

## **ANNEX A: TERMS OF REFERENCE**

### **TERMS OF REFERENCE (TOR) TRAVEL FEATURETTE PROJECT PRODUCTION HOUSE/CREATIVE AGENCY**

#### **I. PROJECT TITLE AND DESCRIPTION**

The Tourism Promotions Board (TPB) Philippines, in close coordination with the DOT Branding & MARCOM team, seeks the services of a production house/company or creative agency to produce video blog footage or full/complete vlogs that will showcase the reopening of Philippine tourism destinations and the travel safety protocols. The production will commence from the time the contract is awarded until 31 December 2021.

#### **II. BACKGROUND**

When the World Health Organization (WHO) declared the coronavirus disease (COVID-19) outbreak as a pandemic on March 11, 2020, it forced the Philippines to take precautionary measures to mitigate the spread of the virus. This involved travel restrictions including the shutting down of airports and closure of Philippine borders. As a result, both international and domestic tourist receipts declined and an estimate of 4.8 million local tourism workers became unemployed or underemployed.

To alleviate the dismal effect of the pandemic and help bring back the tourism industry and also the overall Philippine economy, the Department of Tourism (DOT) and the TPB continuously worked with the Inter-Agency Task Force on Emerging Infectious Diseases (IATF - EID) and local government units (LGUs) to slowly and safely reopen Philippine tourism destinations.

The revival of Philippine tourism started with the reopening of Boracay. Soon, the regional travel corridor strategy was implemented to enable seamless travel for tourists within the BLUPISIN areas, which include Baguio City, the provinces of La Union, Pangasinan, Ilocos Sur, and Ilocos Norte.

As of April 2021, the Philippine destinations open for leisure travel and have released protocols and guidelines for local tourists are Laguna, Manila, Palawan, Bataan, Boracay, Batangas, Cebu, Ilocos Norte, Baguio City, Siargao, Ilocos Sur, and Bohol. Meanwhile safety guidelines are still being finalized for Pampanga, Rizal, Quezon, Sorsogon, Capiz, Bacolod City, Dumaguete City, Surigao City, Surigao Del Sur, and Butuan.

But the Philippine tourism industry and overall economy will not survive simply by reopening its tourism destinations. It is also important for local tourists to visit these destinations. Therefore, the public must be made aware of the reopened Philippine destinations through digital / online means not only to encourage them to travel but to also give Filipinos a clear picture of how safe and fun travelling around the Philippines still is.

### III. OBJECTIVES

The creation of the travel video blog footages are targeted to consumers of travel videos online, specifically 18-60 years old Filipinos looking to travel domestically in the New Normal. The project also aims to achieve the following objectives:

1. Encourage Filipinos to travel locally in the new normal.
2. To show that our reopened destinations are safe, fun, and exciting to visit.
3. To inspire other Philippine destinations that have yet to fully embrace the reality of the new normal to also reopen, following health and safety protocols, to restore the jobs and livelihoods lost to the pandemic.
4. To raise awareness on the safety protocols when visiting or travelling to the reopened destinations.

### IV. SCOPE OF WORK AND DELIVERABLES OF CONSULTANT

SCOPE OF WORK	DELIVERABLES
Conceptualize and prepare storyline/storyboard/s for the 30 short-form videos on Philippine destinations	Present concept plan and storyline/storyboard/s for the 30 short-form videos on Philippine destinations and personnel list for the project.
Shoot and provide editable files, curated images/shots as well all raw footages and b-rolls that would create 30 short-form videos on Philippine destinationscaptioni	<p>Each video should run for a minute (60s) to three minutes (180s).</p> <ul style="list-style-type: none"> <li>• Key messaging of the videos should mainly focus on the New Normal of Travel and emphasis should still be on the featured products and places.</li> <li>• Treatment should be cinematic yet informative, candid and not too pompous; a combination of the blogs below:</li> </ul> <ol style="list-style-type: none"> <li>1. Ashlie Jow: <a href="https://www.youtube.com/user/AshlieJVideography">https://www.youtube.com/user/AshlieJVideography</a></li> <li>2. Eric -travel9to5 <a href="https://www.youtube.com/watch?v=9xTtsV3nWwc">https://www.youtube.com/watch?v=9xTtsV3nWwc</a></li> <li>3. Megan O'Rourke <a href="https://www.youtube.com/watch?v=YmQNRZd7Tsk&amp;t=19s">https://www.youtube.com/watch?v=YmQNRZd7Tsk&amp;t=19s</a></li> </ol>
	Turnover editable video files curated images/shots, raw footages, b-rolls 2 days after the trip / shoot.
	Prepare short write-ups, titles, and captioning for social media for each of the produced videos/materials

