

## **SERVICES OF AN INTEGRATED MARKETING COMMUNICATION (IMC) AGENCY**

### **Terms of Reference**

#### **I. BACKGROUND OF THE PROJECT**

An attached agency of the Department of Tourism (DOT), the Tourism Promotions Board (TPB) is responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services, with the end in view of increasing tourist arrivals and tourism investments; marketing the Philippines as a major Meetings, Incentives, Conventions and Exhibitions (MICE) destination; attracting, promoting, facilitating and servicing large scale events, international fairs and conventions, congresses, sports competitions, expositions and the like; ensuring the regular local and international advertisement of the country's major tourism destinations and other tourism products, including TEZs; and providing incentives to travel agencies, tour operators, wholesalers and investors abroad capable of drawing a sizeable number of tourists and tourism investments to the country. Cascading plans, programs, and projects of TPB to local and international stakeholders for direct and transparent communication, better cooperation and a better understanding of tourism development and management plan is highly important.

In 2022, TPB will continue to implement its three key strategies to achieve growth in the tourism industry in the new normal. This includes *SmarTourism* to strengthen digital platforms and expand other tools for marketing and promotions; *Partnership as Pathways* to cultivate partnerships with stakeholders and customers; and *Safe Bangon Turismo* to bring back the confidence of the public in travel, jumpstart the local tourism economy and promote safe and fun travel.

Moreover, in view of the reopening of the Philippine travel borders on 10 February 2022, TPB launched the It's More Fun With You campaign with the release of the virtual tour videos showcasing the attractions and activities in various destinations. The campaign aims to welcome and invite tourists from visa-free countries to once again enjoy safe travel after the long hiatus brought by the pandemic. Relatively, as both local and international borders slowly ease restrictions and protocols to jumpstart the tourism industry, now is the opportune time to market and promote the Philippines.

In this regard, TPB will hire an experienced Integrated Marketing Communications (IMC) or Media agency to augment in the following:

### ***Social Media Marketing and Influencer Management***

Research, recommend and develop an effective digital and social media campaign for TPB that will align to the tourism branding campaign for implementation across platforms (Facebook, Instagram, Twitter, LinkedIn, Youtube and Tiktok). Services includes, but not limited to, conduct of influencers program campaign, implementation of integrated digital marketing communications campaign, social media monitoring and research, among others.

### ***Public Relations and Communications***

Design and implementation of communication / public relations strategies and plan in order to positively highlight TPB as the marketing arm of the Department of Tourism (DOT), to include the Philippines as a travel destination. Services include, but not limited to, public and media relations management, development of crisis communication plans, augmentation in the production of monthly and quarterly newsletter and assistance during media events and press conferences, among others.

### ***Marketing of the Travel Philippines App***

The marketing strategy for the Travel Philippines App should focus on digital promotion through the execution of a promotional campaign. Customer participation / engagement must also be considered so promotion on social media platforms must be underscored with main focus on Philippines' readiness to accept local and international tourists

## **II. OBJECTIVES**

The integrated marketing communications campaign to be implemented by the agency, shall:

- enhance the perception of the Philippines as a progressive, sustainable, and fun tourist destination and restore the trust and confidence of foreign tourists in opportunity and emerging markets to travel to the Philippines
- reinforce the *It's More Fun in the Philippines* and *It's More Fun With You* brands through digital / online and public relations campaigns with focus on the country's readiness for border reopening and encourage domestic and international travel
- increase online visibility and social media engagement through digital campaigns / activities highlighting the Philippines as a safe and fun travel destinations and its readiness to receive international arrivals

