

**TERMS OF REFERENCE**  
**FULL-SERVICE MEDIA AGENCY FOR TACTICAL LOCAL MEDIA PLACEMENTS**

**I. Project Title and Description**

Development of a TPB Tactical Local Media Placements

The development of a tactical local media plan to implement the domestic tourism campaign on various media platforms to help promote domestic travel within the Philippines and mitigate the economic impact brought about by the COVID-19 outbreak.

**II. Background**

The recent COVID-19 outbreak has severely affected the global tourism industry. In particular, the Philippine tourism industry's tourist arrivals experienced about 52.4% drop within the first four months of 2020. To mitigate the economic impact of the decline of tourists traveling in the Philippines, the Department of Tourism (DOT) together with the Tourism Promotions Board (TPB) and all its attached agencies, are redirecting its strategies to strengthen domestic tourism by releasing campaigns that focuses on the country's regional getaways and local destinations for local travelers and the safety protocols being adopted by the tourism industry as precautionary measures to limit the spread of the COVID-19 virus.

To complement this campaign, a tactical local media placement plan is imperative for the immediate information dissemination and at the same time strengthening the DOT and TPB's stance to promote domestic travel within the Philippines.

In this regard, TPB seeks to appoint an experienced media planning and buying agency to orchestrate the media plan and maximize the advertising reach toward our target audience through various media venues such as digital, broadcast (TV and radio), outdoor/out-of-home (OOH), and print.

**III. Objective and Targeted Outcome**

- The deliverables required under this Project in the form of media plans are expected to:
- a. Saturate the domestic market with various media platforms (TV, Radio, Print OOH, and Digital) with the local tourism campaign;
  - b. Increase local travelers in the hardest hit tourism destinations such as Cebu, Bohol, Boracay, etc.,

#### IV. Scope of Work and Deliverables

Scope of Work	Deliverables
<p>Creation of a customized qualitative and quantitative market research on the effective platforms to promote domestic travel within the Philippines</p>	<p>Provide information (usage &amp; attitude or U&amp;A, behaviors, travel trends, etc.), actionable insights from TPB’s consumer and social context, markets, competition, category, and media environment.</p>
	<p>Identify the target (travel enthusiasts – consumers and affluent – who TPB will appeal to and for whom the brand equity is meaningful and relevant) and/or segments that are critical for TPB and estimate the business contribution from each segment.</p>
<p>Media Planning and Buying</p>	<p>Submit a comprehensive tactical local media plan feasible for three (3) months for TPB within fifteen (15) calendar days from receipt of the Notice to Proceed (NTP).</p> <p>The Media Plan (Visual Media Schedule) should include the following information:</p> <ul style="list-style-type: none"> <li>● Media (Print, TV, Radio, OOH, Digital); Vehicle (TV Program/Channel, Publication, web platform, etc.) <ul style="list-style-type: none"> <li>a. TV – strategic number of TV spots in free TV and paid networks across all regions</li> <li>b. Radio – radio ads/DJ spiels in regional radio stations</li> <li>c. Print – print ads in top/leading local broadsheets</li> <li>d. OOH – recommended locations and types of OOH ads across all regions (LED, Transit Ad execution)</li> </ul> </li> </ul>

	<p>e. Digital – digital ads placements and specific digital media platforms</p> <ul style="list-style-type: none"> <li>● Tactical programs such as, but not limited to, event placements, co-promotional activities with travel-related brands and platforms, film tourism and influencer marketing</li> <li>● Length / Size (Specifications) of material requirements and duration of the placements</li> <li>● Target Reach: Total spots/insertions/GRPs/ Impressions (estimates)</li> <li>● Total Cost</li> <li>● Timetable in Gantt Chart</li> </ul> <p>Submitted media plan will be subject to TPB approval</p> <p>Use data and insights to suggest ways to optimize and align media spend to most effective channels</p> <p>Provide strong digital media capability and engagement through digital activations that could be deployed depending on the nature of the market</p> <p>Suggest ideas and support implementation of various digital agendas to promote affinity and lead generation in target markets</p> <p>Tap into Service Provider parent network to deliver Services across creative development, translation, and production as and when needed</p>
Creative Services	Purchase necessary creative assets (e.g. photos/images, etc.) related to the campaign or advertising material.

