

**TERMS OF REFERENCE**  
**PRODUCTION OF MICE DESTINATION AVPs**  
**Procurement for the Services of a Production House/Creative Agency**

**I. PROJECT TITLE AND DESCRIPTION**

The Tourism Promotions Board - MICE Department seeks the services of a production house/company or creative agency to produce a promotional audio-visual presentation (AVP) of virtual familiarization tours of Clark, Baguio, Iloilo City, Cebu-Bohol and Cagayan de Oro. The production will commence from the time the contract is awarded until its overall completion in the 1<sup>st</sup> Quarter of 2022, as applicable.

**II. BACKGROUND**

The Tourism Promotions Board (TPB) continues to market local destinations alongside local government units (LGUs) and its stakeholders as the country rebounds and regains business opportunities. The situation at hand has transformed the way people make use of technology and has allowed the industry to utilize smart tourism which now includes the production of MICE Destination AVPs for a virtual familiarization tour experience.

This effort is part of the government’s assistance to local tourism stakeholders by continuing to showcase MICE venues, featuring health and safety protocols. It is also a way to raise awareness of the New Normal in the operations of MICE venues and their continued exposure to audiences in order to prepare them for eventual re-opening.

**III. SPECIFICATIONS**

Program/Project	<b>Production of MICE Destination AVPs</b>
Indicative Release date	To be fully launched in March 2022 during the Tourism and Technology Forum and the Asia-Pacific Incentives and Meetings Event (AIME), as applicable
Proposed Destinations to be Featured	Clark, Baguio, Iloilo, Cebu-Bohol and Cagayan de Oro
Proposed Themes	Business environment; natural attractions; health and wellness; local cuisine (must have an international appeal); community immersion; local industry/livelihood; tourism activities fit for incentive travel groups
ABC	<b>PhP5,000,000.00</b>

**IV. SCOPE OF WORK AND DELIVERABLES**

The virtual tour will run through the itinerary of a MICE invitational program which includes MICE facilities (hotels, convention centers, etc.) and tourist attractions in the New Normal.

SCOPE OF WORK	DELIVERABLES
<p>Produce promotional audio-visual presentations (AVPs) of Meetings, Incentive Travel, Conferences/Conventions, Exhibitions (MICE) Familiarization Tours in the form of virtual reality which will feature MICE venues and tourist attractions (which may include culture, heritage, local cuisine, history, source of livelihood) in the destinations of, Clark, Baguio, Iloilo, Cebu-Bohol and Cagayan de Oro</p> <p>Presentation of MICE Venues shall primarily include a tour of chosen function rooms and accommodation rooms (maximum of three room categories: standard, superior and suite rooms only); specifying meeting room capacities, and other relevant details such as dimensions, ceiling height, riggings, load capacity, etc.)</p> <p>Presentation of the tourist attractions shall primarily include a tour in the area while citing cultural/historical stories/interesting facts (i.e. green practices, sustainability) about the site, etc.</p> <p>Each AVP shall be filmed in each destination, edited and developed into a ready-to use/plug &amp; play material</p>	<ul style="list-style-type: none"> <li>● Produce five (5) AVPs featuring each destination;</li> <li>● Each material will have an introduction of the destination;</li> <li>● MICE venue (may be a hotel or a convention center) and tourist attractions must be featured in the AVP;</li> <li>● Each destination will cover a minimum of three (3) MICE venues, of which the list will be provided by the assigned TPB Project Officer;</li> <li>● Each AVP will run for a maximum of seven (7) minutes;</li> <li>● Provide release file/s in HD (1080p) MP4 or MOV format but also submit a smaller size file/s for possible uploading in social media platforms such as Facebook, Instagram or Tik-Tok;</li> <li>● The production team will be responsible for the research materials, securing shooting permit/s and applicable fees, script, subtitles, and captions of each MICE destination AVP;</li> <li>● Prepare English Master and three (3) AVPs with subtitles translated in the following proposed languages per destination/cluster:             <ul style="list-style-type: none"> <li>- Mandarin (mandatory)</li> <li>- German (as applicable)</li> <li>- Spanish (as applicable)</li> </ul> </li> <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 heavy, and not very formal;</li> <li>● Each AVP shall have its own narrative/dialogue/script following the visual format/footage of the following pegs/sample videos:             <ol style="list-style-type: none"> <li>1. Casa Manila   Virtual Tour (on Youtube)</li> <li>2. Portoroz &amp; Piran – MICE Virtual Fam Trip (Youtube)</li> <li>3. Virtual Fam Tour - Hyatt Regency &amp; KI Convention Center (on Youtube)</li> </ol> </li> </ul>

