

TERMS OF REFERENCE
DEVELOPMENT AND PRODUCTION OF PRESS RELEASES AND
SOCIAL MEDIA BOOSTING AND ADVERTISING OF DIGITAL CONTENTS
December 2020 to February 2021

I. Project Title and Description

Development and Production of Press Releases and boosting of marketing contents through social media for the Ultimate Bucket List Adventure to target local travel consumers in the country.

II. Background

The Ultimate Bucket List Adventure, in partnership with Philippine Tour Operators Association, Inc. (PHILTOA), is part of the Tourism Promotions Board's (TPB) consumer engagement incentive program that encourages domestic tourists to travel within the country by availing specific tour packages from participating DOT-Accredited tour operators/agents.

The program aims to encourage local tourists to travel and explore the country to help revive local tourism businesses, eventually contributing to the Philippine tourism industry's recovery.

Participating travelers are required to finish their series of tours and activities following the Bucket List guidelines and criteria.

Tours offered by PHILTOA are arranged in circuit destinations in Luzon, Visayas, and Mindanao. Successful entries will receive an individual incentive tour package (Voucher) from TPB. Participants who successfully completed their bucket list adventure circuit are entitled to win a full-board package tour voucher to be provided by TPB.

From December 2020 – February 2021, the TPB will roll out marketing and promotional initiatives through digital ads and other promotional activities to boost the traveling public's participation and engagement to avail of the actual tour program in 2021.

In this regard, TPB will engage the services of an ad agency to develop and produce press releases, as well as social media boosting and circulation of marketing contents from December 2020 to February 2021.

III. Objective and targeted Outcomes

The deliverables required under this project is to extensively promote the program to the public consumers and eventually encourage them to participate and travel to the Philippines once restrictions to travel are lifted.

The marketing activity seeks to regain public confidence and interest to travel domestically and generate domestic tourist arrivals and tourism receipts and eventually spur socio-economic benefits among local communities.

IV. Scope of Work and Deliverables

Scope of Work	Deliverables
Development and media circulation of Press Releases	Development of five (5) Press Releases, to be circulated to media partners/connections, from December to February 2020.
Promotion/circulation and boosting of digital content through Social Media platforms - The digital materials and content must be circulated and advertised through agreed/authorized Facebook, Instagram, and YouTube accounts of the TPB.	One (1) AVP for the overall campaign/activity, one (1) Infomercial video detailing the mechanics/how to join, and one (1) infographic content (poster/image), to be boosted for ten (10) days from Dec 2020 - February 2021 (specific schedule of boosting will be further advised). TPB will advise the winning bidder once the contents are ready for boosting. The ten (10) days of native posting will be divided from December 2020 to February 2021, targeting a maximum of 50,000 local social media users per day.
	Upon completion of the promotional campaign, submit a terminal report with its supporting documents to TPB.

	All deliverables to be released and boosted must be with approval from the TPB.
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V. Project Duration and Budget

1. The development and production of the deliverables shall be for December 2020 – February 2021 to commence upon the receipt of the Agency of the signed and approved Notice to Proceed (NTP).
2. The approved Budget for Contract (ABC) of the project for this bidding is **FIVE HUNDRED THOUSAND PESOS ONLY (PhP 500,000.00)** inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Payment %
Approval of Press Release contents and submission of media listings	15%
Submission of all Press Releases and circulation to all media connections	85%
Completion of Social Media Boosting of marketing contents	
Submission of terminal report detailing posting analytics and engagements	
Total	100%

VI. Qualifications

1. The agency must be a reputable advertising agency with the required workforce/personnel staff. The agency must be duly registered under Philippine laws and must be able to submit the following:
 - DTI Business Registration/SEC Certificate
 - Articles of Incorporation
 - Business or Mayor’s Permit

- Valid PhilGEPS Certificate / Membership
2. The agency must have been continuously active in the industry for at least three (3) years and must have undertaken and produced a similar campaign in the last three (3) years. Submit a list of ongoing and completed private and government contract for the last 3 years whether similar or not to the project.
 3. The minimum required workforce/personnel assigned to this Project should be the Agency/Provider's organic personnel. Submit CV of key personnel to be assigned to the project.

VII. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in Handling Nationwide Accounts
Account Manager	3 years
Writer	3 years
Social Media Marketing Specialist	3 years

Note: Bidders may recommend additional personnel deemed fit for the Team. All other personnel must have at least three (3) years of relevant experience in the advertising and media industry.

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

CRITERIA		RATING
A.	Competence of Personnel to be assigned to the project	20%
	I. For Account Manager – Handled at least 5 content creation/marketing campaign contracts amounting to (3) years during their entire career	10%
	II. For Writer and Social Media Marketing Specialist – Produced, developed, and marketed at least five (5) press releases and social media materials for marketing/advertising campaigns	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	3%
		Marketing Promotion	5%
		Multimedia Production	5%
		Marketing Write-up Capacity	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%
C.	Quality of Proposal		50%
	I.	Production	
		Originality of concept and treatment	15%
		Resonance of concept and treatment to target audience and communication objectives	10%
	II.	Branding	
		Marketability of key visuals and messaging	15%
		Originality of marketing theme/concept	10%
TOTAL			100%

Bidders will be given a maximum of 15 minutes to present their Plan of Approach and Methodology.

Proposal	Weight
Technical Proposal	80%
Financial Proposal	20%

VIII. 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 company shall be subject to assessment of the TPB as to the effectiveness of any phase of the content production.
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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