

# ANNEX A: TERMS OF REFERENCE

## FULL-SERVICE MEDIA AGENCY TPB'S 2022 LOCAL MEDIA PLANNING, BUYING, AND PLACEMENTS

### I. Project Description

TPB seeks to engage the services of a Full-Service Media Agency for the development and implementation of TPB's 2022 local media plan to strengthen the domestic tourism promotions efforts and re-establish the Philippines as a preferred destination for sustainable, uniquely diverse and memorable experiences for identified consumer interests.

### II. Background

The COVID-19 pandemic severely affected the Philippine Tourism Industry and caused the significant decline in tourist arrivals as well as the loss of jobs and livelihood. To date, as the number of COVID-19 positive cases drop and the vaccination roll out continues, 66% of the Philippines' total population or 71.5 million Filipinos have been fully vaccinated. Currently more provinces and tourism destinations reopen and ease their border restrictions to tourists to jumpstart local travel.

Relatively, the Department of Tourism, Tourism Promotions Board, and all its attached agencies focused all its strategies and initiatives to tourism recovery to re-ignite the desire of the travelers to rediscover the Philippine tourism destinations and to give priority to domestic travel than travelling abroad. Eventually, to re-establish the Philippines as a viable and preferred destination and provide the that sense of nationalism and pride when travelling to the Philippine tourism attractions.

In November 2020, DOT launched the "Have a Safe Trip, Pinas" campaign to promote health and safety protocols in various tourism sectors as the travel borders gradually reopen. This was supported by TPB through the release of the "Handa" omnibus AVP and the Have a Safe Trip, Pinas sector protocols videos featuring each tourism sector's travel guidelines. These materials aim to inform and educate the travelling public and tourism stakeholders of the health and safety protocols for travel in the new normal to limit the spread of the COVID-19 virus when travelling.

Following this and with the easing of travel border restrictions, TPB launched the It's More Fun With video ad in October 2021 as an offshoot of the Have a Safe Trip Pinas campaign. The overall message of the video ad highlights the warmth and longing for our destinations and travelers to be reunited.

TPB engaged a media agency in November 2021, to boost the domestic tourism promotions and encourage domestic travel to jumpstart the local travel demand and support tourism businesses in local communities severely affected by the pandemic. However, the campaign was interrupted momentarily with the outbreak of Omicron

variant in January to early February thus, giving consideration to market sensitivity, the roll out of placements paused and was resumed in February 2022.

On 10 February 2022, the Philippines has reopened its borders for fully vaccinated tourists from visa-free countries. Along with this, DOT and TPB launched the It's More Fun with You campaign through the release of the virtual tour videos and 360 virtual reality microsite which both showcased various tourism destinations, attractions, and activities that have reopened. And on 01 April 2022, borders have reopened to all fully vaccinated foreign tourists.

Furthermore, a February 2022 market scan report showed that the Philippines domestic campaigns by the DOT and TPB have been well-received by industry players and should continue even as international borders gradually open and international travelers' confidence returns.

In this regard, TPB seeks to appoint an experienced full-service media agency that will help design and execute the TPB's local media plan and placements in digital, traditional, and other media platforms to boost TPB's marketing and promotion efforts, to re-ignite the desire to re-explore the Philippines domestic, and to jumpstart the local travel demand.

### **III. Objectives and Targeted Outcome**

The engagement of the services of a Full-Service Media Agency aims to:

- a. Strengthen domestic tourism promotions through the digital, traditional, and other media platforms;
  - Creatively promote reopened destinations through content partnerships or branded content to complement TPB's promotional efforts for domestic tourism promotions and rebuilding of tourism in regions and communities severely affected by the pandemic to help restore jobs and livelihood;
  - The media plan shall focus on maximizing engagement in high reach platforms
- b. Encourage local travel and increase the number of visitors to reopened destinations
  - Partner with platforms that will yield conversions (actual trips within Philippines). Agency must be able to measure and provide the number of successful bookings per platform/s;

Furthermore, the deliverables required under this Project in the form of media plans and placements are expected to re-ignite the desire of domestic travelers to rediscover the Philippines. Ultimately, to re-establish the Philippines as a preferred destination for sustainable, uniquely diverse and memorable experiences for identified consumer interests.

