

**TERMS OF REFERENCE**  
**FULL-SERVICE MEDIA AGENCY FOR TPB'S 2021 LOCAL MEDIA PLAN AND PLACEMENTS**  
*As of 30 July 2021*

**I. Project Description**

TPB seeks to engage the services of a Full-Service Media Agency for the development and implementation of TPB's 2021 local media plan to strengthen the domestic tourism promotions efforts and re-establish the Philippines as a preferred destination for safe and fun experiences.

**II. Background**

The COVID-19 pandemic severely affected the Philippine Tourism Industry. The travel restrictions along with the closure of both international and domestic airports and borders to limit the spread of the virus resulted in the significant decline in tourist arrivals, receipts, and the sudden loss of tourism jobs and livelihood.

To mitigate the adverse impact of the pandemic, the Department of Tourism, Tourism Promotions Board, and all its attached agencies redirected its strategies and initiatives in tourism recovery to rebuild trust and the confidence in travel and re-establish the Philippines as a preferred destination for identified customer interests.

Last year the DOT launched the "Have a Safe Trip, Pinas" campaign to promote safe travels to the local tourists as various tourism destinations and travel borders gradually reopen. This was supported by TPB through the release of the "Handa" AVP that aims to inform and educate the travelling public and tourism stakeholders of the health and safety protocols for travel in the new normal to limit the spread of the COVID-19 virus.

TPB is also set to release various informational materials that highlight the health and safety protocols being observed in the different tourism sectors as part of the campaign. Further, taking into account that domestic tourism will lead the recovery of the tourism industry, a domestic welcome back campaign has been initiated and will be launched within the year to promote the reopened tourist attractions and activities in the country.

With the IATF's pronouncement of the uniform protocols for local travel and the roll out of the vaccination program, the development and implementation of a local media plan is imperative to establish adherence to health and safety protocols when travelling and encourage domestic travel.

In this regard, TPB seeks to appoint an experienced full-service media agency that will help design and execute the TPB's local media plan and placements in digital,

traditional, and other media platforms to boost TPB’s marketing and promotion efforts and support bounce back initiatives for Philippine Tourism recovery.

**III. Objectives and Targeted Outcome**

The engagement of the services of a Full-Service Media Agency aims to:

- a. Strengthen domestic tourism promotions through the digital platforms and sustain awareness through traditional and other media platforms (TV, radio, OOH, etc) featuring the Philippine Tourism Industry campaigns;
- b. Inspire future travel to jumpstart local travel demand and increase the number of local travelers to reopened destinations;
- c. Boost the promotional efforts in rebuilding of tourism in regions and communities severely affected by the pandemic to help restore jobs and livelihood

Moreover, the deliverables required under this Project in the form of media plans and placements are expected to rebuild trust and the confidence in travel, to aid tourism industry stakeholders and local communities to bounce back. Ultimately, to re-establish the Philippines as a preferred destination for safe and fun experience.

**IV. Scope of Work and Deliverables**

Scope of Work	Deliverables
Market/Media Research	<p>Conduct a customized qualitative and quantitative research <sup>1</sup>for TPB to provide an in-depth market and media environment information and analysis in the Philippines.</p> <p>The research must provide and identify the following information such as but not limited to:</p> <ul style="list-style-type: none"> <li>● Current media landscape and digital trends;</li> <li>● Demographics (age, sex, socio economic class, etc.);</li> <li>● Target audience/ segment;</li> <li>● Consumer usage and attitude, behavior;</li> <li>● Consumer and travel trends;</li> <li>● Effective media platform/s per</li> </ul>

<sup>1</sup>The research must be presented as part of the pitch presentation and must be submitted prior to the implementation of the project. Bidders may use of refer to their existing data from market scan and studies conducted by the agency

