

ANNEX A: TERMS OF REFERENCE (TOR)

CONCEPTUALIZATION AND DEVELOPMENT OF THE PHILIPPINE M.I.C.E. BRAND AND CAMPAIGN FULL-SERVICE CREATIVE / PRODUCTION AGENCY

I. Project Title

Philippine M.I.C.E.¹ Brand and Campaign

The Development of a Philippine M.I.C.E. Brand and Campaign to reposition the Philippines as an ideal M.I.C.E. destination in the southeast

II. Background

The Tourism Promotions Board (TPB) Philippines is an attached agency of the Department of Tourism (DOT) and exists to market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination, in strategic partnership with private and public stakeholders to deliver a unique, high-value experience for visitors, significantly contributing to increased arrivals, receipts, and investments to the country.

One of the core functions of the TPB is to market the Philippines as a MICE destination, thereby creating its MICE Department. The Department is in charge of undertaking all strategies pertaining to the development of the MICE industry in the Philippines. The Department provides free information, technical assistance, and guidance to MICE (sometimes referred as business events) organizers and planners.. Further, the TPB-MICE Department offers its expertise through liaison services, pre and post tours, site inspection and airport reception.

MICE is considered an integral part of the tourism industry as it fuels a destination's tourism infrastructure with both micro- and macro-economic gains. It brings a significantly quantifiable increase to tourist arrivals, average daily spending and average lengths of stay to a country. Moreover, the MICE market is known to generate a great mileage for marketing promotions that span to include the leisure market as well.

Previous Philippine MICE campaigns were Convention City Manila (CCM) from 1996-1998 and Meetings Make Manila (MMM) from 2000 to 2001. CCM offered a compelling package of incentives designed to make the country the Convention City of Asia- a fresh alternative to existing venues, very cost-effective yet with the warm hospitality of the Philippines. On the other hand, MMM was an industry-wide promo campaign with the objective of increasing MICE businesses for Metro Manila properties.

¹ M.I.C.E. – Meetings, Incentive Travel, Conventions/Congresses, Exhibits

III. Objectives

- To create a MICE brand and campaign for the Philippines
- Promote the Philippines as an ideal MICE destination including corporate and business events, among international and domestic stakeholders
- Present the assistance provided by the TPB to local and international associations and international MICE organizers and planners
- Feature the outstanding MICE facilities of the country, including convention centers and convention hotels, as well as unique venues ideal for incentive groups and other types of business events

IV. Rationale

Under Section 36 of Republic Act 9593 or the Tourism Act of 2009, the TPB shall be responsible for 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.

Guided by its mandate, the TPB aims to further its marketing promotions in the MICE sector by creating a MICE Brand campaign for the Philippines to be launched both domestically and internationally in 2023.

V. Scope of Work and Deliverables

Scope of Work	Deliverables
<p>Conceptualization and creation of a Philippine M.I.C.E. campaign</p> <ul style="list-style-type: none">○ The campaign must entice association executives, MICE/Business event organizers to bring international events and Incentive Groups to the Philippines○ To cater to both local and foreign M.I.C.E. organizers○ To promote the Philippine M.I.C.E. destinations and generate awareness on its facilities and capabilities○ Must take into consideration the strategies in the PH MICE Roadmap 2030	<p>Develop a Philippine M.I.C.E. marketing campaign that includes but not limited to the following:</p> <ol style="list-style-type: none">a. Campaign name and messagingb. Taglinec. Strategyd. Multi-channel marketing plane. Content Bucketf. Production Timeline estimates <p><i>Note: The bidder must also present a competitor scan and analysis relative to the MICE Campaigns of Singapore, Malaysia, Thailand, Indonesia, Korea, Japan</i></p> <p>Present and submit the proposed campaign and multi-channel marketing plan with production timeline for TPB within 15 calendar days from receipt of the Notice to Proceed (NTP). This will be subject to TPB approval.</p>

Brand Development	Create a brand name, logo, and key visuals for the campaign
	Submit a digital and print-ready brand book for the campaign
<p>Audio Visual Presentation (AVP) and Audio (only) Production</p> <p>It must showcase the MICE Industry in the Philippine and its MICE Cities/Destinations with an end goal to entice MICE organizers and planners to bring its events and incentive groups to the Philippines</p> <p>The AVP will be used for the following:</p> <ul style="list-style-type: none"> ● Attendance promotions campaigns ● Bid campaigns ● MICE Shows 	<p>Produce one (1) TVC-ready omnibus Audio-Visual Presentation based on the campaign</p> <ul style="list-style-type: none"> ○ Must include production of original score ○ At least 70% of the materials should be shot in actual sites, not to use composites or green screens ○ Can feature celebrities/influencers whose public image is aligned with the brand ○ Length/running time of the AVP: maximum of 5 minutes and minimum of 3 minutes ○ Version: English Master with and without subtitles ○ The material will be used for digital and OOH placements ○ Drone shots and other destination video assets could be used as material
	Provide TVC – Ready edit downs: 90s, 60s, 30s and 10s
	Provide vertical versions of the AVP and edit downs (60s, 30s) for showing on vertical screens
	Execute resizing and reformatting of the AVP materials as required
Production of other Advertising Materials	<p>Template design for:</p> <ol style="list-style-type: none"> 1. Print Ads* (3 Kinds) with Horizontal and Vertical rendition <i>*May also be used in OOH platforms</i> 2. Digital (Banner ad for Static and Dynamic) rendered in Regular and Extremely horizontal + Extremely vertical specifications 3. Social Cards (at least 5 designs) for FB, IG, Tw (Static and Dynamic)
	Concept for all advertising materials must be engaging
	Length / running time of dynamic versions must be aligned to the minimum length requirement in social media platforms
	All social cards must be aligned with the brand design of the campaign and may derive from the omnibus AVP visuals
	All ad/social media copies and complimenting posts (for social cards) must be provided

