

## TERMS OF REFERENCE

Indicative date: September 27, 2021

### Event Management Company for the Implementation of the Travel Bingo Challenge Season 2

#### I. BACKGROUND

The digital revolution has led to the emergence of the concept of smart destinations in which knowledge and information are accessible to all stakeholders, facilitating them to carry out continuous innovation of their activities as much as possible. Without using digital technologies to enable adequate public-private consumer collaboration, achieving a thriving market of destinations' geographical attributes is almost impossible.

New technologies such as social, mobile technology, and gaming provide technological tools for developing such experiences. According to the World Travel Market Report, 'gamification' is a major trend for the coming years in tourism, which will appeal to consumers across all age demographics.

Digital technology is re-shaping the entire marketing mix. In terms of game-based marketing, the product is known as "virtual experiential marketing." Adapting to smart destination marketing, the Tourism Promotions Board (TPB) considers **Travel Bingo Challenge Season 2** as an interactive game-based tourism marketing tool. The primary motivation to play a tourism game is to gain practical information about the destination and socialize with other people. This activity will reflect a mixture of tourist needs and motivations. Players will start with basic information seeking, but when they experience the game, they will seek more challenging and achieving elements that reflect some of the gameplay's intrinsic motivation.

#### II. OBJECTIVES

1. To build a positive image of the country's existing and emerging destinations.
2. To generate a higher public and consumer engagement by introducing various tourism sites and attractions virtually more fun and informative.
3. To guide the consumers to plan their future domestic travel.
4. To instill among the game participants and the viewing public a sense of a "Pride of Place."

#### III. TARGET AUDIENCE/VIEWERS

1. Bingo enthusiasts
2. Generation X, Y, and Z
3. Balikbayan
4. Overseas Filipino Workers (OFW)

The Travel Bingo Challenge has (17) episodes. There will be a maximum of 300 players per game.

#### IV. DATES

Below is the Travel Bingo Challenge Season 2 game schedule to commence on the first week of September 2021.

WEEK	Dates	Day	Game / Round	Featured Destination	No. of Players
Week 0		Virtual	Episode 1	Region 12: (SOCCSKSARGEN)	300

	September 27, 2021	Launch			
Week 1	Sept – Oct	Day 1	Episode 2	Region 6	300
		Day 2	Episode 3	Region 11: Davao Region	300
		Day 3	Episode 4	Region 1: Ilocos Region	300
Week 2		Day 1	Episode 5	NCR and the Environs	300
		Day 2	Episode 6	CALABARZON	300
		Day 3	Episode 7	Region 3: Central Luzon	300
Week 3		Day 1	Episode 8	MIMAROPA	300
		Day 2	Episode 9	CAR	300
		Day 3	Episode 10	BICOL Region	300
Week 4		Day 1	Episode 11	Region 7	300
		Day 2	Episode 12	Region 10	300
		Day 3	Episode 13	Region 8:	300
Week 5		Day 1	Episode 14	CARAGA	300
		Day 2	Episode 15	Region 2	300
		Day 3	Episode 16	Region 9	300
Week 6		Nov. 6, 2021	Black Out	Episode 17	Puerto Princesa and Balabac Island

**NOTE:** Dates are subject to confirmation three weeks before the first episode. On week 6 during the black-out episode all sellers and buyers of 8<sup>th</sup> Regional Travel Fairs are automatically included.

#### V. SCOPE OF WORK

1. Conduct of pre-publicity and promotion of the “Travel Bingo Challenge Season 2”
2. Virtual launch
3. Concept, design, and layout of publishing materials and collaterals
4. Live streaming on TPB social media platforms
5. Production of a Travel Bingo Season 2 Teaser AVP (1 Minute)
  - a. Video Editing
  - b. Content writing
  - c. Animation
  - d. Graphics
  - e. Music
  - f. Subject to approval by TPB
6. Production of infographics Travel Bingo 2 mechanics (in AVP format)
  - a. Video Editing
  - b. Content writing
  - c. Animation
  - d. Graphics
  - e. Music
  - f. Subject to approval by TPB
9. Production of Graphics Layout and Animation for the next episodes invite
  - a. Pattern of the Day
  - b. Upcoming Schedules
  - c. On the spot Layout of Daily Game Winners
  - d. Prize of the Day