	<p>segment and per region in the Philippines;</p> <ul style="list-style-type: none"> <li>● Top sources of travel information</li> </ul>
<p>Media Planning, Buying, and Implementation</p>	<p>Submit a local integrated media plan feasible for three to five 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 (Digital, Print, TV, Radio,OOH);</li> <li>● Vehicle (Web/Social Media Platform, TV Program/Channel, Publication, etc.) <ul style="list-style-type: none"> <li>○ Digital –programmatic/ social media platforms, travel/tourism websites,etc.</li> <li>○ TV – strategic number of TV spots in free TV and paid networks across all regions</li> <li>○ Radio – radio ads/DJ spiels in top radio stations</li> <li>○ Print – print ads in top/leading local broadsheets or magazines</li> <li>○ OOH – recommended locations and types of OOH ads (LED, Transit Ad execution, etc.)</li> </ul> </li> <li>● On-ground events/BTL activation specific to the promotion of Philippine destinations and products, when necessary</li> <li>● Length / Size (Specifications) of material requirements and duration of the placements</li> <li>● Target Reach/Engagement: No. of spots/ insertions/ views/ impressions (estimates)</li> <li>● Total Cost</li> <li>● Timetable in Gantt Chart</li> </ul>

	<p>The submitted media plan will be subject to TPB approval. Agency should be able to implement the plans within 5 working days upon receipt of the signed and <b>approved final media plan</b>.</p>
	<p>Use data and insights to suggest ways to optimize and align media spend to most effective channels; Provide multiple Media Buying recommendations for each Campaign demonstrating the budget optimization that are most advantageous to TPB</p>
	<p>(Digital) Provide strong digital media capability and engagement through digital activations that could be deployed depending on target segment</p> <p>Research and recommend appropriate content or ad material for the digital/social media platforms;</p> <p>Conceptualize and produce content or ad material featuring identified Philippine destinations or products that will drive optimum reach and engagement to digital/social media platforms. When necessary, partner with travel/tourism influencers or content creators.</p>
	<p>(Traditional) Explore opportunities to innovate within the traditional space through media partnerships, activation ideas, and other industry standards; Obtain any necessary government or industry approvals</p>
	<p>All official and editable materials will be provided by TPB. Agency shall execute resizing and reformatting of existing creative materials to fit the required media placement specifications, purchase creative assets if necessary.</p> <p>Submit final artwork of the revised creative material to TPB</p>

	Provide necessary translations and ad or social media copy, as needed
	Manage social media accounts for the uploading and/or boosting of ad materials, as needed
Coordination and Negotiation	<p>Negotiate with all media vendors/suppliers/partners on rates, spots, bonuses, etc. for consideration and approval of TPB; Acquire additional media values</p> <p>Negotiation with media partners should include but not limited to:</p> <ul style="list-style-type: none"> <li>● Resizing/Reformatting/Re-layout of existing materials (inclusive of translation to required dialect/s or language/s)</li> <li>● Conceptualization of advertising materials and purchase of necessary creative assets (photos/images, music licenses, etc.) if necessary</li> <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> </ul> <p>Develop publisher, media owner and vendor relationships specifically aimed at sourcing the best opportunities for TPB. Give access to media contacts if and when necessary</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>Assist in the evaluation of media proposals submitted by other media suppliers (publications, TV programs, digital/online platforms, etc) to TPB</p>
	Deliver monthly implementation and spend

	<p>reports and assessment on mutually agreed frequency detailing ROMI (return of marketing investment) for implemented or rendered placements in order to show campaign effectiveness, measured against the appropriate/applicable KPIs or metrics such as but not limited to:</p> <ul style="list-style-type: none"> <li>● completed views and average completion rates</li> <li>● cost per click (CPC)</li> <li>● audience reach and engagement/clicks to the website or ad material</li> <li>● digital impressions delivered, where applicable</li> </ul> <p>Cost savings (via cost avoidance and negotiations), scheduling efficiencies and value creation will be key ROMI performance metrics.</p> <p>The assessment shall serve as basis for any modifications in the Media Plan to accommodate a more fitting approach to address deficiencies identified, if any.</p>
	<p>Audit all advertising placed to verify insertions or approved schedules.</p> <p>Provide all proofs (soft and hard copies), to include but not limited to: Certificate/Proof of Airing/placement, clippings, digital media placements in the form of clear screenshots and broadcasts (as applicable) in relation to placed media.</p>
	<p>Upon completion, submit a terminal report to TPB with in-depth analysis and optimization recommendations for both creative and media placements, based on the implementation and spend reports to provide pre- and post-campaign analysis. Include vital business analytics and insights to measure the campaign objectives and determine the campaign's effectiveness and</p>

	<p>impact</p> <p>Conduct a post-report meeting/workshop at no additional cost to TPB.</p>
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**V. Project Duration and Budget**