	<p>4. 360°VR Seoul Virtual Samulnori Experience with D&amp;G Tour - Seoul Convention Bureau (on YouTube)</p> <p>5. 360°VR Seoul Virtual Site Inspection of JW Marriott - Seoul Convention Bureau (on YouTube)</p> <p>6. Jurong Lake Gardens Virtual Site Visit (WCS Channel on Youtube)</p> <p>*A 360-degree tour/ view is not required but is preferred/would be an advantage</p>
Conceptualize and prepare storyline/storyboard/s for all the AVPs	<ul style="list-style-type: none"> <li>● The production team shall present a concept plan and storyline/storyboard/s consistent with the theme and;</li> <li>● Present a personnel list for the Project</li> </ul>
Shoot on location and provide edited clips as well as editable files, curated images/shots and all raw footages and b-rolls	<ul style="list-style-type: none"> <li>● Edit videos and text content (write-ups, titles, and captioning for social media) of each of the produced videos/materials for a maximum of 5 times per material;</li> <li>● Incorporate graphics/animation and purchase necessary creative assets such as music backgrounds or sound effects as needed;</li> <li>● Execute resizing and reformatting of the AVP materials as required;</li> <li>● Turnover time of editable video files, curated images/shots, raw footages and b-rolls two (2) days after the trip/location shoot</li> </ul>
Available AVPs from properties may also be used and edited to be consistent with the overall material	<ul style="list-style-type: none"> <li>● Use existing AVPs provided by properties, if suitable and can be adapted in the video material</li> </ul>
Include a Talent in the team to serve as a host/guide during the tours	<ul style="list-style-type: none"> <li>● Present a pool of talents to host/guide/narrate the tour (subject to the approval of TPB);</li> <li>● Provide the script/spiel for the Talent based on the info about each MICE venue and tour site;</li> <li>● Narratives and tour guiding should be engaging and appealing to the audience</li> </ul>

<p>Be fully equipped with high-quality hand-held tools (e.g., cameras, laptops, internet, microphones, lighting, recording materials, etc.) to produce output</p>	<ul style="list-style-type: none"> <li>● Submit a list of the equipment to be used for taking video and photo images</li> </ul>
<p>Firm/company to produce their own logistics and arrangements for the shoot</p>	<p>The production team must be willing and able to:</p> <ul style="list-style-type: none"> <li>● Travel to the destinations;</li> <li>● Closely coordinate with the TPB and DOT regarding travel itineraries;</li> <li>● Secure permit to shoot per property (with the assistance of TPB as may be needed) and settle shooting permit fees, as required;</li> <li>● Shoulder logistics, travel expenses and requirements including but not limited to accommodations, transport, food, meals, equipment, RT-PCR tests as required, entrance/environmental/travel and talent fees, etc; and</li> <li>● Be responsible for the team’s personal belongings/safety at all times</li> </ul>

**V. QUALIFICATIONS**

**A. FIRM/COMPANY**

The production house/company or creative agency must:

- Be duly registered in the Philippines and must be in operation for at least three (3) years;
- Have successfully handled at least three (3) similar projects (conceptualized/directed/produced/edited a similar AVP concept) that have been published in reputable online platforms within the last three (3) years, based on submitted certification from clients showing satisfactory rating, comment or evaluation on delivered service

**B. MINIMUM REQUIREMENT FOR PERSONNEL**

At least three (3) years of experience in the following:

**1. ART/FILM DIRECTOR (1) \*can also function as Copywriter**

- Project conceptualization execution and management;
- Directing with a repertoire that includes published/publicly released video ads, vlogs, digital ads, print magazine shoots, etc.