	Execute resizing and reformatting of existing creative materials to fit the required media placement specifications
	Submit final artwork of the revised creative material
	Provide necessary translations, as needed
Implementation and Reporting	Suggest and secure traditional and non-traditional sources of media inventory on a proactive and ongoing basis
	Disperse all necessary materials to third party suppliers, and all other third parties needed where necessary
	Develop publisher, media owner and vendor relationships specifically aimed at sourcing the best opportunities for TPB
	Manage social media accounts for the uploading and/or boosting of creative materials and copies as needed
	Provide hard and soft copies (printed and stored in sturdy hard drive such as CD, USB or EHD-external hard drive) of all proofs, clippings, digital media placements in the form of clear screenshots and broadcasts (as applicable) in relation to placed media
	<p>Deliver monthly campaign reports on mutually agreed frequency detailing ROI (return of investment) for implemented or rendered placements in order to show campaign effectiveness, measured against the identified/suggested KPIs or metrics such as but not limited to:</p> <ul style="list-style-type: none"> <li>● lead generation</li> <li>● increase in brand equity</li> <li>● completed views and average completion rates</li> <li>● cost per click</li> </ul>

	<ul style="list-style-type: none"> <li>● audience reach and engagement/clicks to the website</li> <li>● digital impressions delivered, where applicable</li> </ul> <p>Include vital business analytics and insights report to measure the campaign's key objectives upon completion of the whole campaign</p> <p>Upon completion, provide in-depth analysis and optimization recommendations for both creative and media placements, based on the reports given to provide pre and post-campaign analysis.</p> <p>Conduct a post-report meeting/workshop at no additional cost to TPB.</p>
Account Management	<p>Manage overall Media Buying relationship for TPB nationwide</p> <p>Provide central support such as developing top level strategies and consolidated reporting and coordination.</p> <p>Coordinate with other agencies, such as advertising and public relations, and media outlets to ensure an integrated marketing approach and strategy.</p> <p>Identify all required creative and production needs to fulfill TPB campaigns</p> <p>Render regular (weekly) reviews of the approved media plan and submit minutes of the meeting.</p> <p>Report all negotiated/ complimentary broadcast/airing; spots; insertions, etc. for the exclusive use of TPB at no additional cost to TPB.</p>

	Provide an updated media plan including the additional negotiated/complimentary media values.
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**V. Project Duration and Budget**

1. The Project Contract shall commence upon receipt of the Notice to Proceed (NTP), implementation of the approved media plan and placements will run for three (3) months.
2. The Approved Budget for Contract (ABC) of the project for the purpose of this bidding is **PHP 25,000,000.00** inclusive of all applicable taxes, fixed agency service fee (no more than 5% of media cost/spend) and production of creative materials (*Note: The cost of production of creative materials should not be beyond 3% of the total media cost/spend*).

**VI. Qualifications**

The agency to be selected must be a reputable full-service media agency with the required manpower/personnel and staff. The agency must be duly registered under Philippine laws and must have been continuously active in the industry for at least five (5) years from the time of submission of the bid documents.

The minimum required manpower/personnel to be assigned to this Project should be an organic personnel of the Agency/Provider.

**VI. Minimum Required Personnel**

Required Personnel	Years of Experience in handling related campaign/s required by TPB under this project
Account Director / Manager	10
Managing Supervisor	10
Strategic Media Planner	10
Digital Strategist	7
Creative Director / Manager	7
Business Analytics Manager	7
Graphic Designer/Artist	5
Media Analyst	5

**Notes:**

- **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. Bidders must include in the submission of bid documents the complete work experience of all personnel who may be assigned to the job and project.**
- **Bidders must show the extent of experience of each personnel to be tapped in relation to the position they will be assigned to in this project. Include a brief description of job responsibilities.**  
**Example: Person assigned as Account Manager, must show extent of experience, minimum of 10 years in handling/managing accounts.**
- **Bidders must submit and comply with the curriculum vitae file format provided**
- **Bidders must submit certification of successfully implemented projects for the past 5 years from previous clients**

**VIII. Criteria for Rating**

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

PARTICULARS		RATING	
I	<b>APPLICABLE EXPERIENCE OF THE BIDDING AGENCY BASED ON SUBMITTED STATEMENT OF ON-GOING AND COMPLETED CONTRACTS FOR THE PAST FIVE (5) YEARS</b>		<b>70%</b>
A	Appropriateness of the full-service media agency	20%	
	Full-Service Media Buying and Advertising Agency (20%)		
	Media Planning and Buying Agency (15%)		
	Public Relations Agency/Others (10%)		
B	Extent of network and affiliation <sup>2</sup>	15%	
	Nationwide and with global affiliation – capacity for media placements in all 16 local regions of the country (15%)		
	Nationwide but without global affiliation (13%)		
	Regional – capacity for media placements is only limited to selected regions (10%)		

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

<sup>2</sup> Please submit certification or any equivalent document

	C	Years of existence as a full-service media planning & placement agency based on the articles of incorporation	15%	
		More than 5 years (15%)		
		At least 5 years (10%)		
		Below 5 years (0)		
	D	Contract cost of completed projects in the last 5 years	10%	
		At least 1 project with contract cost equal to or greater than the ABC (10%)		
		Project cost 12 million to 24.9 million (5%)		
		Project cost below 11.9 million (0)		
	E	Similar projects completed in the last 5 years	10%	
		Media Plan targeting the entire Philippines for a nationwide campaign (10%)		
		Media Plan targeting the select regions only (5%)		
<b>II</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>			<b>20%</b>
		Required Minimum number of Personnel met with minimum number of years' experience in the same position mentioned in item VI of the TOR (20%)		
		Required number of personnel met but with less than the minimum number of years' experience in the same position mentioned in item VI of the TOR (10%)		
		Required number and positions of personnel and number of years' experience is not met (0)		
<b>III</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>			<b>10%</b>
		Number of ongoing projects being handled of similar scope and nature <sup>3</sup>		
		6 – above projects (10%) 0 – 5 projects (5%)		