1. The implementation of the Project Contract shall be for a period of three (3) to five (5) months to commence upon the receipt of the Notice to Proceed (NTP)
2. The Approved Budget for Contract (ABC) for the purpose of this bidding is **PHP85,100,000.00** inclusive of all applicable taxes, fixed agency service fees (no more than 10% of media cost/spend)
3. For appreciation, the proposed budget breakdown is as follows:

Digital Media (71.9%)	₱50,000,000.00	Search, Programmatic; Facebook, YouTube, Instagram, Tourism/Travel Websites, etc.
TV, OOH, Radio (16.5%)	₱11,500,000.00	TV: Spots in free TV (GMA, PTV, etc) and paid networks (CNN PH, etc); Radio: Radio ads/DJ Spiels in top radio stations; OOH: LED billboards, transit ads, etc.
Print and Other Tactical Placements (11.5%)	₱8,000,000.00	Print: Full-color page ad in top/leading local broadsheets or magazines
Agency Service Fee (ASF), VAT, bank charges, and other fees	₱15,600,000.00	ASF maximum of 10%, 12% VAT, bank charges and other fees that may be incurred in the process
<b>TOTAL Contract Price</b>	<b>₱85,100,000.00</b>	Assumption: Total Media Placement budget: ₱69,500,000.00

*Note: Agency may adjust the % accordingly, especially in the ASF. Digital/Online gets the bigger share of the pie. Above breakdown is for budget purposes only.*

**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. And must have undertaken a similar campaign (local media planning and placements) in this bidding during the last five (5) years of at least fifty percent (50%) of the approved budget cost, **in a single contract**, for this project.

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

## VII. Minimum Required Personnel

Required Personnel	Years of Experience in handling related campaign/s required by TPB under this project
Account Director	10
Managing Supervisor	10
Digital Strategist/Planner	7
Strategic Media Planner	7
Media Buyer	7
Creative Director	7
Digital Media Buyer	5
Graphic Designer/Artist	5
Data Analyst	5
Copywriter	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>2</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.*

<sup>2</sup> Relevant experience refers to work experience that is relevant to the position needed as part of the personnel requirement



- Bidders must submit and comply with the curriculum vitae file format provided in TPF6
- 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>60%</b>
A	Appropriateness of the Full Service Media Agency	20%	
	Integrated Media Buying and Advertising Agency (20%)		
	Media Planning and Buying Agency (15%)		
	Advertising Agency, Public Relations Agency, and Others (10%)		
B	Extent of network and affiliation <sup>3</sup>	10%	
	Nationwide and with global affiliation – capacity for media placements in all 16 local regions of the country (10%)		
	Nationwide but without global affiliation (8%)		
	Regional capacity for media placements is only limited to selected regions in the Philippines (5%)		
C	Years of existence as a full-service media planning & placement agency based on the articles of incorporation	10%	
	More than 5 years (10%)		
	At least 5 years (5%)		
D	Similar projects completed in the last 5 years <sup>4</sup>	10%	
	3 and above Media Plans targeting the entire Philippines for a nationwide campaign (10%)		
	1-2 Media Plans targeting the entire Philippines for a nationwide campaign (5%)		
	2 and above Media Plans targeting the select regions in the		

<sup>3</sup>Please submit certification or any equivalent document

<sup>4</sup>Bidders must specify in the statement of ongoing and completed projects form if engagement is nationwide or regional; Bidders to submit proof

		Philippines only (2%)		
	E	Similar projects completed in the last 5 years with at least one contract equivalent to 50% of the ABC (Php42,550,000.00)	10%	
		1 or more similar projects with contract cost equal or greater than Php42,550,000.00 (10%)		
		Similar projects with contract cost less than Php42,550,000.00 (0)		

<b>II</b>		<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>		<b>30%</b>
		Required number and positions of personnel with minimum years of experience with additional 6 personnel following any of the profiles of the identified minimum required personnel mentioned in item VII of the TOR (30%) 1. Account Director 2. Managing Supervisor 3. Digital Strategist/Planner 4. Strategic Media Planner 5. Media Buyer 6. Creative Director 7. Digital Media Buyer 8. Graphic Designer/Artist 9. Data Analyst 10. Copywriter		
		Required number of personnel with minimum number of years' experience in the same position mentioned in item VII of the TOR is met (25%) 1. Account Director 2. Managing Supervisor 3. Digital Strategist/Planner 4. Strategic Media Planner 5. Media Buyer 6. Creative Director 7. Digital Media Buyer 8. Graphic Designer/Artist 9. Data Analyst 10. Copywriter		
<b>III</b>		<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>		<b>10%</b>
		Number of <b>ongoing projects</b> being handled of similar scope, nature <sup>5</sup> and contract cost		
		Two (2) projects or less (10%) Three (3) or more projects (5%)		