**2. VIDEOGRAPHER (2) \*can have 1 Videographer who also functions as a Video Editor**

- Experience in photography and videography with a repertoire that includes published/publicly released video ads, vlogs, digital ads, print magazine shoots, etc.

**3. COPYWRITER (1)**

- Must have written works (three or more) that have been published in lifestyle magazines/digital publications and ads

**4. VIDEO EDITOR (1)**

- Experience in video editing with a repertoire that includes published/publicly released video ads, vlogs, digital ads, print magazine shoots, etc.

**5. TALENT (1)**

- Should be aesthetically pleasing, speaks English eloquently, and has preferably hosted a video tour/similar production - subject to the approval of TPB;

\*Recommendation of a Celebrity Host (Business/Travel/Lifestyle Program Host) is an advantage

\*Only a minimum of one (1) year experience is required

**6. INTERPRETER (optional)**

- Working on the production of subtitles

*\*Please submit CV and work portfolio following the format as prescribed in the bidding document*

**VI. OTHER TERMS AND CONDITIONS**

- All materials produced during the period of engagement shall be amenable to edits at no cost to the TPB for a maximum of five (5) revisions for each AVP;
- The selected full creative agency shall be subject to an assessment of the TPB as to the effectiveness of any phase of the AVP to be launched;
- The agency/company must agree that all rights and ownership of all types of content shall become the property of the TPB with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally;
- The finalized versions should be submitted to the TPB electronically and in a sturdy hard drive/s;
- Must only use creative assets (music/sound effect) with no licensing expiry in case of purchased music/sound effect for producing travel video blog materials;
- Following health protocols and as a safety precaution, the production team should follow social distance rules and other guidelines during filming of the destination;
- All tourism sites and establishments to be visited/included in the location shoot must have an applicable DOT-Accreditation/DOT Certificate of Authority to Operate/approval from the destination LGU/DOT Regional Office

## IX. CRITERIA FOR RATING

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

PARTICULARS	RATING
<b>I. APPLICABLE EXPERIENCE OF THE CONSULTANT/FIRM</b>	<b>50%</b>
A. Years active in field <ul style="list-style-type: none"> <li>● Three (3) years and above - 20%</li> <li>● Below three (3) years - 0%</li> </ul>	20%
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 three (3) years, based on submitted certification from clients showing satisfaction on the delivered service. Must have handled similar projects and/or produced tourism-related AVPs <ul style="list-style-type: none"> <li>● More than three (3) related projects within the three (3) years - 30%</li> <li>● At least three (3) related projects within the last three (3) years - 25%</li> <li>● Less than three (3) related projects within the last three (3) years - 0%</li> </ul>	30%
<b>II. QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE PROJECT</b>	<b>30%</b>
A. Personnel assigned to the Project must have a minimum of three (3) years of experience in conceptualizing/directing/producing/editing video blogs <ul style="list-style-type: none"> <li>● Three (3) years or more (all personnel) - 30%</li> <li>● Below three (3) years (any personnel except the celebrity host/ talent) - 0%</li> </ul>	
<b>III. CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>20%</b>
A. Number of ongoing projects/accounts as of 2021 being handled of similar scope and nature <ul style="list-style-type: none"> <li>● Below five (5) projects - 20%</li> <li>● Five (5) and above projects - 10%</li> </ul>	
<b>TOTAL</b>	<b>100%</b>

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

The shortlisted bidders shall be required to do a 20-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%).