#### IV. Scope of Work and Deliverables

Scope of Work	Deliverables
Market/Media Research	<p>Conduct a customized qualitative and quantitative research <sup>1</sup>for TPB to provide an in-depth market and media environment information and analysis in the Philippines.</p> <p>The research must provide and identify the following information such as but not limited to:</p> <ul style="list-style-type: none"> <li>• Current media landscape and digital trends;</li> <li>• Demographics (age, sex, socio economic class, etc.);</li> <li>• Target audience/ segment;</li> <li>• Consumer usage and attitude, behavior;</li> <li>• Consumer and travel trends;</li> <li>• Effective media platform/s per segment and per region in the Philippines;</li> <li>• Top sources of travel information</li> </ul>
Media Planning, Buying, and Implementation	<p>Submit a local integrated media plan feasible for six (6) months for TPB within fifteen (15) working days from receipt of the Notice to Proceed (NTP).</p> <p>The Media Plan (Visual Media Schedule) should include the following information:</p> <ul style="list-style-type: none"> <li>• Media (Digital, Print/TV/OOH);</li> <li>• Vehicle (Web/Social Media Platform, TV Program/Channel, Publication, etc.) <ul style="list-style-type: none"> <li>i. Digital – programmatic/ social media platforms, travel/tourism websites, etc.</li> <li>ii. TV – strategic number of TV spots in free TV and paid networks across all regions</li> <li>iii. Print – print ads in top/leading local broadsheets or magazines</li> <li>iv. OOH – recommended locations and types of OOH ads (LED, Transit Ad execution, etc.)</li> </ul> </li> <li>• Length / Size (Specifications) of material requirements and duration of the placements – this may be provided upon finalization of proposed media plan</li> </ul>

<sup>1</sup> The research must be presented as part of the pitch presentation and must be submitted prior to the implementation of the project. Bidders may use or refer to their existing data from market scan and studies conducted by the agency

	<ul style="list-style-type: none"> <li>• Targets/KPIs (Total spots/insertions/GRPs/Downloads/Followers or Subscribers, etc.)</li> <li>• Cost per medium, total media costs, grand total costs including ASF and taxes (in USD or local currency of the market and in PHP)</li> <li>• Timetable in Gantt Chart</li> </ul> <p>The submitted media plan will be subject to TPB approval. Agency should be able to implement the plans within 5 working days upon receipt of the signed and <b>approved final media plan</b>.</p>
	<p>Use data and insights to suggest ways to optimize and align media spend to most effective channels; Provide multiple Media Buying recommendations for each Campaign demonstrating the budget optimization that are most advantageous to TPB</p>
	<p>(Digital) Provide strong digital media capability and engagement through digital activations that could be deployed depending on target segment</p> <p>Research and recommend appropriate content or ad material for the digital/social media platforms;</p> <p>Conceptualize and produce content or ad material featuring identified Philippine destinations or products that will drive optimum engagement to digital/social media platforms.</p>
	<p>(Traditional) Explore opportunities to innovate within the traditional space through content partnerships, activation ideas, and other industry standards; Obtain any necessary government or industry approvals</p> <p>Ensure that the traditional media placements must have a digital/social component that will help drive traffic to the Travel Philippines App and/or DOT/TPB websites and social media platforms.</p>
	<p>Agency shall execute resizing and reformatting of existing creative materials to fit the required media placement specification, purchase creative assets if necessary.</p> <p>All materials produced during the period of engagement shall be amenable to edits at no cost to the TPB for a maximum of 6 revisions.</p>

	Submit final artwork of the revised creative material to TPB
	Provide necessary translations, ad copy, and social media copy, as needed
	Manage social media accounts for the uploading and/or boosting of ad materials, as needed
Coordination and Negotiation	<p>Negotiate with all media vendors/suppliers/ partners on rates, spots, bonuses, etc. for consideration and approval of TPB; Acquire additional media values</p> <p>Negotiation with media partners should include but not limited to:</p> <ul style="list-style-type: none"> <li>• Resizing/Reformatting/Re-layout of existing materials (inclusive of translation to required dialect/s or language/s)</li> <li>• Conceptualization of advertising materials and purchase of necessary creative assets (photos/images, music licenses, etc.) if necessary - Agency must come up with the creative concepts for the content requirement and be involved in the conceptualization of new materials based on the required execution of the specific platform/s</li> <li>• Tactical programs such as, but not limited to event placements, co-promotional activities with travel-related brands and platforms, film tourism and influencer marketing</li> </ul> <p>Develop publisher, media owner and vendor relationships specifically aimed at sourcing the best opportunities for TPB. Give access to media contacts if and when necessary</p>
	<p>Coordinate and consult with TPB, DOT Regional Offices' the following:</p> <ul style="list-style-type: none"> <li>• Negotiation with media vendors/suppliers/partners</li> <li>• Alignment of the plan and programs of DOT and TPB with the proposed media plan</li> <li>• Agency or regional counterpart must get in touch with DOT regional offices on the proposed media platforms to complement the efforts of the region. This must be done prior to finalization and rollout of media plan</li> </ul> <p>Coordinate with other agencies, such as advertising and public relations, and media outlets to ensure an integrated marketing approach and strategy.</p>