<sup>5</sup>Similar scope and nature to that of market research, media planning and buying, creative services, implementation and reporting, and account management for 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>QUALITY OF PERSONNEL TO BE ASSIGNED TO THE PROJECT</b>		<b>30%</b>
	Similar Projects <sup>6</sup> handled (15%)		
	Level of Experience based on similar nature of work Level of experience based on similar nature of work requirement exceeded the required minimum (15%) Met minimum level of experience requirement (10%)		

<b>II.</b>	<b>EXPERTISE AND CAPABILITY OF THE FIRM</b>		<b>20%</b>
	<b>Number of related nationwide/regional advertising and media campaigns that the agency has handled and successfully implemented for the <u>past 5 years</u>, validated by previous clients<sup>7</sup></b>	<b>10%</b>	
	3– 5 advertising/media campaigns (10%) 1– 2 advertising/media campaigns (5%)		
	<b>Industry citations (international and nationwide combined) for the last 5 years<sup>8</sup></b>	<b>10%</b>	
	Three (3) or more awards with at least one (1) international citation (10%) One (1) to two (2) local or international awards (5%)		
<b>II.</b>	<b>PLAN APPROACH &amp; METHODOLOGY</b>		<b>50%</b>
	<b>Strategic Criteria</b>	<b>25%</b>	
	Qualitative Approach (6%) <i>Go deeper into understanding insights into customer motivation and emotion</i>		
	Innovation incorporated in the proposed plan (6%)		
	Quantitative Approach (6%) <i>Glean reliable, standardized facts and statistics to guide key business decisions</i>		

<sup>6</sup> Similar Projects to that of local media planning, buying, and implementation

<sup>7</sup> Please submit certification of successfully implemented projects for the past 5 years

<sup>8</sup> Please submit proof of citation received by the agency in the last 5 years.

		Feasibility of the media plan / campaign (5%)		
		Plan optimization <sup>9</sup> (2%)		
	<b>B</b>	<b>Evaluation Criteria</b>	<b>25%</b>	
		Coverage of the proposed Media Plan <sup>10</sup> (10%)		
		Tools used in planning and efficient buys (5%) <i>Use of platform or software to provide campaign data and insights to optimize budget and align media spend to most effective channels</i>		
		Alignment to the NTDP and to TPB's strategic directions (5%)		
		Additional Media Values (PR values with partners, content and audience reach) (3%)		
		Flexibility of the plan <sup>11</sup> (2%)		
<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 media agency at no cost on the part of TPB for the purpose of translating said segment(s) or phase(s) for future implementation
4. All advertising and creative concepts, original materials and marketing collaterals (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.
5. Any excess remuneration or compensation in the form of rebate from media suppliers following the industry practice of compensating services of an

<sup>9</sup>How budget will be efficiently allocated and how media placements will be spread out across all the proposed media channels

<sup>10</sup>Proposed media plan must cover the proposed networks/publications based on the target audience, number of viewers per network, digital and social media platforms' reach across the target market, types of content from media partners content that are related to the client's campaign and target audience

<sup>11</sup>Contingencies and reallocation

advertising or media agency shall be negotiated by the winning agency and certified by the supplier in favor of the TPB in the form of additional advertising materials and/or extended media placements, subject to TPB approval, in order to maximize the effect and benefit of the campaign.

6. Any incentives acquired post-campaign with monetary value shall be reported and returned TPB with an accompanying breakdown or computation of the amount.

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 progressive billing with TPB signed implementation report and proof of placements based on the billing invoice equivalent to 70% of the contract price	70%
Full delivery of the services and submission of TPB approved/signed terminal report	15%
<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%**

Sample Computation: 
$$\frac{\text{Value generated} - \text{Media/Marketing cost}}{\text{Media/Media Cost}} \times 100$$

**\*\*\* Nothing Follows \*\*\***