## 10. Registration

- a. Coordination with TPB Domestic for the contents and required questions
- b. Creation and setup of Registration links for the following Bingo Games:
  - i. Special Round (launching) – 1 Episode
  - ii. Regular Rounds – 15 Episodes
  - iii. Grand Bingo Black Out Round – 1 Episode
- c. Registration to be linked to custom shortened links and scannable QR codes.
- d. Provision of automated email reply system
  - i. Must design and execute a registration system where all registration information and card allocation can be accessed by the player without any human intervention as required by the department of trade and industry.
  - ii. Must have automated program for auto assignment of player number upon registration which is unique to the player.
  - iii. Registration System must be able to automatically reply immediately upon registration with confirmation, game primer and the links to Bingo Cards.

## 11. Conceptualize the mechanics of the “Travel Bingo Challenge Season 2”:

- a. Formulate a process in registering, screening, and accepting interested players by designing an e- registration form and using a QR Code.
- b. Ensure the compliance of registration of the activity to the rules and regulations of the Department of Trade and Industry’s Fair Trade Act.
- c. Manage a database of online registration.
- d. Provide three (3) E-Bingo cards per player, and each card will be played based on the assigned episode or Game number indicated in the card.
- e. Produce a required number of e-bingo cards for the duration of the Bingo program. Incorporated in the Bingo Card design layout shall be the following:
  - i. Bingo Numbers
  - ii. Philippine Tourism Attraction related to the host region of the Game
  - iii. Card to Include TPB, Department of Tourism (DOT), Its More Fun in the Philippines (IMFITP), and Travel Bingo Branding
  - iv. Must credit photo owners if applicable
  - v. Total of 5,100 E-Bingo Cards (17-episode x 300 players)

## 12. Produce a digital Travel Bingo Board to act as the master board of drawn balls. Must Include:

- a. Visible marking of drawn balls
- b. Must be divided in B, I, N, G, O Sections
- c. Must show the Bingo pattern of the day

## 13. Produce, direct and conduct the actual implementation of the seventeen (17) episodes using platforms dedicated for the players (Zoom) and Facebook (FB) live streaming for public viewers compatible for video, voice, content sharing, and chat that runs across mobile devices and desktops.

- a. Allows use of the platform for more than 2 hours.
- b. Allows a maximum of 500 users per game.

## 14. Provision of professionals/talents for a total of seventeen (17) episodes or the entire duration of the Travel Bingo Season.

- a. E-Bingo Game Master or celebrity host
  - i. Must have a good understanding of Bingo game mechanics and jargons
  - ii. Must have a pleasing personality and can relate to different levels of society
  - iii. Good command of English and Filipino
  - iv. Must possess a spontaneous and witty persona in carrying out impromptu and off the script
  - iv. Provision of Back-Up Bingo Game Master

- v. Dress according to the region being featured for each episode
  - b. Voice Over talent
  - c. Tambiolo Girl
    - a. Must have a pleasing personality
    - b. Dancer and theater background
    - c. Provision for backup Tambiolo girl, if needed
    - d. Dress according to the region being featured for each episode
15. Form a production management team to include but not limited to the following:
- a. Director
  - b. Technical Director
  - c. Stage Manager
  - d. Zoom Specialist
  - e. Game Secretariat
  - f. Graphics Designer
  - g. Technical Assistants.
16. Secure and register the “Travel Bingo Challenge Episode 2” game with the Fair-Trade Enforcement Bureau-Sales Promotion Division of the Department of Trade and Industry (DTI).
- a. Must submit and process the registration on behalf of the Tourism Promotions Board.
  - b. Must provide the requirements to the Department of Trade and Industry related to the approval of the Travel Bingo permit.
  - c. Must settle the necessary fees related to the processing of the registration.
  - d. Must also include settlement of honorariums for the DTI representatives to witness the games. (Php 2,000.00/game)
17. Trivia
- a. Research, Layout, and Production of the Daily Trivia Slides
    - i. One (1) Trivia Set for each host region (minimum of 20 trivia questions)
    - ii. Coordinate with host region for trivia information
    - iii. Credit photo contributors if needed
    - iv. Submit to TPB or host region for final validation.
    - v. Complete trivia layout with customized design
  - b. Tie Breaker Trivia
    - i. National themed Tourism Trivia
    - ii. Minimum of 50 banked questions per episode, subject to additional questions as needed
    - iii. Credit photo contributors if needed
    - iv. Submit to TPB for final validation.
    - v. Complete trivia layout with customized design
18. Provision of the seventeen (17) scripts based on the approved Program.

