

ANNEX A: TERMS OF REFERENCE

FULL SERVICE MEDIA AGENCY FOR TPB'S 2021 GLOBAL MEDIA PLAN AND PLACEMENTS

I. Project Description

The development and execution of TPB's global media plan for the year 2021 to sustain the presence of the Philippine Tourism brand and maintain the recall as a top-of-mind preferred tourist destination for safe, more fun, and memorable experience in TPB global key markets. And to boost the marketing and promotions efforts once travel bubbles are in place or travel restrictions have been lifted.

II. Background

The Tourism Promotions Board (TPB) collaborated with a media agency in 2019 to 2020 to bolster the Department of Tourism's (DOT) relaunch of the *It's More Fun in the Philippines* tourism campaign and to uniquely position and leverage the Philippines as a "more fun" travel destination. However, in March of 2020, implementation of all global placements were put to a pause due to the COVID-19 outbreak. Consequently, the Department of Tourism released its *Wake Up In The Philippines* campaign, featuring the PH regions to inspire the traveling public and bring excitement to their future travels as well as to maintain recall of the Philippines as a top-of-mind tourism destination. Hence, the campaign was used for the resumption of all remaining placements.

The COVID-19 outbreak caused significant disruption to the tourism industry and requires all sectors and stakeholders to adapt accordingly and keep up with the latest tourism trends. Putting into consideration, the Philippine tourism industry needs to be more proactive, mindful, and innovative about the ways of the changing travelers' behaviors resulting from the COVID-19 pandemic. Adopting the right global tourism marketing strategies can be a vital part of, re-establishing and re-building the brand and managing the Philippine Tourism reputation while at the same time creating a better normal for the Industry.

Now that the vaccination is being rolled out in various countries, TPB together with the DOT, need to gather all its efforts in sustainaining the country's presence in all its key markets as a country of safe, more fun, and memorable experience in preparation for the reopening of the tourism market and resumption of travel activities.

In this regard, TPB seeks to appoint a full-service media agency with a dedicated media planning and buy as well as creatives team that will help orchestrate TPB’s media plan in various platforms such as digital, TV, radio, outdoor/out-of-home (OOH), print, and other below-the-line advertising activities to communicate its preparation for safe and fun travel and supplement TPB’s marketing and promotional efforts in bringing in tourists once travel bubbles are in place or travel restrictions have been lifted.

III. Objective and Targeted Outcome

Amid the slowing down of the international tourist arrivals due to the recent pandemic, the deliverables required under this Project in the form of media plans are expected (1) to optimize TPB’s promotional activities through the various media platforms but mainly through digital, (2) to communicate the preparation (“getting ready”) efforts of the Philippine Tourism Industry once travel bubbles are in place and travel restrictions have been lifted, and (3) to sustain the presence of the Philippines in its key markets and maintain the recall as a the top-of-mind SAFE and FUN tourism destination.

The media plan shall serve as TPB’s framework in the development and application of strategies to position and re-establish the Philippines as a viable and preferred tourist destination for identified customer interests once travel activity normalizes by 2023-2024.

IV. Scope of Work and Deliverables

Scope of Work	Deliverables
Market and Media Research	<p>Submit a customized qualitative and quantitative research¹ for TPB to provide an in-depth market and media environment information and analysis on TPB’s priority markets:</p> <ul style="list-style-type: none"> ● South Korea ● USA, Canada (including overseas Filipino communities in North America) ● Japan ● China ● Asia-Pacific (Singapore, Malaysia, HongKong / Macau, Taiwan, Australia) ● Europe (UK, Germany) ● India ● Middle East (UAE)

