end of May was deemed necessary.

With Metro Manila now under general community quarantine (GCQ) and most regions under modified general community quarantine (MGCQ), the Department of Tourism together with Tourism Promotions Board (TPB) and all attached agencies are gearing up for the bounce back and revival of the country’s tourism industry to mitigate the economic impact of the pandemic. The tourism industry needs to quickly adapt to the transition brought about by the outbreak or what we now call the “new normal.”

As traveling will gradually take steps to return to a new normal, the tourism industry will adopt the new standard protocols and measures to ensure the safety of tourists and stakeholders amid COVID-19. And to help equip the industry stakeholders with knowledge and resources they would need towards post-lockdown and recovery.

The Tourism Promotions Board (TPB) will launch a “New Normal for Traveling” campaign that will focus on positioning the Philippines as a viable destination among the local tourists. And aim to raise awareness and educate both tourists and stakeholders on the new standard safety and health protocols in the tourism industry as it transitions to the new normal. This campaign will likewise support the domestic tourism promotions.

In this regard, TPB will engage the services of a Full-Service Creative Agency to conceptualize, design, and produce effective and informative advertising materials to help realize its set objective in positioning the Philippines as a safe and viable destination among the local tourists.

### III. Objective and Targeted Outcomes

The deliverables required under this project aims to position the Philippines as a viable destination among the local tourists and educate them on the new standard health and safety protocols in the tourism industry as precautionary measures concerning the COVID-19 pandemic.

In addition, the campaign seeks to generate awareness and strengthen domestic tourism promotions within the Philippines. Lastly, but most importantly, it hopes to assist the tourism industry to recover slowly from the COVID-19 crisis.

### IV. Scope of Work and Deliverables

Scope of Work	Deliverables
Creation and execution of a brand campaign	Develop a brand campaign for the New Normal in the Tourism Industry project which is feasible within the year that includes but not limited to the following: <ul style="list-style-type: none"> <li>○ Campaign name and messaging</li> <li>○ Tagline</li> <li>○ Key visuals</li> <li>○ Logo</li> <li>○ Communications plan</li> <li>○ Timelines</li> </ul>
Present or submit the proposed brand campaign and Production Timetable* within fifteen (15) calendar days from receipt of the Notice to Proceed (NTP). *Subject to TPB's approval	Present or submit the proposed brand campaign within fifteen (15) calendar days from receipt of the Notice to Proceed (NTP). <b>This will be subject to TPB approval</b>
	Submit a digital and print-ready brand book for the campaign
Production of Audio-Visual Presentations (AVPs) <ul style="list-style-type: none"> <li>○ The AVPs must highlight the standard protective measures and disinfection procedures that are being implemented in the identified tourist areas</li> <li>○ The AVPs must raise awareness and inform the tourists on the new standard</li> </ul>	Produce one (1) AVP for each of the identified tourism sectors/areas: <ul style="list-style-type: none"> <li>a. Planes</li> <li>b. Airports</li> <li>c. Boats</li> <li>d. Seaports</li> <li>e. Hotels</li> <li>f. Restaurants</li> <li>g. Tours</li> <li>h. Tourism Spots</li> </ul>