Timeframe	Activity
15mins	Host accepts all 300 valid players
5 mins	Message from the Department of Tourism Regional Director or Officer-in-Charge (featured destination)
10 mins	Options: Playback DOT “Wake Up in the Philippines and other AVPs of DOT-TPB” Playback DOT Regional AVPs Game Rules /Announcement/Reminder
40 mins	Game Proper

	Awarding of Prizes End of Game Announcement of Next Episode and Game number
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1. The script must be submitted to TPB for approval.
  2. Script to include technical steps and execution
  3. Provision for a scriptwriter for on the spot changes in the program
19. Document and record the overall proceedings per episode and submit via cloud storage
  20. Provide ice breakers (quick survey, playback of AVPs, announcement, etc.)
    - a. Coordinate collection of materials in cooperation with TPB or Host Region for the playback of videos
    - b. Creation of publishing materials for announcements and other ice breakers/ filler activities
  21. Develop an online survey/evaluation of the game and submit a statistical report and analysis based on the result, including viewers' comments/feedback.
  22. Bidders must be able to make a presentation (maximum of 20 minutes) of their Plan Approach.
  23. Provision of mobile load for 5 pax secretariat (500 x 5 pax x 6 weeks)
  24. Provision of courier service for the sending of the travel voucher and TPB gift to all winners via courier service (nationwide)

Minimum Required Personnel

Required Personnel	Minimum Years of Experience
Technical Director (1)	1 year of experience
Stage Manager (1)	3 years of experience
Zoom Specialist (1)	1 year of experience
Game Secretariat (1)	3 years of experience
Graphics Designer (1)	3 years of experience
Technical Assistants (1)	3 years of experience
Bingo Host (1)	3 years of experience
"Tambiolò" Girl (1)	2 years of experience
Voice Over (1)	3 years of experience

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

Service provider to submit:

- a. Concept and mechanics of the "Travel Bingo Challenge Season 2."
- b. Samples of creative ads/graphics
- c. Database of players

TPB to provide:

- a. The suggested list of E-Bingo Master
- b. Authorized to release prizes to winners
- c. Invite Department of Tourism Regional Directors for Opening Message
- d. COVID Testing (should it be required) shall be c/o TPB.