	<p>Assist in the evaluation of media proposals submitted by other media suppliers (publications, TV programs, digital/online platforms, etc) to TPB</p>
	<p>Deliver monthly implementation &amp; spend reports and assessment on mutually agreed frequency detailing ROMI (return of marketing investment) for implemented or rendered placements. The assessment shall serve as basis for any modifications in the Media Plan to accommodate a more fitting approach to address deficiencies identified, if any.</p> <p>In order to show campaign effectiveness, measured against the identified KPIs or metrics such as but not limited to:</p> <ul style="list-style-type: none"> <li>● completed views and average completion rates</li> <li>● cost per click (CPC)</li> <li>● audience reach and engagement/clicks to the website or ad material</li> <li>● digital impressions delivered, where applicable</li> </ul> <p>Cost savings (via cost avoidance and negotiations), scheduling efficiencies and value creation will be key ROMI performance metrics.</p>
	<p>Audit all advertising placed to verify insertions or approved schedules.</p> <p>Provide all proofs (soft and hard copies), to include but not limited to: Certificate/Proof of Airing/placement, clippings, digital media placements in the form of clear screenshots and broadcasts (as applicable) in relation to placed media.</p>
	<p>Upon completion, submit a terminal report to TPB with in-depth analysis and optimization recommendations for both creative and media placements, based on the implementation and spend reports to provide pre- and post-campaign analysis. Include vital business analytics and insights to measure the campaign objectives and determine the campaign's effectiveness and impact. Submit a hard and soft copy of the report.</p> <p>Conduct a post-report assessment and workshop with at least two (2) resource speakers at no additional cost to TPB. Agency shall cover all costs and applicable logistical expenses.</p>

	<p>Topics must include the following such as but not limited to:</p> <ul style="list-style-type: none"> <li>• Presentation of terminal report, evaluation, and recommendation</li> <li>• Recommendation on how should TPB to improve the TOR</li> <li>• Media plan comparison</li> <li>• Media scanning and campaign comparison</li> <li>• Local media planning &amp; buying basics</li> <li>• How to improve or set a practical budget for creative materials or video ad</li> <li>• Budget allocation recommendations on the platforms as well as for KOLs/content creators/ influencers</li> <li>• Evaluation of unsolicited ad proposals</li> <li>• Possible media/program/content partnerships to explore;</li> <li>• Recommended tactical placements</li> </ul>
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## V. Project Duration and Budget

1. The implementation of the Project Contract shall be for a period of six (6) months to commence upon the receipt of the Notice to Proceed (NTP).
2. The Approved Budget for Contract (ABC) for the purpose of this bidding is **PHP 48,750,000.00** inclusive of all applicable taxes, fixed agency service fees, (no more than 10% of media cost/spend), bank charges, and other fees that maybe incurred.
3. For appreciation, the proposed budget breakdown is as follows:

Digital Media	₱25,000,000.00	Search, Programmatic; Facebook, YouTube, Instagram, Tourism/Travel Websites, etc.
TV/OOH/Print or Other Tactical Placements	₱13,660,000.00	TV: Spots in free TV (GMA, PTV, etc) and paid networks (CNN PH, etc); OOH: LED billboards, transit ads, etc. Print: Full-color page ad in leading local broadsheets or magazines
Agency Service Fee (ASF), Creative Fees, VAT, bank charges, and other fees	₱10,090,000.00	ASF maximum of 10% of the total media budget, Creatives, maximum of 10% of the total media budget 12% VAT, bank charges and other fees that may be incurred in the process
TOTAL Contract Price	₱48,750,000.00	Assumption: Total Media Placement budget: ₱38,660,000

*Note: Agency may adjust the % accordingly, especially in the ASF. Digital/Online gets the bigger share of the pie. Above breakdown is for budget purposes only.*

**FOREX – Please refer to item IX, #7of the TOR**

## VI. Qualifications

- The agency to be selected must be a reputable full-service media planning and placement agency with the required manpower/personnel and staff.
- The agency must be duly registered under Philippine laws and must have been continuously active in the industry for at least five (5) years from the time of submission of the bid documents.
- The agency must have undertaken a similar campaign (local media planning and placements) in this bidding during the last five (5) years of at least fifty percent (50%) of the approved budget cost, **in a single contract**, for this project.
- The minimum required manpower/personnel to be assigned to this Project should be **organic personnel** of the Agency/Provider.

