

TERMS OF REFERENCE

TRAVEL BINGO CHALLENGE (Interactive Game Based Tourism Marketing Platform) 4th Quarter 2020 Event Management Service

I. BACKGROUND

The digital revolution has led to the emergence of the concept of smart destinations in which knowledge and information are accessible to all stakeholders, facilitating them to carry out continuous innovation of their activities as much as possible. Without using digital technologies to enable adequate public-private consumer collaboration, it is almost impossible to achieve a thriving market of destinations' geographical attributes.

New technologies such as social, mobile technology, and gaming provide technological tools for developing such experiences. According to the World Travel Market Report, 'gamification' is a significant trend for the coming years in tourism, which will appeal to consumers across all age demographics.

Digital technology is re-shaping the entire marketing mix. In terms of game-based marketing, the product is known as "virtual experiential marketing." Adapting to smart destination marketing, the Tourism Promotions Board (TPB) considers **Travel Bingo Challenge** as an interactive game-based tourism marketing tool. The primary motivation to play a tourism game is to gain practical information about the destination and socialize with other people. This activity will reflect a mixture of tourist needs and motivations. Players will start with basic information seeking, but they will seek more challenging and achieving elements that reflect some of the gameplay's intrinsic motivation when they get to experience the game.

II. OBJECTIVES

1. To build a positive image of the country's existing and emerging destinations.
2. To generate a higher public and consumer engagement by introducing various tourism sites and attractions virtually in a more fun and informative way.
3. To guide the consumers to plan their future domestic travel.
4. To instill among the game participants and the viewing public a sense of a "Pride of Place."

III. TARGET AUDIENCE/VIEWERS

1. Bingo enthusiasts
2. Generation X, Y, and Z

The Travel Bingo Challenge has seventeen (17) episodes. There will be a maximum of 150 players per game who will be given a maximum of 45 minutes to play except for the FINAL BINGO Game.

IV. DATES

Below is the schedule of the Travel Bingo Challenge games to commence in the second week of November 2020.

WEEK / DAY	EPISODE	GAME	FEATURE DESTINATION	No. of Players
Week 0	Launch of the Travel Bingo Challenge			
Week 1				
Day 1	Episode 1		Region 12 (SOCCSKSARGEN)	150
Day 2	Episode 2		Region 13 (CARAGA)	150
Day 3	Episode 3		Region 15 (Bicol)	150

Week 2				
Day 1	Episode 4		Region 9 (Zamboanga Peninsula)	150
Day 2	Episode 5		Region 11 (Davao)	150
Day 3	Episode 6		Region 10 (Northern Mindanao)	150

TIMEFRAME	EPISODE	GAME	FEATURE DESTINATION	No. of Players
Week 3				
Day 1	Episode 7		Region 6 (Western Visayas)	150
Day 2	Episode 8		Region 8 (Eastern Visayas)	150
Day 3	Episode 9		Region 7 (Central Visayas)	150
Week 4				
Day 1	Episode 10		Region 4A (CALABARZON)	150
Day 2	Episode 11		Region 4B (MIMAROPA)	150
Day 3	Episode 12		Region 3 (Central Luzon)	150
Week 5				
Day 1	Episode 13		Region 2 (Cagayan)	150
Day 2	Episode 14		CAR (Cordillera Administrative Region)	150
Day 3	Episode 15		Region 1 (Ilocos)	150
Day 4	Episode 16		National Capital Region	150
Week 6	Episode 17		Grand BINGO	60

V. SCOPE OF WORK

- a. Conduct of pre-publicity and promotion of the “Travel Bingo Challenge”
 1. Virtual media launch
 2. Distribution of press releases
 3. Posting to social media platforms
 4. FaceBook ad (boosting conversion) within the Philippines.
- b. Conceptualize the mechanics of the “Travel Bingo Challenge”:
 1. Formulate a process in registering, screening, and accepting interested players by designing an e- registration form and by using a QR Code.
 2. Manage a database of online registration.
 3. Provide three (3) E-Bingo cards per player, and each card will be played based on the assigned episode indicated in the card.
 4. Produce a required number of e-bingo cards for the duration of the Bingo program. The front side of the e-card frame corresponds to the assigned number of the e-card frame. However, the flip or backside of the card frame carries images of various Philippine tourism attractions.
 5. Produce the e-Mother Bingo Board carrying all numbered frames. Each frame has a corresponding image of the Philippine tourist destinations in which the Bingo Master will cite the short description or trivia.