### III. ELIGIBILITY REQUIREMENTS

- The agency must be duly registered in the Philippines and must be engaged in business operation for at least five (5) years providing creative, digital, marketing/advertising and public relations services.
- The agency must be managed by credible and competent officers with vast experience in Marketing (traditional media and new media), Advertising, Media Management and Public Relations, as indicated in item 4
- Must submit the following:
  - company profile with a list of services offered and sample of works done similar to TPBs requirements
  - list of implemented projects / programs / campaigns of similar nature for the government and the private sector for the last five (5) years (2017 to present)
  - list of active / ongoing projects / programs / campaigns being handled of similar scope and nature
  - list of successfully implemented integrated marketing communication campaigns with contract cost equal to or greater than Php10M in the last five (5) years (2017 to present)
  - list of certificates of completion / recommendation letters from previous clients with similar scope in the last five (5) years (2017 to present)
  - List of industry citations / awards received by the agency (international and regional combined) in the last five (5) years (2017 to present)
  - List of active local (Metro Manila and provincial contacts) and international (ASPAC, North Asia, Europe, USA, EAMI) media contacts / affiliation from broadcast, print and digital / online subject to compliance under the Data Privacy Act of 2012. The list must contain at least 100 names / contacts from local and international combined

### IV. MINIMUM REQUIRED PERSONNEL

Required Personnel	Minimum Years of Experience
COO / CEO or its equivalent	10
Managing Director or its equivalent	10
Account Manager or its equivalent <i>*** can be designated as the main point person for the Social Media Marketing / Influencer Program</i>	8
Senior Technical Writer or its equivalent	8
Media Liaison or its equivalent	8

<i>*** can be designated as the main point person for the PR Management</i>	
Copywriter or its equivalent	5
Sales and Marketing Specialist	5
Executive Creative Director	5
PR / Media Strategist or its equivalent	5
Social Media / Digital / SEO / SMO Specialist or its equivalent <i>*** can be designated as the main point person for the Travel App Philippines Marketing</i>	5
Researcher / Data Analyst or its equivalent	5
Graphic Designer / Video Editor or its equivalent	5

*Note: Bidders may recommend additional personnel deemed fit for the team. Personnel must have been in his/her position or similar capacity in the required number of years based on their career. Each individual must hold one position only. Please include in the bid documents the resume of the personnel and the work reference's contact details*

## V. SCOPE OF WORK AND DELIVERABLES

### Social Media Marketing and Influencer Program Management

<p>Development of full social media marketing campaign plan to generate engagement</p> <p>Major goals: increase following, drive engagement</p>	<p>Develop a full social media campaign plan for Facebook, Instagram, Twitter, YouTube, LinkedIn which should include story angle, timeline, proposed material (pegs) to generate engagement in each social networking site. The plan should be presented through a monthly calendar reflecting schedule of campaign implementation/postings and is subject for approval of TPB.</p> <ul style="list-style-type: none"> <li>Visual content can be used across all platforms but must be presented in site-specific dimensions to maximize the posting on each account.</li> </ul> <p><b>Content creation and production</b> to include writing captions/copies and producing artworks such as social media static posts, short/long form videos, curated albums, infographics, and GIFs in support of the approved monthly social media plan.</p> <ul style="list-style-type: none"> <li>It should include public holidays and exclude mentions of any specific business trade names. All contents should be anchored in the “It’s More Fun with You” campaign of the DOT.</li> </ul>
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	<p><b>Online promos/giveaways</b> implementation, two (2) campaigns customized for each social networking site, for a total of twelve (12) across all platforms to drive engagement during the duration of the contract. Plans should include campaign details, mechanics from pre to post-campaign, and prizes. The funds for the execution of these online promos, including the prizes, are already included in the approved budget of the contract. Any required permits and transfer/delivery charges for the promos will be managed by the supplier.</p> <p><b>Social media ads</b> budget allocation of PHP 40,000 per month across indicated platforms. It can be used to boost ads on each specific platform/s or spread on all platforms per month, depending on the boosting strategy of the supplier. If the budget is not maxed on that month, it will be rolled over for spending to the succeeding month/s.</p> <p><b>Increase the number of followers</b> per platform by at least 100% upon the full implementation of the contract. A social media baseline report shall be submitted by the supplier within seven (7) days upon receipt of the Notice to Proceed (NTP).</p> <p><b>Implementation and community engagement</b> on all platforms (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management)</p>
Implementation of three (3)-phased Influencer Program	<p><b>To develop an influencer marketing proposal</b> anchored on the <i>"It's More Fun With You"</i> theme targeting the following target markets:</p> <ul style="list-style-type: none"> <li>• Domestic travelers (Facebook/Instagram campaign that will result to 100% increase on page followers and likes at the end of the campaign)</li> <li>• Millennial and Gen Z audiences (TikTok campaign)</li> </ul>