	Provide release file/s in HD (1080p) MP4 or MOV format but also submit a smaller sized file/s for uploading in social media platforms such as Facebook, Instagram, Tik-Tok.
	Must be able to edit videos and text content (write-ups, titles, and captioning for social) media for each of the produced videos/materials as needed.
	Must be able to incorporate graphics / animation and purchase necessary creative assets such as music backgrounds or sound effects as needed.

**V. QUALIFICATIONS**

1. The production house/company or creative agency must be duly registered in the Philippines and must be in operation for at least 3 years.
2. The production house/company or creative agency must have successfully handled at least 3 similar projects (Conceptualized/directed/produced/edited vlogs) that have been published in reputable online sources/platforms within the last 3 years, based on submitted certification from clients showing satisfactory on delivered service.
3. The production house/company or creative agency must be fully equipped with hand-held tools (e.g., cameras, laptops, internet, microphones, lighting, recording materials, etc.) to produce and submit output. (Submit equipment list)
4. The Art Director/ Film Director shall serve as the project manager and spearhead the project conceptualization and execution.
5. The production house/company or creative agency must have a production team willing and able to:
  - Travel around the country
  - Closely coordinate with TPB and DOT regarding travel itinerary
  - Shoulder travel expenses and fulfill travel requirements
  - Be responsible for the team’s personal belongings / safety at all times.

**VI. MINIMUM REQUIREMENT FOR PERSONNEL**

<b>Required Personnel</b>	<b>Skill Qualification and Minimum Years of Experience</b>
<b>1. Art Director/ Film Director (1)</b>	Must have a minimum of at least three (3) years of experience in the ff:  a. Project conceptualization execution and management

	<p>b. Directing with a repertoire that includes published / publicly released video ads, vlogs, digital ads, print magazine shoots, etc</p> <p>c. Copywriter (Due to the limited number of personnel who will be allowed to travel per destination (only 2), the Director should be able to alternatively work as a copywriter during the filming on each location. )</p>
<b>d. Videographer (2)</b>	Must have a minimum of at least three years of experience in photography and videography with a repertoire that includes published / publicly released video ads, vlogs, digital ads, print magazine shoots, etc.
<b>e. Copywriter (1)</b>	<p>Must have a minimum of at least three (3) years of experience in the ff:</p> <p>a. Copywriter (Must have written works (three or more) have been published in lifestyle magazines/, digital publications and ads.</p> <p>b. Director (Due to the limited number of personnel who will be allowed to travel per destination (only 2), the Copywriter should be able to alternatively work as a director and give direction to the videographer during the filming on each location)</p>
<b>f. Video Editor (1)</b>	Must have a minimum of at least (3) three years of experience in video editing with a repertoire that includes published / publicly released video ads, vlogs, digital ads, print magazine shoots, etc.

*Note:* Please submit CV and work portfolio following the format as prescribed in the bidding documents

**VII. ADDITIONAL REQUIREMENTS OF CONSULTANT**

1. Must agree that all rights and ownership of all types of content shall become the property of the TPB.
2. Must only use creative assets (music/sound effect) with no licensing expiry in case of purchase of music/sound effect for the producing travel video blog materials.
3. Following health protocols and as a safety precaution, the production team would be limited to only two (2) personnel at a time per filming of the reopened destination. Assigned personnel, preferably the one (1) Director or Copywriter and one (1) Videographer, should also perform other tasks expected from the production team which are necessary for the travel video blog production during each destination filming.

