

# **SERVICES OF A PR AGENCY FOR MOTOURISMO PROGRAM**

## **Terms of Reference**

### **1. BACKGROUND OF THE PROJECT**

With the successful launch of TPB's Motorcycle Tourism (MOTOURISMO) Program, more and more motorbike enthusiasts and organizations/associations in the country are taking up the challenge of discovering the less traveled Philippine destinations through motorcycle riding.

Based on the recent report of the Land Transportation Office (LTO), the number of registered motorcycles already reach 18.8 Million units. Forty-four percent (44%), which accounts for 9.8 million single motorcycle units are appropriate for motorcycle tourism activities. With an average of two-night and three-day out-of-town motor riding activity, single riders accumulated an estimated expenditure of P18,000 attributed to food, fuel, accommodation, toll fees, etc.

To encourage and continue the momentum of the people's growing interest in alternative ways of travelling, the TPB will require the services of a PR Agency to promote the MOTOURISMO Program and highlight motorcycles as an effective way to help boost and jump-start domestic tourism and the local economy.

### **2. ELIGIBILITY Requirements:**

- a. The Public Relations/Media agency / company must be duly registered in the Philippines and must be in operation for at least 5 years
- b. Managed by credible and competent management officers with minimum of five years of relevant experience in Public Relations, Media, Marketing (tri-media and digital media) and Corporate Communications. Please submit CV following the format as prescribed in the bidding documents of five (5) key officers and management executives to be assigned to the project, as follows:
  - COO/CEO or its equivalent
  - Account Manager or its equivalent
  - Copywriter or its equivalent
  - PR/Media strategist or its equivalent
  - Digital strategist or its equivalent

Preferably, personnel should be organic employees of the PR Agency and have career backgrounds in the following fields:

- Public Relations
  - Journalism
  - Online Marketing
  - Advertising or Marketing
  - Corporate Communications
- c. Must have handled tourism-related PR projects, preferably special tourism events and info campaigns. Submit certification from clients showing satisfactory performance on delivered service from the past 3 years.
- d. Can provide full-service PR, Media & Marketing Communication solutions and consultancy. Please present company profile with a list of services offered.
- e. Must have experience in Crisis Communication
- f. Must submit list the following:
- List of Metro Manila-based and regional media contacts/data base (minimum of 10 contacts for Metro Manila and 10 for regional contacts) subject to compliance under the Data Privacy Act of 2012
  - List of pertinent past and ongoing projects (for the last 5 years) handled for the government and the private sector and three (3) approved and implemented PR plans as samples
  - Submit at least two (2) Crisis communication plans/guideline done for other corporation/agency (from previous contracts)

### **3. DELIVERABLES**

- a. Motourismo PR Plan\* for 4 months (including story angles, target print, TV and radio outfits for media guesting/s and event coverage/s) together with the proposal for traditional and digital media stating the deliverables below

*\*PR plan is subject to change upon mutual agreement between TPB and PR agency*

*\*Final PR Plan must be submitted within 7 working days upon receipt of NTP*

- b. Minimum of sixteen (16) seeded articles with eighty (80) pick – ups for the duration of the contract
- c. All seeded releases should be published in any of the 3 major Philippine dailies (Philippine Daily Inquirer, Philippine Star and Manila Bulletin) and leading online news pages/magazines
- d. Daily monitoring and report of tourism-related news and updates through email especially news related to motorcycle tourism
- e. Provide monthly and quarterly comprehensive and performance reports which includes published press releases in print, online platforms with corresponding with media values and ROI computation (hard and soft copies; must be submitted within two weeks of the following month)
- f. Assistance during Motourismo and other TPB press conferences (as needed) in terms of media invitation, preparation of media kits, coverage, seeding of press releases, preparation of briefing notes and other needed write-ups

*Coverage\** during TPB events, PR agency shall assign a writer to join in media coverages within Manila and out of town, as needed (travel expense care of TPB)