- Proposal must include the following: establish measurable goals and KPIs; identify target audience and personas; provide content plan/direction; identify possible influencers to engage with; indicate channels where the content will be published; set campaign timelines for proper and timely output; boost content strategies to increase following and brand awareness

**To recommend two (2) macro, four (4) micro, and six (6) nano influencers** subject to the approval of TPB. The deliverables should be 70% short/long-form video content and 30% static posts.

#### Macro Influencers

- Two (2) influencers with allocation for one personal assistant (PA) per influencer
- Must have at least one (1) of the following online metrics:
  - Facebook/Instagram: 500K to 1M followers
  - YouTube/Tiktok: 150K to 1M views
  - Blogs: 500K to 1M UVMs
- Visayas or Mindanao as destination
- 5 days, 4 nights

#### Micro Influencers

- Four (4) influencers
- Must have at least one (1) of the following online metrics:
  - Facebook/Instagram: 50K to 500K followers
  - YouTube/Tiktok: 50K views to 150K views
  - Blogs: 50K to 500K UVMs
- Visayas or Mindanao as destination
- 4 days, 3 nights

#### Nano Influencers

- Six (6) Influencers

	<ul style="list-style-type: none"> <li>● Must have at least one (1) of the following online metrics: <ul style="list-style-type: none"> <li>● Facebook/Instagram: 10K to 49K followers</li> <li>● YouTube/Tiktok: 10K to 49K views</li> <li>● Blogs: 10K to 49K UVMs</li> </ul> </li> <li>● Manila / Luzon</li> <li>● Day trip / overnight</li> </ul> <p><b>To create a full itinerary</b> to at least three (3) alternative destinations in Luzon, Visayas, and Mindanao as the source of content for the influencers. Keywords to highlight in this campaign are safe, sustainable, and fun tourism; culinary, wellness, and adventure tourism. Itinerary/destination is subject to the approval of TPB.</p> <p><b>To handle the logistics and overall management</b> of the itinerary and the whole trip including ground handling services from pick-up on the arrival to drop-off for the departure of the following, per leg: 1 to 2 TPB employees, one (1) representative from the Agency and invited influencer/s.</p> <p><b>To include in the budget all talent fees and travel expense/s</b> (Transportation via air, land and/or sea); DOT-accredited and/or TPB member accommodations, ground arrangements via an accredited DOT tour operator/travel agency, meals, all tour-related fees, travel insurance, safety and travel kits, provision of communications expense (internet) and other miscellaneous expenses that will be incurred (e.g. RT-PCR swab tests, other on-site related expenses, honorariums, sampling of delicacies, souvenir tokens, etc.)</p>
Social media monitoring and social listening	To submit <b>daily</b> social media monitoring and social listening reports from TPB official accounts for the following variables: brand mentions, relevant hashtags, implemented campaigns, and industry trends and keywords

	<p>To submit <b>weekly</b> competitor intelligence reports, specifically from ASEAN tourism boards and local tourism organizations/associations, covering their online activities, campaigns, and best practices.</p> <p>To provide a <b>monthly</b> comprehensive accomplishment report summarizing the analytics, insights, sentiments analysis, recommendations for improvement of social channels and campaigns performance, and return of marketing investment per platform.</p>
Subscription to Social Media tools	<b>To subscribe and endorse to TPB a one-year subscription</b> to one (1) social media monitoring tool and one (1) social media management/scheduler tool that can be accessed by 2-3 personnel. Recommendations subject for approval of TPB.
Others	Provision of additional services apart from the items listed above as long as it is deemed beneficial to TPB, as mutually agreed by both parties.