- c. Conduct actual implementation of the seventeen (17) episodes using platforms dedicated to the players (zoom) and FB live streaming for public viewers compatible with video, voice, content sharing, and chat that runs across mobile devices and desktops.
 - 1) Allows use of the platform for more than 2 hours.
 - 2) It allows a maximum of 500 users per game.
- d. Provision of professionals/talents
 - 1) E-Bingo Game Master or celebrity host
 - 2) Voice Over talent
- e. Secure and register the “Travel Bingo Challenge” game with the Board of Investment of the Department of Trade and Industry (DTI).
- f. Provision of the script based on the approved Program.

Timeframe	Activity
15mins	Host accepts all 150 valid players
2mins	Message from the Department of Tourism Regional Director or Officer-in-Charge (featured destination)
3 mins	Options: Playback DOT “Wake Up in the Philippines” Playback DOT Regional AVPs Playback RTF AVP Game Rules /Announcement/Reminder
20 mins	Game Proper Awarding of Prizes End of Game Announcement of Next Episode and Game number

- g. Document and record the overall proceeding per episode.
- h. Provision of all technical requirements for the conduct of the E-Bingo Game
- i. Provide ice breakers (quick survey, playback of AVPs, announcement, etc.)
- j. Develop an online survey/evaluation of the game and submit a statistical report and analysis based on the result, including the viewers’ comments/feedback.
- k. Bidders must be able to make a presentation (maximum of 20 minutes) of their Plan Approach.
- l. Provision of mobile load
For 6 episodes /1 launching (Smart Prepaid card) / 1 (Globe Prepaid card) for 4 Months
- J. Send travel voucher and TPB gift to all winner via courier service (nationwide)

Service provider to submit:

- a. Concept and mechanics of the “Travel Bingo Challenge.”
- b. Samples of creative ads/graphics
- c. Database of players

TPB to provide:

- a. The suggested list of E-Bingo Master
- b. Authorized to release prize to winners
- c. Invite Department of Tourism Regional Directors for Opening Message

VI. ELIGIBILITY REQUIREMENTS

- a. Must be a Filipino owned, operated, and legally registered company that handles events and programs under the Philippine laws;
- b. Must be duly registered with the Philippine Government Electronic Procurement System (PhilGEPS).
- c. Must have a professional track record in handling online and offline events for six months.
- d. Must have handled at least three (3) online events or web conferences.
- e. Must have handled at least two (2) tourism-related projects/events.
- f. Company profile

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract is **NINE HUNDRED FIFTY THOUSAND PESOS ONLY (PHP 950,000.00)**, inclusive of all applicable fees and taxes. The cost of items in the 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 above-mentioned approved budget. The deadline for submission of bids should be at a time and place specified in the request for quotation (RFQ).

VIII. TERMS OF PAYMENT

Payment for the service provider shall be based on the completion of each phase of the project as follows:

Phase	Payment Tranche	Percentage of Payment
Phase 1: Upon submission of the approved Game Plan, Mechanics and E-Bingo Master, Statement of Account, confirmation of speakers, and the required eligibility requirements stated in item VI.	1st payment	15%
Phase 2: After the implementation of Episode 1 & 2 and the submission of the following: 1. Statement of Account 2. Two (2) copies of the Game Plan 3. Three (3) copies of the Terminal Report 4. Complete listing of winners	2 nd payment	35%
Phase 3: After the implementation of Episode 3 & 4 and the submission of the following: 1. Statement of Account 2. Two (2) copies of the Game Plan 3. Three (3) copies of the Terminal Report 4. Complete listing of winners	3rd payment	35%
Phase 4: After the implementation of Episode 5 and the submission of the following: 1. Statement of Account 2. Two (2) copies of the Game Plan 3. Three (3) copies of the Terminal Report 4. Complete listing of winners	4th payment	15%