<sup>3</sup> Similar scope and nature to that of market research, media planning and buying, creative services, implementation and reporting, and account management for a tourism branding campaign



<b>TOTAL</b>	<b>100%</b>
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B. Technical Bid/Proposal Criteria and Rating (80% passing score)

PARTICULARS		RATING	
<b>I</b>	<b>EXPERTISE AND CAPABILITY OF THE FIRM</b>		<b>30%</b>
<b>A</b>	<b>Quality of Personnel to be assigned to the Project</b>	<b>10%</b>	
	Similar Projects <sup>4</sup> handled (5%)		
	Level of Experience with similar nature of work Met minimum level of experience requirement (5%) Unmet minimum level of experience requirement (0)		
<b>B</b>	<b>Number of related nationwide/regional advertising and media campaigns that the agency has handled and successfully implemented for the past 5 years, validated by previous clients<sup>5</sup></b>	<b>10%</b>	
	3 - 5 advertising/media campaigns (10%) 1 - 2 advertising/media campaigns (5%)		
<b>C</b>	<b>Industry citations (international and nationwide combined) for the last 5 years<sup>6</sup></b>	<b>10%</b>	
	3 or more awards (10%) 1 - 2 awards (5%)		
<b>II.</b>	<b>PLAN APPROACH &amp; METHODOLOGY</b>		<b>70%</b>
<b>A</b>	<b>Strategic Criteria</b>	<b>40%</b>	
	Qualitative Approach (10%) <i>Go deeper into understanding insights into customer motivation and emotion</i>		
	Innovation incorporated in the proposed plan (10%)		
	Quantitative Approach (8%) <i>Glean reliable, standardized facts and statistics to guide key business decisions</i>		
	Feasibility of the media plan / campaign (7%)		

<sup>4</sup> Similar Projects to that of media buying, placements and implementation

<sup>5</sup> Please submit certification of successfully implemented projects for the past 5 years

<sup>6</sup> Please submit proof of citation received by the agency in the last 5 years.

		Plan optimization (5%)		
	<b>B</b>	<b>Evaluation Criteria</b>	<b>30%</b>	
		Coverage of the proposed Media Plan (10%)		
		Tools used in planning and efficient buys (5%)		
		Tactics for effective reach and engagement (5%)		
		Additional Media Values for PR negotiated with the media partners (5%)		
		Flexibility of the plan <sup>7</sup> (5%)		
<b>TOTAL</b>				<b>100%</b>

#### IX. Other terms and Conditions

1. The shortlisted bidders shall be required to do a 45-minute presentation of their proposal and subject to Quality-Cost-Based Evaluation (QCBE). The rating will be based on the following percentage: Technical (80%); Financial (20%). The passing rate is 80%.
2. The approved media plan may be modified as the need arises during the implementation of the project, upon agreement of both Parties (TPB and Media Agency/Provider) in cases of, but not limited to travel ban, travel advisory, force majeure, health hazards, outbreaks and/or other fortuitous events to achieve the objectives of the campaign and have optimal media exposure for the same.
3. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised or modified by the local network(s) at no cost on the part of TPB for the purpose of translating said segment(s) or phase(s) for future implementation.

#### X. Terms of Payment

<b>MILESTONES</b>	<b>% OF PAYMENT</b>
Submission of the approved and signed media plan and an irrevocable letter of credit (LOC) equivalent to the amount of the initial 15% payment	15%
Submission of the TPB signed implementation report of the approved media plan and placements for the 1 <sup>st</sup> month of rollout	20%
Submission of the TPB signed implementation report of the approved media plan and placements for the 2 <sup>nd</sup> month of rollout	20%

<sup>7</sup> Contingencies and reallocation

Submission of the TPB signed implementation report of the approved media plan and placements for the 3 <sup>rd</sup> month of rollout	25%
Full delivery of the services and submission of supporting documents such as but not limited to detailed implemented placement report, business analytics and analysis on the Return of Marketing Investment (ROMI)* reports - media cost/spend vs actual reach, etc.	20%
<b>TOTAL</b>	<b>100%</b>

**Notes:**

- ***All payments shall be subject to the verification and validation of TPB***
- ***Submit complete, detailed, and transparent third-party media invoices on each cost item, for each Third-Party Supplier contract, indicating negotiated cost, fees, and any additional discount. All documents must be certified as a true copy.***
- ***ROMI should not be lower than 150%***