#### **Public Relations (PR) Management**

Public Relations Management (monthly retainer)	<p><b>Monthly PR plan</b> to include story angles, targeted media / platforms for seeding, proposed media guesting / interview etc. PR plan is subject to change upon mutual agreement between TPB and the supplier.</p> <p><b>Minimum of three (3) seeded articles with at least sixty (60) pick-ups per month.</b> All seeded releases should be picked up by major news dailies and leading online news pages/magazines. Monthly mileage reports should be also submitted to reflect a list of published / picked up releases, media values and ROI computation every first week of the following month.</p> <p><b>Preparation</b> of press release, advertorial write-up, feature stories, messages, speeches, official statement, talking points, and other-related writing jobs.</p> <p><b>Assistance during press conferences / media events</b> such as, but not limited to, technical assistance,</p>
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	<p>program management, media invitation, preparation of media kits, coverage, seeding of press releases, preparation of briefing notes and other needed write-ups. During coverage of TPB events within Metro Manila and out-of-town, the supplier shall assign a writer to join (travel expense c/o TPB)</p> <p><b>Daily media monitoring and reporting of tourism-related news and updates through email.</b> News monitoring should include press pickups, a report on the developments and trends in the industry, and a recommended action plan. The report should also cover mentions and news/stories about the Philippines in relation to tourism.</p> <p>Provision of necessary support and assistance on the <b>production of TPB's monthly newsletter and quarterly e-magazine</b> such as, but not limited to, editorial works, write-ups, and (minimal) design requirements.</p> <p><b>Designation of one (1) dedicated speechwriter</b> for TPB officials. The dedicated speechwriter should be apart from the PR team assigned to work on other writing deliverables</p> <p><b>Validation and updating of existing TPB Media Contacts</b> and turn-over of consolidated directory of engaged media partners during the duration of the contract. The directory shall include the complete name, position, media outfit, contact number, email address, and office/delivery address.</p> <p><b>Provide TPB direct access to news monitoring tool / dashboard</b> such Media Meter, Isentia or any other related news monitoring and analytics tool.</p>
Conduct of at least one physical or two (2) hybrid Media Briefing / Press Event	<b>Organize</b> at least one (1) physical / hybrid media briefing / press event <b>OR</b> two (2) virtual / online physical/hybrid media briefing/press event.

	<p><b>Provision of technical assistance</b>, program management, event host, media invitation, media kits, media coverage, seeding of press releases, preparation of briefing notes and others.</p> <ul style="list-style-type: none"> <li>● Meals for 60 persons to be included. This shall cover delivery to Metro Manila, Cavite and Bulacan areas if the press event will be conducted virtually.</li> <li>● Venue rental to include, set-up, LED Wall, lights, and sounds. This requirement is only mandatory if the event will be held physically which will require venue and set-up.</li> </ul>
Development of Crisis Communications Plan and Crisis Management Services	<p><b>Development of the agency's Crisis Communication Plan</b> that TPB may implement and use as a guide in effectively handling crises.</p> <p><b>Assistance in handling and managing communications effectively</b> with internal and external stakeholders during a crisis.</p> <p><b>Provide consultation services</b>, as needed, during crisis situations and recommend action plans to recover the positive image and reputation of TPB post-crisis.</p> <p>Initial draft shall be provided not later than six (6) months from the start of engagement.</p>
Membership to Public Relations (PR) professionals' organization or registration to trainings / congress / seminars of the similar	<p><b>Membership*</b> of six (6) TPB officials to a PR professionals' organization OR registration to a PR / media-related congress / training / seminars.</p> <ul style="list-style-type: none"> <li>● Membership in a PR professional organization should be valid for at least one (1) year</li> <li>● PR / media-related congress / trainings / seminars should have issuance of certificate</li> </ul>
Others	Provision of additional services apart from the items listed above as long as it is deemed beneficial to TPB, as mutually agreed by both parties.

## Marketing of the Travel Philippines App

Development of strategy / messaging / communications plan for the Travel Philippines App	<b>Create a comprehensive marketing and promotions campaign</b> that must include messaging, tagline key visuals and communications plan <b>for airport ad placement</b> .  Present or submit the proposed campaign within seven (7) working days from receipt of the Notice to Proceed (NTP)
Airport Placement + production materials	Produce promotional materials / ads and strategically advertise these at PH international gateways to encourage tourists to download and use the Travel Philippines app and liaise with the appropriate airport agencies for execution of the campaign. Execute resizing and reformatting of the ads as needed.
	Translate ads to Korean, Japanese, and Simplified / Traditional Chinese as needed.
Others	Provision of additional services apart from the items listed above as long as it is deemed beneficial to TPB, as mutually agreed by both parties.