PARTICULARS	RATING
<b>I. QUALITY OF PERSONNEL WHO MAY BE ASSIGNED TO THE PROJECT</b>	<b>35%</b>
<b>A. Art/Film Director *can also function as a Copywriter</b> <ul style="list-style-type: none"> <li>● At least one (1) Art/Film Director skilled in directing travel video blogs/MICE venue/events production with at least three (3) years of experience</li> </ul>	7%
<b>B. Videographers *can also function as a Video Editor</b> <ul style="list-style-type: none"> <li>● One to two (1-2) videographers skilled in photography and videography with at least three (3) years of relevant work experience</li> </ul>	7%
<b>C. Copywriter</b> <ul style="list-style-type: none"> <li>● 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' relevant work experience</li> </ul>	7%
<b>D. Video Editor</b> <ul style="list-style-type: none"> <li>● Video editor should have at least three (3) years' relevant work experience</li> </ul>	7%
<b>E. Talent</b> <ul style="list-style-type: none"> <li>● Talent must have at least a one-year (1) relevant work experience in business/travel/lifestyle program hosting – 5%</li> <li>● Celebrity host with at a one-year (1) relevant work experience in business/travel/lifestyle program hosting – 8%</li> </ul>	7%

<b>II. EXPERIENCE OF THE CONSULTANT/FIRM</b>	<b>25%</b>
<b>A. Number of related projects successfully handled the previous year</b> <ul style="list-style-type: none"> <li>● Three (3) and above related projects within the last three (3) years - 10%</li> <li>● Below three (3) related projects within the last three (3) years - 5%</li> </ul>	15%
<b>B. Industry citations/awards received by the agency (international and regional combined) for the last five (5) years</b> <ul style="list-style-type: none"> <li>● Received at least three (3) citations/awards</li> </ul>	10%
<b>III. PLAN APPROACH &amp; METHODOLOGY</b>	<b>40%</b>
A. Creative approach and concept extensiveness of story angles presented	15%
B. Incorporated Travel Safety Protocols and Health Guidelines in the proposed concepts of the virtual tour	5%
C. Key messaging in the proposed concepts of the virtual tour AVP focused on the theme of the project	5%
D. Promotes tourism sustainability and inclusivity/ community engagement	5%
E. Feasibility and flexibility of the plan	5%
F. Incorporate a 360-degree view/format applied in the virtual tour AVP	5%
<b>TOTAL</b>	<b>100%</b>

The bidder is expected to submit technical and financial proposals that shall be evaluated based on 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%



## X. PROPOSED PROJECT DURATION AND BUDGET

- The project will commence upon receipt of Notice to Proceed (NTP) up to the 1<sup>st</sup> Quarter of 2022 of which marks the target completion of the Project;
- TPB does fund transfers through the Landbank of the Philippines. If the supplier does not have a Landbank account, fund transfers may still be done but bank charges to be borne by the Supplier;
- The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones, as applicable;
- Due to the current situation and possible changes in travel protocols, timelines can be amenable to change as deemed necessary and as approved by TPB

Payment %	Target Submission	Milestones
15%	1 <sup>st</sup> week upon issuance of NTP	After the submission of approved travel video concept plan and personnel list
35%	4 <sup>th</sup> week upon submission of the approved travel video concept and personnel list	After the submission of the 1 <sup>st</sup> batch of virtual tour AVPs (3 destinations)
35%	4 <sup>th</sup> week upon submission of the 1 <sup>st</sup> batch of virtual tour AVPs	After the submission of the 2 <sup>nd</sup> batch of virtual tour AVPs (2 destinations)
15%	2 <sup>nd</sup> week upon submission of the 2 <sup>nd</sup> batch of virtual tour AVPs	After the turnover of all materials and submission of final versions of the AVPs

## XI. ABC

The Approved Budget for the Contract (ABC) is **PHP5,000,000.00** inclusive of all applicable fees and 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.

## XII. CONTACT PERSON

For particulars, please contact:

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