## VIII. CRITERIA FOR RATING

**Stage 1-** Submission of eligibility documents

**Stage 2-** For short-listed bidders, submit brief credentials and the proposed travel video blog concept plan

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.
2. Proponents will be required to make a presentation (maximum of 20 minutes) of their Plan Approach for the project. The proposals shall be evaluated using Quality Cost-Based Evaluation (QCBE). The allotted time excludes the question and answer portion. The winning proposal must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignment:

Proposal	Weight
Technical Proposal	80%
Financial Proposal	20%

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)

PARTICULARS			RATING	
I.	<b>APPLICABLE EXPERIENCE OF THE CONSULTANT/FIRM</b>			<b>50%</b>
	A	Years active in field	20%	
		3 years and above (20%)		
		Below 3 years (0%)		
	B	Successfully handled similar projects (Conceptualized/directed/produced/edited video blog footage or full / complete vlogs) that have been published in reputable online sources/platforms within the last 3 years, based on submitted certification from clients showing satisfactory on delivered service.	30%	

	More than three(3) related projects within the three(3) years (30%)		
	At least three(3) related projects within the last three(3) years (25%)		
	Less than three(3) related projects within the last three(3) years (0%)		
<b>II.</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE PROJECT</b>		<b>30%</b>
	Required minimum number of personnel has minimum 3 years of experience of conceptualizing/directing/producing/editing vlogs		
	Three(3) years or more (all personnel) – 30%		
	Below three(3) years (any personnel) – 0%		
<b>III.</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>		<b>20%</b>
	Number of ongoing projects/accounts as of 2021 being handled of similar scope and nature		
	Below five(5) projects (20%)		
	Five(5) and above projects (10%)		
	<b>TOTAL</b>		<b>100%</b>

**B. Technical Bid/Proposal Criteria and Rating (80% passing score)**

RTICULARS		RATING	
<b>I.</b>	<b>QUALITY OF PERSONNEL WHO MAY BE ASSIGNED TO THE PROJECT</b>		<b>40%</b>
<b>A</b>	<b>Art Director/ Film Director</b>	10%	
	At least one(1) Art Director/ Film Director skilled in directing travel video blogs with at least three(3) years of experience		
<b>B</b>	<b>Videographers</b>	10%	
	At least two(2) videographers skilled in photography and videography with at least three(3) years experience each		
<b>C</b>	<b>Copywriter</b>	10%	
	At least one(1) writer whose written works (three or more) have been published in lifestyle magazines/		

		digital publications and ads with at least three(3) years experience		
	<b>D</b>	<b>Video Editor</b>	10%	
		At least one(1) video editor with at least three(3) years experience		
II.		<b>EXPERIENCE OF THE CONSULTANT/FIRM</b>		20%
	<b>A</b>	<b>Number of related projects successfully handled last year</b>	<b>10%</b>	
		Three(3) and above related projects within the last three(3) years (10%) Below three(3) related projects within the last three(3) years (5%)		
	<b>B</b>	<b>Industry citations/ awards received by the agency (international and regional combined) for the last 5 years</b>	<b>10%</b>	
		Received three(3) and more citations/awards (10%) Received below three(3) citations/awards (5%)		
III.		<b>PLAN APPROACH &amp; METHODOLOGY</b>		40%
		Creative Approach and Concept <i>Extensiveness of story angles presented</i>	<b>10%</b>	
		Key messaging in the proposed concepts of video blogs focus on the New Normal of Travel of the Proposed Video Blog Concepts	<b>10%</b>	
		Incorporated Travel Safety Protocols and Health Guidelines in the proposed concepts of video blogs	<b>10%</b>	
		Alignment to the National Tourism Development Plan and to DOT and TPB's strategic directions	<b>5%</b>	
		Flexibility of the plan	<b>5%</b>	
		<b>TOTAL</b>		<b>100%</b>

## IX. PROJECT DURATION AND BUDGET

1. The project will commence upon receipt of Notice to Proceed (NTP) up to 31 December 2021.
2. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Payment %	Milestones
15%	Submission of approved travel video concept plan, personnel list
25%	After the submission of the requirements for the FIRST batch of ten(10) videos; (there will be a total three(3) batches to accommodate 30 videos)
25%	After the submission of the requirements for the SECOND batch of ten(10) videos; (there will be a total three(3) batches to accommodate 30 videos)
25%	After the submission of the requirements for the THIRD batch of ten(10) videos; (there will be a total three(3) batches to accommodate 30 videos)
10%	Turnover of all materials and submission of terminal report

TPB does fund transfers through Landbank. If the Supplier does not have a Landbank account, fund transfers may still be done but bank charges to be borne by the Supplier.

Approved Budget for the Contract (ABC) is **PHP 5,000,000.00** inclusive of service charge and all applicable taxes. Cost of items in 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 ABC.

For particulars please contact:

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