**VI. CRITERIA FOR RATING**

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

CRITERIA		RATING																				
<b>A.</b>	<b>Competence of Personnel to be assigned to the project</b>	<b>20%</b>																				
	<p>All required personnel should meet the minimum years of relevant experience in the conduct of similar work. (20%)</p> <table border="1"> <thead> <tr> <th>Required Personnel</th> <th>Minimum Years of Experience</th> </tr> </thead> <tbody> <tr> <td>Technical Director (1)</td> <td>3 years of experience</td> </tr> <tr> <td>Stage Manager (1)</td> <td>3 years of experience</td> </tr> <tr> <td>Zoom Specialist (1)</td> <td>2 years of experience</td> </tr> <tr> <td>Game Secretariat (1)</td> <td>3 years of experience</td> </tr> <tr> <td>Graphics Designer (1)</td> <td>3 years of experience</td> </tr> <tr> <td>Technical Assistants (1)</td> <td>3 years of experience</td> </tr> <tr> <td>Bingo Host (1)</td> <td>3 years of experience</td> </tr> <tr> <td>"Tambiolò" Girl (1)</td> <td>2 years of experience</td> </tr> <tr> <td>Voice Over (1)</td> <td>3 years of experience</td> </tr> </tbody> </table>	Required Personnel	Minimum Years of Experience	Technical Director (1)	3 years of experience	Stage Manager (1)	3 years of experience	Zoom Specialist (1)	2 years of experience	Game Secretariat (1)	3 years of experience	Graphics Designer (1)	3 years of experience	Technical Assistants (1)	3 years of experience	Bingo Host (1)	3 years of experience	"Tambiolò" Girl (1)	2 years of experience	Voice Over (1)	3 years of experience	
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	<p>A. All personnel exceeds the required minimum years of experience</p> <p>B. All personnel meets the required minimum years of experience</p> <p>C. Not all personnel meets the required minimum years of experience</p>	<p>20%</p> <p>15%</p> <p>0%</p>																				
<b>B.</b>	<b>Expertise and Capability of the Firm</b>	<b>30%</b>																				
	<p>i. The firm experience of successful staging at least three similar online and offline events and tourism-related events for the last three years (Events requires research or insight gathering, creative conceptualization, marketing promotion, multimedia production)</p>																					
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	<i>The firm experience of staging with three similar events for the last three years</i>	0%																				
<b>C.</b>	<b>Quality of Proposal</b>	<b>50%</b>																				
	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%
<b>TOTAL</b>			<b>100%</b>

#### VI. ELIGIBILITY REQUIREMENTS

- a. Must be a Filipino owned, operated, and legally registered company that handles events and programs under the Philippine laws;
- b. Must be duly registered with the Philippine Government Electronic Procurement System (PhilGEPS).
- c. Must have experience handling an Offline + Online event (Hybrid Event) in the past 2 years.
- d. Must have experience in producing an Online Game Format that includes audience and participant interaction.
- e. Must have handled at least three (3) online and offline and tourism related events.
- f. Company profile

#### VIII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract is **NINE HUNDRED NINETY-FIVE THOUSAND PESOS ONLY (PHP 995,000.00)**, inclusive of all applicable fees and taxes. The cost of items in the 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 approved budget. The deadline for submission of bids should be at a time and place specified in the request for quotation (RFQ).

#### IX. TERMS OF PAYMENT

Payment for the service provider shall be based on the completion of each phase of the project as follows:

Phase	Payment Tranche	Percentage of Payment
Phase 1: Upon submission of the approved Game Plan, Mechanics certified by the DC/or DM and E-Bingo Game Master and Tambiolo Queen, Statement of Account and the required eligibility requirements stated in item VI.	1st payment	15%
Phase 2: After the implementation of the Launch and the submission of the following: 1. Statement of Account 2. Two (2) copies of the Game Plan / Primer 3. Three (3) copies of the Terminal Report 4. List of winners during Launch and Episode 1-5	2 <sup>nd</sup> payment	35%
Phase 3: After the implementation of Episode6-12 and the submission of	3 <sup>rd</sup> payment	35%

<p>the following:</p> <ol style="list-style-type: none"> <li>1. Statement of Account</li> <li>2. Two (2) copies of the Game Plan</li> <li>3. Three (3) copies of the Terminal Report</li> <li>4. List of winners for Episode 1-9</li> </ol>		
<p>Phase 4: After the implementation of Episode 13-17 and the submission of the following:</p> <ol style="list-style-type: none"> <li>1. Statement of Account</li> <li>2. Two (2) copies of the Game Plan</li> <li>3. Three (3) copies of the Terminal Report</li> <li>4. List of winners for Episode 13-17</li> </ol>	4th payment	15%

*Note: The bidder should have a Landbank account. Payment will be made through LBP bank deposit. Otherwise, bank charges will be shouldered by the service provider.*

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