

**TOURISM PROMOTIONS BOARD PHILIPPINES**  
**TERMS OF REFERENCE (TOR)**

Services of a Media Planning and Placement Agency for the Promotion of the 10<sup>th</sup> Regional Travel Fair  
(RTF) #DiscoverCALABARZON  
27-30 October 2022

**I. PROJECT TITLE AND DESCRIPTION**

The Tourism Promotions Board (TPB) Philippines, through its Domestic Promotions Department, seeks the services of a Media Planning and Placement Agency for the promotion of the 10<sup>th</sup> Regional Travel Fair (RTF) #DiscoverCALABARZON.

**II. BACKGROUND**

The Regional Travel Fair (RTF) is a government-initiated travel and trade event organized by the Tourism Promotions Board Philippines (TPB) since 2018, in partnership with the Department of Tourism (DOT), through its Regional Offices. The RTF is a 4-day program that features the following components:

- Tourism Seminar
- Business-to-Business (B2B) Networking Meetings/Sessions
- Business-to-Consumer (B2C) Trade Fair/Exhibit
- Pre and Post Event Tours within the Host Region

In 2020, with the impact of the COVID-19 Pandemic worldwide, the tourism industry was pushed to innovate and elevate its marketing strategy and sought ways to improve delivery of its products and services to consumers, digitally. Due to this, the RTF launched its virtual editions then transitioned into hybrid format (physical and virtual) from 2020 to 2021 with positive reception from the industry. Now that the Philippine destinations are gradually opening to tourists and protocols are easing up, the 10<sup>th</sup> edition of the RTF this October 2022 is expected to be bigger as it will feature the rich culture and heritage of the CALABARZON Region.

The RTF establishes itself as an excellent opportunity for the host region to showcase its respective tourism offerings in strategic partnership with the Local Government Units (LGUs) and local private industry players.

**III. EVENT SCHEDULE**

Dates are subject to change based on actual site validation and coordination meetings to be conducted by the concerned TPB personnel, DOT Regional Office involved, LGUs, as well as existing IATF Rules and Regulations.

<b>COMPONENTS</b>	<b>EVENT FORMAT</b>	<b>DATE</b>
Pre-Event Tour for Buyers	Physical	27 October 2022
Tourism Webinar	Hybrid (physical & virtual)	27 October 2022
Business-to-Business (B2B) Networking Meetings	Physical	28 October 2022

Business-to-Consumer (B2C) Trade Fair/Exhibit	Hybrid (physical & virtual)	29-30 October 2022
Post-event Tour for Buyers	Physical	
Post-event Tour for Sellers	Physical	31 October 2022

#### IV. OBJECTIVES

The RTF aims to regain the interest of the public to travel domestically following the “*better normal*” in travel and to help the industry bounce back from the impacts of the COVID-19 Pandemic. The event also aims to achieve the following objectives:

1. Provide an online platform for industry stakeholders to transact business directly to local tourism suppliers and offer it to the public/general consumers.
2. Spur domestic tourism economy through sales leads, eventually converting into sales generated, helping local establishments.
3. Promote the Philippines as a safe, uniquely diverse, and fun destination.
4. Encourage equal participation of all gender, especially women in communities and organizations with the help of the tourism industry.

#### V. SCOPE OF WORK AND DELIVERABLES

##### A. MEDIA PLANNING

Conceptualize a Media Plan for two (2) months based on the digital placements and social media boosting requirements and the proposed timeline of execution.

##### B. DIGITAL PLACEMENT AND SOCIAL MEDIA BOOSTING

SCOPE OF WORK	DELIVERABLES	SCHEDULE OF RELEASE/DURATION
Digital Placements	1. Digital native article placement in reputable magazine/lifestyle media site/channel, with: <ul style="list-style-type: none"> <li>o Basic write up (around 500 words, maximum of 3 revisions)</li> <li>o One (1) native Facebook post promoting the article</li> <li>o Desktop and mobile friendly</li> <li>o Minimum buy: 20,000 page views/impressions for one month campaign duration</li> </ul>	Within September 2022
	2. Programmatic display/ banner ad placements in reputable magazine/lifestyle media site/channel: <ul style="list-style-type: none"> <li>o Desktop and mobile friendly</li> <li>o Minimum buy: 500,000 impressions</li> </ul>	Within September 2022