¹ 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>The research must contain information (demographics: age, sex/gender, social economic status; usage & attitude, behaviors, travel trends, etc.) and actionable insights from TPB’s consumer and social context, markets, competition, category, and media environment. It must also include:</p> <ul style="list-style-type: none"> • Estimation/forecasting of business contribution from each of TPB’s priority markets • In-depth understanding of each market’s media landscape, which includes traditional and digital media (including social media) • Analysis of competitors’ marketing and media activities (traditional and digital media); • Data science/analytics and advertising technology (Ad Tech) opportunities that may be used by TPB <p>The research must identify the strategic 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 in each priority market and estimate the business contribution from each segment</p>
<p>Media Planning, Buying, and Implementation</p>	<p>Submit a comprehensive media plan feasible for three (3) to five (5) months covering TPB priority markets within 15 calendar days from receipt of the Notice to Proceed (NTP).</p> <p>The Media Plan should include the following information:</p> <ul style="list-style-type: none"> • Media (Print, TV, Radio, OOH, Digital) • Vehicle (TV Program/Channel, Publication, web platform, etc) • On-ground events/BTL activation specific to the promotion of Philippine tourism destinations and products, when necessary • Length / Size (Specifications) • Target Reach: Total spots/insertions/GRPs/ Impressions (estimates) • Total Cost (in USD or local currency of the market and in PHP) • Timetable in Gantt Chart <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</p>

	<p>signed and approved final media plan.</p>
	<p>Use data and insights to suggest ways to optimize and align media spend to most effective channels</p> <p>Provide multiple Media Buying recommendations for each Campaign demonstrating the budget optimization that are most advantageous to TPB</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>Ensure that the traditional media placements must have a digital component that will help drive traffic to the concerned DOT Foreign Office websites.</p>
	<p>(Digital) Provide strong digital media capability and engagement through digital activations that could be deployed depending on the nature of the market</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 reach and engagement to digital/social media platforms. When necessary, partner with travel/tourism influencers or content creators.</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>
	<p>Provide necessary translations and ad or social media copy, as needed</p>

	<p>Manage social media accounts for the uploading and/or boosting of ad materials as needed</p>
<p>Coordination and Negotiation</p>	<p>Negotiate with all media vendors/suppliers/partners for rates, spots, bonuses etc. for consideration and approval of TPB; Acquire additional media values</p> <p>Negotiation with media vendors/suppliers/ partners should include but not limited to:</p> <ul style="list-style-type: none"> • Resizing/Reformatting/Re-layout of existing materials (inclusive of translation to required language/s) • Conceptualization of advertising materials and purchase of necessary creative assets (photos/images, music licenses, etc.) if necessary • Tactical programs such as, but not limited to, event placements, co-promotional activities with travel-related brands and platforms, film tourism and influencer marketing <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 and consult with TPB, DOT Foreign Offices' Tourism Attaches, and Market Representatives the following:</p> <ul style="list-style-type: none"> • Evaluation of media packages and strategic/tactical placements • Negotiation with media vendors/suppliers/partners • Alignment of the plan and programs with the media plan <p>Coordinate with other agencies, such as advertising, public relations, and media outlets to ensure an integrated marketing approach and strategy.</p> <p>Assist in the evaluation of media proposals submitted directly to TPB</p>
<p>Monitoring and Reporting</p>	<p>Report all negotiated and complimentary broadcast or airing; spots; insertions, etc. for the exclusive use of TPB at no additional cost to TPB.</p>

	<p>Provide an updated media plan including the additional negotiated/complimentary media values.</p>
	<p>Render regular (weekly or monthly) reviews (or as needed) of the approved media plan</p>
	<p>Deliver monthly campaign assessment and spend report on mutually agreed frequency detailing ROMI (return of marketing investment) in order to show campaign effectiveness, measured against the appropriate/applicable KPIs such as but not limited to:</p> <ul style="list-style-type: none"> • completed views and average completion rates, • cost per click • audience reach/engagement and clicks to the website • digital impressions delivered, where applicable <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 placements to verify insertions or approved schedules.</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 impact</p> <p>Conduct a post-report meeting/workshop at no additional cost to TPB.</p>

V. 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 required by TPB in this bidding during the last five (5) years of at least seventy five percent (75%) of the approved budget cost, in a single contract, for this project.

The agency must be duly established in the Philippines and must be part of a global media network² with at least five (5) years presence in international markets.