*\*\*\* Upon completion of deliverables for the Social Media Marketing and Influencer Program, PR Management, and Marketing of the Travel Philippines App, the supplier must submit a comprehensive terminal report covering all aspects of the project from planning to execution. It must include insights, analysis, recommendations, and evaluations of the project including conceptualization, asset creation, and execution. All the approved materials, files, data, and reports must also be submitted.*

## VI. OTHER TERMS AND CONDITIONS

- All outputs 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.
- All outputs of the service provider are subject for approval of TPB prior to release.

## VII. FINANCIAL REQUIREMENT / TERMS OF PAYMENT

- The engagement shall be for a period of twelve (12) months, upon the receipt of the Notice to Proceed (NTP).
- The Approved Budget of Contract (ABC) for the project is **Twenty-Five Million Pesos (Php25,000,000.00)** inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
- The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones. In each milestone:

MILESTONE	% OF PAYMENT
<b>Tranche 1: Initial Payment</b>	
Development and approval of the integrated marketing communications plan / strategy for 12-month period on <ul style="list-style-type: none"> <li>• Social Media Marketing and Influencer Program Management (10% of the TCP)</li> <li>• Public Relations Management (2% of the TCP)</li> <li>• Travel Philippines App Marketing (3% of the TCP)</li> </ul> <i>*** within seven (7) days upon receipt of NTP</i>	<b>15% of the TCP</b>
<b>Tranche 2: Months 1 to 3 of engagement</b>	
1 <sup>st</sup> Quarter or 3-month submission of contents / creative materials and successful execution of online marketing plan (7% of the TCP)  1 <sup>st</sup> Quarter or 3-month retainer fee Completion of 9 seeded articles and 180 pick-ups (3.56% of the TCP)  Initial draft of the Crisis Communications Plan (0.4% of the TCP)	<b>10.96% of the TCP</b>
<b>Tranche 3: Months 4 to 6 of engagement</b>	
2 <sup>nd</sup> Quarter or 3-month submission of contents / creative materials and successful execution of online marketing plan (7% of the TCP)	<b>21.56% of the TCP</b>

<p>2<sup>nd</sup> Quarter to 3-month retainer fee Completion of 9 seeded articles and 180 pick-ups (3.56% of the TCP)</p> <p>Successful Implementation of Influencer Program Leg 1 (6% of the TCP)</p> <p>Production and Design of materials for the Travel Philippines App (5% of the TCP)</p>	
<b>Tranche 4: Months 7 to 9 of engagement</b>	
<p>3<sup>rd</sup> Quarter or 3-month submission of contents / creative materials and successful execution of online marketing plan (7% of the TCP)</p> <p>3<sup>rd</sup> Quarter to 3-month retainer fee Completion of 9 seeded articles and 180 pick-ups (3.56% of the TCP)</p> <p>Successful Implementation of Influencer Program Leg 2 (6% of the TCP)</p> <p>Successful Implementation of the Media Briefing (1% of the TCP)</p>	<b>17.56% of the TCP)</b>
<b>Tranche 5: Months 10 to 12 of engagement</b>	
<p>4<sup>th</sup> Quarter or 3-month submission of contents / creative materials and successful execution of online marketing plan (7% of the TCP)</p> <p>4<sup>th</sup> Quarter to 3-month retainer fee Completion of 9 seeded articles and 180 pick-ups (3.56% of the TCP)</p> <p>Successful Implementation of Influencer Program Leg 3 (6% of the TCP)</p> <p>Confirmation and execution of airport placement and approval of production / creative materials for the Travel Philippines App (8% of the TCP)</p>	<b>24.92% of the TCP</b>