## VII. Minimum Required Personnel

Required Personnel	Years of Experience in handling related campaign/s required by TPB under this project
Managing Supervisor	10
Account Director	10
Digital Strategist/Planner	7
Strategic Media Planner	7
Media Buyer (Digital and Traditional)	7
Creative Director	7
Data Analyst/Researcher	5

### Notes:

- Bidders may recommend additional personnel deemed fit for the Team.
- All additional personnel must have at least five (5) years relevant experience <sup>2</sup> in the advertising and media industry. Bidders must include in the submission of bid documents the complete work experience of all personnel who may be assigned to the job and project.
- Bidders must show the extent of experience of each personnel to be tapped in relation to the position they will be assigned to in this project. Include a brief description of job responsibilities.  
*Example: Person assigned as Account Manager, must show extent of experience, minimum of 10 years in handling/managing accounts.*

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<sup>2</sup> Relevant experience refers to work experience that is relevant to the position needed as part of the personnel requirement



- Bidders must submit and comply with the curriculum vitae file format provided in TPF6
- Bidders must submit certification of successfully implemented projects for the past 5 years from previous clients identifying the personnel involved and their responsibilities during the Eligibility Check and Shortlisting.

## VIII. Criteria for Rating

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

PARTICULARS			RATING	
I	<b>APPLICABLE EXPERIENCE OF THE BIDDING AGENCY BASED ON SUBMITTED STATEMENT OF ON-GOING AND COMPLETED CONTRACTS FOR THE PAST FIVE (5) YEARS</b>			<b>50%</b>
	A	Appropriateness of the Full-Service Media Agency	15%	
		Integrated Media Buying and Advertising Agency (20%)		
		Media Planning and Buying Agency (15%)		
		Advertising Agency, Public Relations Agency, and Others (10%)		
	B	Extent of network and affiliation <sup>3</sup>	5%	
		Nationwide and with global affiliation – capacity for media placements in all 16 local regions of the country (10%)		
		Nationwide but without global affiliation (8%)		
		Regional capacity for media placements is only limited to selected regions in the Philippines (5%)		
	C	Years of existence as a full-service media agency based on the articles of incorporation	10%	
		More than 5 years (10%)		
		At least 5 years (5%)		
	D	Similar projects completed in the last 5 years <sup>4</sup>	10%	
		3 and above Local Media Plans executed covering a nationwide campaign (10%)		
		1-2 Local Media Plans executed covering a nationwide campaign (5%)		
		2 and above Local Media Plans executed covering only a regional campaign (2%)		

<sup>3</sup> Please submit certification or any equivalent document

<sup>4</sup> Bidders must indicate in the statement of ongoing and completed projects form the coverage of campaign whether global, nationwide or regional; Bidders to submit proof

E	Similar projects completed in the last 5 years with at least one contract equivalent to 50% of the ABC (Php25,375,000.00)	10%	
	1 or more similar projects with contract cost greater than Php25,375,000.00 (10%)		
	1 or more similar projects with contract equal to Php25,375,000.00 (5%)		
	Similar projects with contract cost less than Php25,375,000.00 (0)		

<b>II</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>		<b>30%</b>
	Required number and positions of personnel with minimum years of experience with at least additional four (4) personnel following any of the profiles of the identified minimum required personnel mentioned in item VII of the TOR (30%) 1. Managing Supervisor 2. Account Director 3. Digital Strategist/Planner 4. Strategic Media Planner 5. Media Buyer 6. Creative Director 7. Data Analyst		
	Required number of personnel with minimum number of years' experience in the same position mentioned in item VII of the TOR is met (25%) 1. Managing Supervisor 2. Account Director 3. Digital Strategist/Planner 4. Strategic Media Planner 5. Media Buyer 6. Creative Director 7. Data Analyst		
<b>III</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>		<b>20%</b>
	Number of <b>ongoing projects</b> being handled of similar scope, nature <sup>5</sup> , contract cost, and timeline of implementation		
	Two (2) projects or less (20%) Three (3) or more projects (10%)		
	<b>TOTAL</b>		<b>100%</b>

<sup>5</sup> Similar scope and nature to that of market research, media planning and buying, creative services, implementation and reporting, and account management for branding campaign