The minimum required manpower/personnel to be assigned to this Project should be an organic/full time 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
1. Managing Director	10
2. Account Director/Supervisor	10
3. Digital Account Manager/Strategist	10
4. Strategic Media Planner	10
5. Media Buyer	7
6. Digital Media Buyer	7
7. Creative Director/Manager	7
8. Media/Data Analyst	7
9. Graphic Artist/Designer	5
10. Copywriter	5

Notes:

- ***Bidders may recommend additional personnel deemed fit for the Team.***
- ***All additional personnel must have at least five (5) years relevant experience³ 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.***

² Please submit proof such as certification from parent network and the likes

³ Relevant experience refers to work experience that is relevant to the position needed as part of the personnel requirement

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 (TPF6)***
- ***Bidders must submit certification of successfully implemented projects for the past 5 years from previous clients***

VII. 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) of the project for this bidding is **PHP258,000,000.00** inclusive of all applicable taxes, fixed agency service fee (no more than 10% of media cost/spend), and bank charges
3. For appreciation, the proposed budget breakdown is as follows:

Digital Media (76.7%)	₱165,000,000.00	Programmatic, Top travel and tourism website, Top social networking sites, YouTube, SEO/SEM, etc.
Traditional Media: TV, OOH, Radio, Print, and Other Tactical Placements (23.2%)	₱50,000,000.00	-Top TV channels per tourist market; -Top radio channels (if applicable) -Top OOH sites per country targeting key cities -Top news and print publications with online editions (magazines/newspapers) -When necessary, on-ground events/ activations specific to the promotion of Philippine destinations and products
Creative/production fee	₱10,750,000.00	5% of media placement cost
Agency Service Fee (ASF), VAT, bank charges, and other fees	₱32,250,000.00	ASF at 10% of media placement cost only (creatives not included), 12% VAT, bank charges and other fees that may be incurred in the process
TOTAL	₱258,000,000.00	

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.

FOREX – Please refer to item IX, #7of the TOR

VIII. Criteria for Rating

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

PARTICULARS		RATING	
I	APPLICABLE EXPERIENCE OF THE BIDDING AGENCY BASED ON SUBMITTED STATEMENT OF ON-GOING AND COMPLETED CONTRACTS FOR THE PAST FIVE (5) YEARS		60%
A	Appropriateness of the full service media agency	20%	
	Integrated Media Buying and Advertising Agency (20%)		
	Media Planning and Buying Agency (15%)		
	Advertising Agency, PR Agency and Others (10%)		
B	Extent of network and affiliation ⁴	10%	
	Global and Local (10%)		
	Local (5%)		
C	Years of existence as a full service media 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 ⁵	10%	
	Global* + Regional** / Local (10%)		
	Regional + Local only (5%)		
	Local only (2%)		
E	Similar project completed in the last 5 years with at least one contract equivalent to 75% of the ABC (Php193,500,000.00)	10%	
	1 or more similar projects with contract cost equal or greater than Php193,500,00.00 (10%)		
	Similar projects with contract cost less than Php193,500,00.00 (0)		

⁴ Please submit certification or any equivalent document

⁵ Bidders must specify in the statement of ongoing and completed projects form if engagement is global/regional/local

*Global refers to media buys covering at least 4 regions (i.e., Asia Pacific, North Asia, North America, Region, Middle East+India, the likes)

**Regional refers to media buys in one region only (i.e., Asia Pacific Region, North Asia Region, the likes)

PARTICULARS		RATING	
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB		30%
	<p>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 VI of the TOR (30%)</p> <ol style="list-style-type: none"> 1. Managing Director 2. Account Director/Supervisor 3. Digital Account Manager/Strategist 4. Strategic Media Planner 5. Media Buyer 6. Digital Media Buyer 7. Creative Director/Manager 8. Media/Data Analyst 9. Graphic Artist/Designer 10. Copywriter 		
	<p>Required number of personnel with minimum number of years' experience in the same position mentioned in item VI of the TOR is met (25%)</p> <ol style="list-style-type: none"> 1. Managing Director 2. Account Director/Supervisor 3. Digital Account Manager/Strategist 4. Strategic Media Planner 5. Media Buyer 6. Digital Media Buyer 7. Creative Director/Manager 8. Media/Data Analyst 9. Graphic Artist/Designer 10. Copywriter 		
	<p>Required number of personnel met with less than the minimum number of years' experience in the same position mentioned in item VI of the TOR (15%)</p> <ol style="list-style-type: none"> 1. Managing Director 2. Account Director/Supervisor 3. Digital Account Manager/Strategist 4. Strategic Media Planner 5. Media Buyer 6. Digital Media Buyer 		