	<p>Targeting</p> <ul style="list-style-type: none"> <li>○ Demographics: M/F, 18+</li> <li>○ Location: Metro Manila &amp; CALABARZON</li> <li>○ Interests: Travel, Vacation, Holiday, Tourism, Holiday, beach, Beaches, Restaurants, Staycation, Food, Food tourism, Halal Food, Foodie, Foodies TV, Food network, Local food, Food industry, Food, and restaurants</li> <li>○ Activities: Hiking, Swimming, Scuba diving, Canyoneering, Water rafting, Paddle boarding, Surfing, Camping, Backpacking, and Zip Lining</li> <li>○ Booking websites: Expedia (website), Airbnb, TripAdvisor, Hotels.com, Trivago, Booking.com, or Agoda.com</li> <li>○ Airlines: Cebu Pacific, AirAsia, Philippine Airlines</li> <li>○ Hotel and resorts: The Peninsula Manila, El Nido, Sheraton Hotels and Resorts, Makati Shangri-La, Manila, Resort, Hilton Hotels &amp; Resorts, Palawan, Marriott Hotels &amp; Resorts, Solaire Resort, El Nido Resorts</li> </ul>	
<p>Social Media Boosting (Facebook and Instagram)</p>	<p>3. Social media boosting via TPB social media accounts:</p> <ul style="list-style-type: none"> <li>○ Ad materials: four (4) static ads, one (1) video ad (60sec)</li> <li>○ Five (5) days boosting per material/post</li> <li>○ Reach: 125,000 - 166,000 per post</li> </ul> <p>Targeting</p> <ul style="list-style-type: none"> <li>○ Demographics: M/F, 18+</li> <li>○ Location: Metro Manila &amp; CALABARZON</li> <li>○ Interests: Travel, Vacation, Holiday, Tourism, Holiday,</li> </ul>	<p>Last week of August until the 2<sup>nd</sup> week of October 2022</p>

	beach, Beaches, Restaurants, Staycation, Food, Food tourism, Halal Food, Foodie, Foodies TV, Food network, Local food, Food industry, Food, and restaurants <ul style="list-style-type: none"> <li>○ Activities: Hiking, Swimming, Scuba diving, Canyoneering, Water rafting, Paddle boarding, Surfing, Camping, Backpacking, and Zip Lining</li> <li>○ Booking websites: Expedia (website), Airbnb, TripAdvisor, Hotels.com, Trivago, Booking.com, or Agoda.com</li> <li>○ Airlines: Cebu Pacific, AirAsia, Philippine Airlines</li> <li>○ Hotel and resorts: The Peninsula Manila, El Nido, Sheraton Hotels and Resorts, Makati Shangri-La, Manila, Resort, Hilton Hotels &amp; Resorts, Palawan, Marriott Hotels &amp; Resorts, Solaire Resort, El Nido Resorts</li> </ul>	
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Note: Proposed schedule of release/duration of campaign may change without prior notice.

### C. DOCUMENTATION / ADMINISTRATIVE REQUIREMENTS

SCHEDULE	REQUIREMENTS
Pre and during campaign	<ol style="list-style-type: none"> <li>1. Implementation of the approved media plan</li> <li>2. Must be able to edit videos and text content (write-ups, titles, and captioning for social media) for each of the produced materials as needed.</li> <li>3. Must be able to incorporate graphics / animation and/or purchase necessary creative assets such as music backgrounds and/or sound effects as needed.</li> <li>4. All content (write-ups, static ads, images, titles, social media captioning) and other produced materials, if any, must undergo approval and go-signal from TPB.</li> <li>5. All official and editable materials will be provided by the TPB. The agency shall execute resizing and reformatting of existing creative materials to fit</li> </ol>

	<p>the required media placement specifications, purchase creative assets if necessary.</p> <p>6. Manage social media accounts for the uploading and/or boosting of ad materials for the promotion, as needed.</p> <p>7. Negotiate will all media vendors/suppliers/partners for rates, spots, bonuses, etc. for consideration and approval of TPB</p>
Post-campaign	<p>1. Submit a post-campaign/marketing assessment and spend report detailing ROMI (return of marketing investment) to show campaign/marketing effectiveness, measured against the appropriate/applicable KPIs such as, but not limited to:</p> <ul style="list-style-type: none"> <li>o Completed views and average completion rates</li> <li>o Audience reach/engagement and clicks to the site/s</li> <li>o Cost per click/views</li> <li>o Digital impressions delivered, where applicable</li> </ul> <p>2. Audit all advertising placements to verify insertions and booked or approved spots/schedules. Provide all proofs (soft and hard copies), to include but not limited to: certificate/proof of digital media placements in the form of clear screenshots and broadcasts (as applicable) in relation to placed media.</p>

## II. QUALIFICATIONS

1. The agency must be duly registered under Philippine laws and must be in operation for at least 3 years.
2. The agency must have successfully handled similar projects (plan/promote/press releases/placements/execute) that have been published in reputable online sources/platforms within the last 3 years, based on submitted certification from clients showing satisfactory on delivered service/s.
3. The minimum required manpower/personnel to be assigned to this Project should be organic/full-time personnel of the Agency.