*\*Coverage to include traditional and new media*

- g. Preparation of official statements and messages for TPB, as needed
- h. Content creation and advertorials, as needed
- i. Assistance in content creation for TPB's and Philippine Motorcycle Tourism's social media sites (Facebook, Twitter and Instagram) to promote the motorcycle tourism and the Philippines' various tourist destinations
- j. Validation and updating of existing TPB Media Contacts
- k. Front page article in at least one major publication for TPB's Motourismo Program
- l. Source out of photos related to motorcycle tourism (free of charge or paid)
- m. Update the Motorcycle tourism website as needed
- n. May provide additional services beneficial apart from as long as it's beneficial to TPB

#### 4. SPECIAL CONDITIONS OF CONTRACT

- a. All output of the service provider including, but not limited to, photos, videos, news articles, messages, speeches, feature stories shall become and remain the property of TPB
- b. All output of the service provider are subject for approval of TPB prior to release and any other form of publicity

#### 5. FINANCIAL Requirements / Terms of Payment

**Budget of PHP 1,000,000.00** inclusive of all applicable taxes and other applicable charges.

<b>Output/Milestone</b>	<b>% of payment</b>
Upon completion of 4 seeded articles with 20 published articles and other deliverables / services as indicated in the TOR (with monthly mileage report) for the month of September	25% of the contract price
Upon completion of 4 seeded articles with 20 published articles and other deliverables / services as indicated in the TOR (with monthly mileage report) for the month of October	25% of the contract price
Upon completion of 4 seeded articles with 20 published articles and other deliverables / services as indicated in the TOR (with monthly mileage report) for the month of November	25% of the contract price
Upon completion of 4 seeded articles with 20 published articles and other deliverables / services as indicated in the TOR (with monthly mileage report) for the month of December and submission of overall accomplishment report	25% of the contract price
<b>Total</b>	<b>100%</b>

Supplier must have a Landbank account. Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

#### 6. BID PROPOSALS

The bidder is expected to submit technical proposals which shall be evaluated based on Quality Cost Based Evaluation (QCBE). The winning bidder must attain at least 80%.

Bidders are required to present their PR Plan and Proposal (maximum of 20 minutes) for the project.

For particulars please contact:

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

PARTICULARS		RATING	
<b>I.</b>	<b>EXPERIENCE AND CAPABILITY OF THE CONSULTANT/FIRM</b>		<b>30%</b>
	<b>A Media Affiliation</b>	<b>10%</b>	
	Affiliated with 10 Metro Manila and 10 Regional media contact or more (10%)		
	Affiliated with less than 10 Metro Manila and less than 10 Regional media contact (5%)		
	<b>B Number of PR and Social Media successfully implemented for the past 5 years</b>	<b>10%</b>	
	More than 3 PR and Social Media plan (10%) Below 3 PR and Social Media plan (5%)		
	<b>C Industry citations/ awards received by the agency (international and regional combined) for the last 5 years</b>	<b>10%</b>	
	Received 3 and more citations/awards (10%) Received below 3 citations/awards (5%)		
<b>II.</b>	<b>QUALITY OF PERSONNEL TO BE ASSIGNED TO THE PROJECT</b>		<b>30%</b>
	Required Minimum number of personnel has 5 years of relevant experience in Public Relations, Journalism, Online Marketing, Advertising or Marketing or Corporate Communications		
	All Personnel assigned to the project has more than 5 years of experience (30%)		
	All Personnel assigned to the project has 5 years of experience (20%)		
	At least one Personnel assigned to the project has less than 5 years of experience (10%)		
<b>III.</b>	<b>PLAN APPROACH &amp; METHODOLOGY</b>		<b>40%</b>
	Creative Approach (5%) <i>Extensiveness of story angles presented</i>		
	Incorporated innovative Information and Communications Technology (ICT) in the proposed PR and Media plan (5%)		
	Feasibility of the PR Plan (5%)		
	Coverage and Cohesiveness of the proposed PR Plan (5%)		
	Tools used in monitoring (5%) *Methods, strategies, applications		
	Alignment to the National Tourism Development Plan and to TPB's strategic directions (5%)		
	Flexibility of the plan (5%) *crisis communication		
	Additional services offered to TPB (5%)		
	<b>TOTAL</b>		<b>100%</b>

The bidder is expected to submit technical and financial proposals which shall be evaluated using the **Quality Cost Based Evaluation (QCBE)**. The winning proposal must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignment:

<b>Proposal</b>	<b>Weight</b>
Technical Proposal	80%
Financial Proposal	20%