	7. Creative Director/Manager 8. Media/Data Analyst 9. Graphic Artist/Designer 10. Copywriter		
III	CURRENT WORKLOAD RELATIVE TO CAPACITY		10%
	Number of ongoing projects being handled of similar scope and nature ⁶		
	3 – above projects (10%) 0 – 2 projects (5%)		
	TOTAL		100%

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

PARTICULARS		RATING	
I	QUALITY OF PERSONNEL TO BE ASSIGNED TO THE PROJECT		30%
	Similar Projects ⁷ handled (15%)		
	Level of Experience with 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%)		
II.	EXPERTISE AND CAPABILITY OF THE FIRM		20%
A	A member of a Global Media Agency⁸	10%	
B	Number of related international/regional advertising and media campaigns handled and successfully implemented for the past 5 years, validated by previous clients⁹	5%	
	3 - 5 advertising/media campaigns (5%) 1 – 2 advertising/media campaigns (2%)		
D	Industry citations (international and regional combined) for the last 5 years¹⁰	5%	

⁶ Similar scope and nature to that of market research, media planning and buying, creative services, implementation and reporting, and account management for a branding campaign

⁷ Similar Projects to that of media buying, placements and implementation

⁸ Please submit a proof or certification

⁹ Please submit certification of successfully implemented projects for the past 5 years

¹⁰ Please submit proof of citation received by the agency in the last 5 years

		Three (3) or more awards with at least one (1) international citation (5%) One (1) to two (2) local citation/s (2%)		
III.	PLAN APPROACH & METHODOLOGY			50%
	A	Strategic Criteria	40%	
		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%)		
		Plan optimization ¹¹ (5%)		

	B	Evaluation Criteria	30%	
		Coverage of the proposed Media Plan ¹² (10%)		
		Tools used in planning and efficient buys (10%) <i>Use of platform or softwares to provide campaign data and insights to optimize budget and align media spend to most effective channels</i>		
		Tactics for effective reach and engagement (5%) <i>Means for optimization, high-quality relatable content, and positive user experience</i>		
		Analysis of competitor's tourism media plan – Malaysia, Thailand, and Vietnam (3%)		
		Flexibility of the plan ¹³ (2%)		
	TOTAL			100%

¹¹ How budget will be efficiently allocated and how media placements will be spread out across all the proposed media channels

¹² 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 markets, types of content from media partners that will best resonate to the client's campaign and target markets

¹³ Contingencies and reallocation

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.
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 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 to TPB with an accompanying breakdown or computation for the amount
7. The Procuring Entity (TPB) shall set the foreign exchange rate of Php53.00 =1USD, which will be used as the basis for the media plan cost-estimate. However, payments to the Consultant shall be based on the prevailing BSP foreign currency exchange rate at the time of the issuance of the invoice or billing statement, provided that it shall not exceed the rate of Php53.00 =1USD. It shall be understood that should there be any variance between the set foreign currency exchange rate and the actual rate applied in the transaction, which is the subject for payment, the prevailing BSP foreign currency exchange rate at the time of submission of the invoice or billing statement shall prevail subject to the condition that it shall not exceed the Php53.00 =1USD.

Upon completion and delivery of the services, any foreign currency exchange net gain or loss shall be reported to the TPB, with corresponding breakdown and supporting documents to justify the amount to be returned (gain) or payment (loss), whatever is applicable. Provided, further that TPB shall only be liable for any foreign currency loss up to the extent of the contract price and any excess thereto shall be borne by the Consultant. However, in the event of extraordinary foreign currency exchange rate *fluctuations such as when the prevailing* foreign currency exchange rate far exceeds the amount of Php53=1USD, the Consultant shall make a prior request to TPB to validate and determine that the payments shall not exceed the total contract price.

8. Agency service fees (ASF) are applicable to Media buys only and does not include the Creative/Production Fees
9. ASF and creative fees will be subject to applicable government taxes.

X. Terms of Payment

MILESTONES	% OF PAYMENT
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%
TOTAL	100%

Note:

- **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%**