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

PARTICULARS			RATING	
I	<b>QUALITY OF PERSONNEL TO BE ASSIGNED TO THE PROJECT</b>			<b>30%</b>
		Similar Projects <sup>6</sup> handled (15%)		
		Level of Experience based on similar nature of work Level of experience based on similar nature of work requirement exceeded the required minimum (15%) Met minimum level of experience requirement (10%)		

II.	<b>EXPERTISE AND CAPABILITY OF THE FIRM</b>			<b>20%</b>
	<b>B</b>	<b>Number of related nationwide/regional advertising and media campaigns that the agency has handled and successfully implemented for the <u>past 5 years</u>, validated by previous clients<sup>7</sup></b>	<b>10%</b>	
		3– 5 advertising/media campaigns (10%) 1– 2 advertising/media campaigns (5%)		
	<b>C</b>	<b>Industry citations (international and nationwide combined) for the last 5 years<sup>8</sup></b>	<b>10%</b>	
		Three (3) or more awards with at least one (1) international citation (10%) One (1) to two (2) local or international awards (5%)		
II.	<b>PLAN APPROACH &amp; METHODOLOGY</b>			<b>50%</b>
	<b>A</b>	<b>Strategic Criteria</b>	<b>25%</b>	
		Qualitative and Quantitative Approach (10%) - <i>Go deeper into understanding insights into customer motivation and emotion</i> - <i>Glean reliable, standardized facts and statistics to guide key business decisions</i>		
		Innovation incorporated in the proposed plan (5%)		
		Feasibility of the media plan / campaign (7%)		
		Plan optimization <sup>9</sup> (3%)		

<sup>6</sup> Similar Projects to that of local media planning, buying, and implementation

<sup>7</sup> Submit certification of successfully implemented projects for the past 5 years

<sup>8</sup> Submit proof of citation received by the agency in the last 5 years.

<sup>9</sup> How budget will be efficiently allocated and how media placements will be spread out across all the proposed media channels

	<b>B</b>	<b>Evaluation Criteria</b>	<b>25%</b>	
		Coverage of the proposed Media Plan <sup>10</sup> (10%)		
		Tools used in planning and efficient buys (5%) <i>Use of platform or software to provide campaign data and insights to optimize budget and align media spend to most effective channels</i>		
		Alignment to the NTDP, DOT, and TPB strategic directions (5%)		
		Additional Media Values (PR values with partners, content and audience reach) and Flexibility of the plan) <sup>11</sup> (5%)		
<b>TOTAL</b>				<b>100%</b>

## IX. Other terms and Conditions

1. The shortlisted bidders shall be required to do a 45-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%). The passing rate is 80%.
2. The approved media plan may be modified as the need arises during the implementation of the project, upon agreement of both Parties (TPB and Media Agency/Provider) in cases of, but not limited to travel ban, travel advisory, force majeure, health hazards, outbreaks and/or other fortuitous events to achieve the objectives of the campaign and have optimal media exposure for the same.
3. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised or modified by the media agency at no cost on the part of TPB for the purpose of translating said segment(s) or phase(s) for future implementation within the contract or implementation timeline/period
4. All advertising and creative concepts, original materials and marketing collaterals (raw and edited) including but not limited to articles, write-ups, photos, and videos 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.
5. 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.

<sup>10</sup> Proposed media plan must cover the proposed networks/publications based on the target audience, number of viewers per network, digital and social media platforms' reach across the target market, types of content from media partners content that are related to the client's campaign and target audience

<sup>11</sup> Contingencies and reallocation

6. Any incentives acquired post-campaign with monetary value shall be reported and returned TPB with an accompanying breakdown or computation of the amount.
7. All invoices/billings submitted to TPB shall be in Philippine Peso (Php).
8. Agency service fees (ASF) are applicable to Media buys only and does not include the Creative/Production Fees.
9. ASF and creative fees will be subject to applicable government taxes.

**X. Terms of Payment**

<b>MILESTONES</b>	<b>% OF PAYMENT</b>
Submission of the approved and signed media plan and an irrevocable letter of credit (LOC) equivalent to the amount of the initial 15% payment	15%
Submission of progressive billing with TPB signed implementation report and proof of placements based on the billing invoice equivalent to 75% of the contract price	75%
Full delivery of the services, submission of TPB approved/signed terminal report, and issuance of Certificate of Completion	10%
<b>TOTAL</b>	<b>100%</b>

**Notes:**

- ***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.***
- ***ROMI should not be lower than 150%***

Sample Computation:  $\frac{\text{Value generated} - \text{Media/Marketing cost}}{\text{Media/Media Cost}} \times 100$