<p>protocols to prevent the spread of COVID, to assure them that it is safe to travel again during the new normal</p> <ul style="list-style-type: none"> <li>○ The AVPs must feature the efforts of the tourism industry in protecting the health of tourists and stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>○ Length/running time of each AVP: Maximum of 3 minutes and minimum of 1 minute and 30 seconds</li> <li>○ Version: English Master with and without subtitles</li> <li>○ The AVP materials will be used for digital and OOH placements</li> </ul>
	Provide derivatives of 30s, 15s and 10s
	Prepare ad copies and at least five (5) translations to other languages or dialect as needed
	Execute resizing and reformatting of the AVP materials as required
Design and Layout of OOH Materials	Conceptualize and produce at least five (5) 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 AVP materials
	Execute resizing and reformatting of OOH materials as required
<p>Creation of Digital Information, Education, Communication (IEC) Content</p> <ul style="list-style-type: none"> <li>○ The digital materials and content must inform and educate the audience on the new standard safety and health protocols of the Philippine Tourism Industry</li> </ul>	Produce at least five (5) infographics on the new safety and health protocols and measures being adopted by the Tourism Industry
	Produce at least three (3) explainer or animated AVP with a minimum of 2 minutes running time
	<p>Produce at least five (5) online live events/podcasts that will cater to private stakeholders in the tourism industry</p> <p>Specifications for the online live event/podcast includes:</p> <ul style="list-style-type: none"> <li>○ 1 host</li> <li>○ 4-5 Guest Speakers from different tourism sectors</li> <li>○ Marketing and Strategic Communications</li> <li>○ Concept and Art Direction</li> <li>○ Social Media Copy</li> <li>○ Post editing for social media uploading</li> </ul>

	Provide ad/social media copies with translations as needed for all digital materials
Development of a Microsite	Develop and generate a microsite that will serve as the landing page for the whole campaign
Production of Marketing/IEC Collaterals	Design and produce two (2) flyer/brochure-type IEC materials containing health and safety protocols per tourist destination/ area or information and updates on the tourism industry's efforts related to the COVID-19.
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

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 **FORTY-TWO MILLION PHILIPPINE PESOS (PHP 42,000,000.00)** 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:

<b>Milestones</b>	<b>Payment %</b>
Submission and approval of the complete branding campaign proposal, brand book, and production timelines for the other creative materials to be delivered	15%
Completion and submission of AVP 1-4 and derivatives	25%
Completion and submission of AVP 5-8 and derivatives	25%
Completion and submission of all ooh materials	10%
Completion and submission of all digital materials	10%
Completion and submission of approved marketing/IEC collaterals	10%
Submission of approved terminal report for the whole campaign	5%
<b>Total</b>	<b>100%</b>

## 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 relevant experience<sup>1</sup> 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

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

Group (TWG), TPB officials and other tourism stakeholders that the TPB will invite during the pitch presentation if necessary.

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)**

<b>I</b>	<b>APPLICABLE EXPERIENCE OF THE BIDDING AGENCY</b>	<b>60%</b>
A.	Appropriateness of the agency for the assignment	15%
	Full-Service Creative Agency <sup>2</sup>	15%
	Production House <sup>3</sup> and Media Placement Agency <sup>4</sup>	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 42.0 Million	10%
	Less than three (3) projects with contract cost equal or greater than PHP 42.0 Million	5%
<b>II</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	<b>20%</b>

<sup>2</sup> 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.

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

<sup>4</sup> 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%
<b>III</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>20%</b>
	Number of on-going similar and related projects relative to capacity	
	1-4 projects with contract cost equal or greater than PHP 42.0 Million	20%
	5 or more projects with contract cost equal or greater than PHP 42.0 Million	15%
	No projects with contract cost equal or greater than PHP 42.0 Million	10%
<b>TOTAL</b>		<b>100%</b>

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

<b>CRITERIA</b>		<b>RATING</b>
<b>A.</b>	<b>Competence of Personnel to be assigned to the project</b>	<b>20%</b>
	I. <b>For Managing Director, Account Manager and Creative Director</b> – Handled at least 5 similar campaigns/projects or handled similar campaign/project contracts amounting to (3) years during their entire career	10%
	II. <b>For Producer, Art Director, Copywriter/Screenplay Writer, Creative Artist and Film Director</b> – Produced at least one (1) AVP material for similar campaigns/projects.	10%
<b>B.</b>	<b>Expertise and Capability of the Firm</b>	<b>30%</b>
	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%
<b>C.</b>	<b>Quality of Proposal</b>	<b>50%</b>
	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%
<b>TOTAL</b>			<b>100%</b>

#### 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 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.

**END**