Participation to Public Relations Conference / membership or other related trainings / certification AND finalization of the Crisis Communications Plan (0.36%)	
<b>Tranche 6</b>	
Submission of comprehensive terminal report for the following: <ul style="list-style-type: none"> <li>• Social Media Marketing and Influencer Program Management (4% of the TCP)</li> <li>• Public Relations Management (2% of the TCP)</li> <li>• Travel Philippines App Marketing (4% of the TCP)</li> </ul>	<b>10% of the TCP</b>

*Notes:*

- *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.*
- *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.*

## **VIII. CRITERIA FOR EVALUATION**

The bidder is expected to submit technical and financial proposals that shall be evaluated based on Quality Cost Based Evaluation (QCBE).

The winning bidder must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignments:

<b>Proposal</b>	<b>Weight</b>
Technical Proposal	85%
Financial Proposal	15%

**\*\*Bidders are required to present (maximum of 45 minutes) their plan of approach for the project.**

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

Particulars	Rating	
<b>I. Applicable Experience of the bidding agency based on submitted statement of on-going and completed contracts for the last five (5) years</b>	<b>60%</b>	
A. Appropriateness of the Integrated Marketing Communications (IMC) Agency or Media Agency	20%	
<ul style="list-style-type: none"> <li>Integrated Marketing Communications Agency, Public Relations (PR) Agency, Media Planning and Buying Agency, and Advertising Agency (20%)</li> </ul>		
<ul style="list-style-type: none"> <li>Public Relations Agency, Media Planning and Buying, and Advertising Agency (15%)</li> </ul>		
<ul style="list-style-type: none"> <li>Media Planning and Buying Agency/Advertising Agency (10%)</li> </ul>		
B. Extent of Network and Affiliation	5%	
<ul style="list-style-type: none"> <li>List of active local and international media is 100 and more (5%)</li> </ul>		
<ul style="list-style-type: none"> <li>List of active local and international media contacts is lower than 100 (2%)</li> </ul>		
C. Years of existence as an integrated marketing communications agency based on the articles of incorporation	10%	
<ul style="list-style-type: none"> <li>More than 5 years (10%)</li> </ul>		
<ul style="list-style-type: none"> <li>At least 5 years (5%)</li> </ul>		
D. Similar projects completed in the last five (5) years <sup>1</sup>	15%	
<ul style="list-style-type: none"> <li>3 and above projects targeting the entire Philippines and global for a promotional campaign (15%)</li> </ul>		
<ul style="list-style-type: none"> <li>3 and above projects targeting the entire Philippines for a nationwide campaign (10%)</li> </ul>		
<ul style="list-style-type: none"> <li>1-2 projects targeting the entire Philippines for a nationwide campaign (5%)</li> </ul>		
E. Similar projects completed in the last 5 years with at least one contract equal to or greater than PHP10,000,000.00	10%	
<ul style="list-style-type: none"> <li>1 or more similar projects with contract cost equal to or greater than PHP10,000,000.00 (10%)</li> </ul>		

<sup>1</sup> Bidders must specify in the statement of ongoing and completed projects form if engagement is global/regional/local

<ul style="list-style-type: none"> <li>• Similar projects with contract cost less than PHP10,000,000.00 (0%)</li> </ul>		
<b>II. Quality of personnel who may be assigned to the project</b>	<b>30%</b>	
<p>A. Required number and positions of personnel (or its equivalent) with minimum years of experience with additional personnel following any of the profiles of the identified minimum required personnel mentioned in item IV of this TOR (30%)</p> <ol style="list-style-type: none"> <li>1. COO/CEO</li> <li>2. Managing Director</li> <li>3. Account Manager</li> <li>4. Senior Technical Writer</li> <li>5. Media Liaison Officer</li> <li>6. Copywriter</li> <li>7. Sales and Marketing Specialist</li> <li>8. Executive Creative Director</li> <li>9. PR/Media Strategist</li> <li>10. Social Media/Digital/SEO/SMO Specialist</li> <li>11. Researcher/Data Analyst</li> <li>12. Graphic Designer</li> </ol>		
<p>B. Required number of personnel (or its equivalent) with minimum years of experience in the same position mentioned in item IV of this TOR is met (25%)</p> <ol style="list-style-type: none"> <li>1. COO/CEO</li> <li>2. Managing Director</li> <li>3. Account Manager</li> <li>4. Senior Technical Writer</li> <li>5. Media Liaison Officer</li> <li>6. Copywriter</li> <li>7. Sales and Marketing Specialist</li> <li>8. Executive Creative Director</li> <li>9. PR/Media Strategist</li> <li>10. Social Media/Digital/SEO/SMO Specialist</li> <li>11. Researcher/Data Analyst</li> <li>12. Graphic Designer</li> </ol>		