### III. MINIMUM REQUIREMENT FOR PERSONNEL

REQUIRED PERSONNEL	YEARS OF EXPERIENCE IN HANDLING RELATED CAMPAIGN/S REQUIRED BY THE TPB
1. Digital Account Manager/Strategist	7 years
2. Copywriter	5 years
3. Media/Data Analyst and Researcher	5 years

*Note:* Please submit CV and work portfolio following the format as prescribed in the bidding documents.

### IV. CRITERIA FOR RATING

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

PARTICULARS			RATING	
<b>I.</b>	<b>APPLICABLE EXPERIENCE OF THE CONSULTANT/FIRM</b>			<b>50%</b>
	A	Years active in field	20%	
		3 years and above (20%)		
		Below 3 years (0%)		
	B	Successfully handled similar projects (plan/promote /press releases /placements / execute) that have been published in reputable online sources/platforms within the last 3 years, based on submitted certification from clients showing satisfactory on delivered service/s.	30%	
		More than three (3) related projects within the three (3) years (30%)		
		At least three (3) related projects within the last three (3) years (25%)		
		Less than three (3) related projects within the last three (3) years (0%)		
<b>II.</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE PROJECT</b>			<b>30%</b>

	Required minimum number of personnel has minimum years of experience are met		
	Required minimum number of personnel and years of experience are met (all personnel) – 30%		
	Required minimum number of personnel and years of experience are not met (any personnel) – 0%		
<b>III.</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>		<b>20%</b>
	Number of ongoing projects/accounts as of 2022 being handled of similar scope and nature		
	Below five (5) projects (20%)		
	Five (5) and above projects (10%)		
	<b>TOTAL</b>		<b>100%</b>

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

PARTICULARS		RATING	
<b>I.</b>	<b>QUALITY OF PERSONNEL WHO MAY BE ASSIGNED TO THE PROJECT</b>		<b>30%</b>
<b>A</b>	<b>Digital Account Manager / Strategist</b>	10%	
	At least one (1) Digital Account Manager / Strategist with at least seven (7) years of experience		
<b>B</b>	<b>Copywriter</b>	10%	
	At least one (1) writer whose written works (three or more) have been published in lifestyle magazines, digital publications, and ads with at least five (5) years of experience		
<b>C</b>	<b>Media/Data Analyst and Researcher</b>	10%	
	At least one (1) Media/Data Analyst and Researcher with at least five (5) years of experience		
<b>II.</b>	<b>EXPERIENCE OF THE CONSULTANT/FIRM</b>		<b>30%</b>
<b>A</b>	<b>Number of related projects successfully handled last year</b>	15%	

		Three (3) and above related projects within the last three (3) years (10%) Below three (3) related projects within the last three (3) years (5%)		
	<b>B</b>	<b>Industry citations/ awards received by the agency (international and regional combined) for the last 5 years</b>	15%	
		Received three (3) and more citations/awards (10%) Received below three (3) citations/awards (5%)		
<b>III.</b>	<b>PLAN APPROACH &amp; METHODOLOGY</b>			<b>40%</b>
		Creative Approach and Concept <i>Extensiveness of story angles / plans presented</i>	10%	
		Innovation incorporated in the proposed plan	10%	
		Quantitative Approach <i>Glean reliable, standardized facts and statistics to guide key business decisions</i>	10%	
		Feasibility of the media plan / campaign	5%	
		Plan optimization <i>How budget will be efficiently allocated and how media placements will be spread out across all the proposed media channels</i>	5%	
	<b>TOTAL</b>			<b>100%</b>

Complying Bidders shall be required to present their plan approach and methodology for a maximum of twenty (20) minutes. The rating will be based on the following percentage, the passing rate is 80%:

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

#### **V. CONTRACT DURATION AND TERMS OF PAYMENT**

1. The project shall commence upon receipt of Notice to Proceed (NTP) up to 31 October 2022.
2. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:



PAYMENT %	MILESTONES
15%	Submission of approved and signed media placement plan equivalent.
75%	After completion of all required pre and during the event campaign deliverables, submit proof of placements.
10%	Full delivery of services and submission of the required post-campaign/marketing report/deliverables and issuance of certificate of project completion.

TPB does fund transfers through Landbank. If the Supplier does not have a Landbank account, fund transfers may still be done but bank charges to be borne by the Supplier.

Approved Budget for the Contract (ABC) is **PHP 500,000.00** inclusive of service charge and all applicable taxes. Cost of items in bid should be broken down. The winning bid shall be determined **based on Quality Cost Based Evaluation (QCBE)**, provided that the amount of bid does not exceed the above-mentioned ABC.

For particulars please contact:

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