<b>III. Current workload relative to capacity</b>	<b>10%</b>	
Number of on-going projects being handled of similar scope, nature, and contract cost		
5 projects or less (10%)		
6 or more projects (5%)		
<b>TOTAL</b>	<b>100%</b>	

B. Technical Bid/Proposal Criteria and Rating (85% passing score)

<b>Particulars</b>	<b>Rating</b>	
<b>I. Quality of Personnel to be Assigned to the Project</b>	<b>30%</b>	
A. Level of Experience based on similar nature of work		
<ul style="list-style-type: none"> <li>Level of experience based on similar nature of work requirement exceeded the required minimum (15%)</li> <li>Met minimum level of experience requirement (10%)</li> </ul>		
B. Similar projects handled (15%)		
<b>II. Expertise and Capability of the Firm</b>	<b>30%</b>	
A. Number of related nationwide/regional advertising, media, and public relations campaigns that the agency has handled and successfully implemented for the past 5 years, validated by previous clients		
<ul style="list-style-type: none"> <li>3-5 advertising/media/PR campaigns (15%)</li> <li>1-2 advertising/media/PR campaigns (10%)</li> </ul>		
B. Industry citations (international and nationwide combined) for the last 5 years		
<ul style="list-style-type: none"> <li>3 or more awards with at least 1 international citation (15%)</li> <li>1-2 local or international awards (10%)</li> </ul>		
<b>III. Plan Approach &amp; Methodology</b>	<b>40%</b>	
A. Strategic Criteria	<b>20%</b>	
<ul style="list-style-type: none"> <li>Qualitative Approach (4%) <i>Go deeper into understanding insights into customer motivation and emotion</i></li> </ul>		
<ul style="list-style-type: none"> <li>Innovation incorporated in the proposed plan (4%)</li> </ul>		
<ul style="list-style-type: none"> <li>Quantitative Approach (4%)</li> </ul>		

<i>Glean reliable, standardized facts and statistics to guide key business decisions</i>		
● Feasibility of the media plan / campaign (4%)		
● Plan optimization (4%) <i>How the budget will be efficiently allocated and how media placements will be spread out across all the proposed media channels.</i>		
<b>B. Evaluation Criteria</b>	<b>20%</b>	
● Coverage of the proposed Media Plan (4%) <i>Proposed media plan covers the proposed network/publication based on the target market, number of viewers per network, digital and social media platforms' reach across the target audience, types of content from media partners content that are related to the client's campaign target market.</i>		
● Tools used in planning and efficient buys (4%) <i>Use the platform or software to provide campaign data and insights to optimize budget and align media spend to the most effective channels</i>		
● Alignment to the NTDP and to TPB's strategic directions (4%)		
● Additional Media Values (PR values with partners, content and audience reach) (4%)		
● Flexibility of the plan (4%) <i>Must be able to adjust once the TPB's campaign has been modified due to change of the administration's direction</i>		
<b>TOTAL</b>	<b>100%</b>	

## IX. Other Terms and Conditions

The approved media plan may be modified as the need arises during the implementation of the project, upon agreement of both Parties (TPB and IMC) in cases of, but not limited to travel ban, travel advisory, force majeure, health hazards, outbreaks, change of administration's direction, and/or other fortuitous events to achieve the objectives of the campaign and have optimal media exposure for the same.

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.

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.

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

### **DURATION OF THE PROJECT**

The Project will run from 12 months from the Issuance of the Notice to Proceed. (see attached timeline)

### **CONTACT PERSON**

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