Print (with copyright on copy and images)	<ol style="list-style-type: none"> 1. MICE Omnibus brochure 2. MICE Planners Guide 3. MICE Pull-up banner 4. TPB MICE Sales Kit 5. How to Bid 6. MICE Plus Program 7. Inspiring Incentives
	<p>Provide content writing on all print materials aligned with the writing style guide of the campaign <i>Note: TPB will provide information and related materials for content building</i></p>
Other Creative Requirement	Proposed design peg for a MICE Philippines microsite
Reporting	Submit regular reports detailing work progress, issues, and concerns and recommend next steps in relation to the project as part of the deliverables
	<p>Upon completion of the project, submit a terminal report to TPB to include submission of the following:</p> <ul style="list-style-type: none"> - All layered/editable files (in Adobe Illustrator) of static materials to include links to high-resolution images, font folders, vector versions of all graphics used, and other related elements - All hi-definition B-rolls and raw footage used in the production of the AVP

Schedule of Deliverables / Requirements is subject to the negotiation of both parties.

VI. Project duration and Budget

1. The development and production of the materials for this Campaign shall be for a period of twelve (12) months, to commence upon the receipt of the Notice to Proceed (NTP) not later than five (5) days upon its issuance.
2. The Approved Budget for Contract (ABC) of the project for the purpose of this bidding is **THIRTEEN MILLION PESOS (PhP13,000,000.00)** inclusive of all applicable taxes, agency service fees, and other fees as may be incurred in the process.

Note: The Agency Service Fee (ASF) shall be pegged in the amount equivalent to a maximum of 10% of their proposed budget for the entire project.

3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

MILESTONES	PAYMENT %
1. Upon approval of campaign concept and timelines	15%

2. Upon approval of all storyboards for AVPs and draft design templates for the MICE Print Ad materials (horizontal and vertical)	35%
3. Upon completed production and first on-line edit of the MICE Omnibus AVP	10%
4. Upon submission of draft designs for the MICE omnibus brochure, Planner, Pull-up banner, How to Bid, Sales Kit, MICE Plus Program, Inspiring Incentives	25%
5. Upon submission of Terminal Report and all materials as indicated in the Scope of Work and Deliverables	15%
TOTAL	100%

VII. Qualifications

QUALIFICATION/S	REQUIREMENTS
I. BIDDER / AGENCY	
<p>1. The agency must be a full-service creative agency, with resources for insight gathering, strategic thinking, advertising (which includes digital advertising, from creative conceptualization to final art production), activation or public relations.</p> <p>The agency must have been in existence for at least ten (10) years, and must have undertaken a nationwide campaign during the last five (5) years</p>	<ul style="list-style-type: none"> ● Company profile with list of services offered ● List of previous joint venture with other suppliers (i.e., production houses, research agencies, PR agencies, media agencies, etc.), if any ● Must have implemented similar projects for the last five (5) years ● Documentation that certifies terms of existence (SEC Articles of Incorporation – original and amended, if applicable) ● Documentation that certifies having undertaken an international/local campaign not more than five (5) years ago

<p>2. The agency must be capable of advising the client on how to focus the communication, how to appeal the specific target audiences, what information or messages to highlight and how to make these attractive and effective, how to optimize budget, and what advertising combinations would be most persuasive, and other inputs hinged on local market insights.</p>	<ul style="list-style-type: none"> • Credentials presentation reflecting the roster of clients / company profile, including one (1) short case study of successful branding campaign done in the past eight (8) years, if any to be submitted during the Eligibility Check
<p>3. Won at least one international and/or local award, given by any award-giving body in existence for the last eight (8) years</p>	<p>List of awards/citations received by the outfit, please include awards for a branding campaign, if any</p>
<p>II. PERSONNEL</p>	
<p>1. Only organic personnel* of the Agency must be assigned to this Project</p> <p><i>*At least the Minimum Required Personnel</i></p>	<p>Minimum Required Personnel: Seven (7)</p> <ol style="list-style-type: none"> 1. Managing Director (min of 10 years experience) 2. Account Manager (min. of 10 years experience) 3. Producer (min. of 10 years experience) 4. Creative Director (min. of 10 years experience) 5. Art Director / Film Director (min. of 8 years experience) 6. Copywriter / Screenplay Writer (min. of 8 years experience) 7. Creative Artist (min. of 5 years experience) <p><i>Note: the Minimum number of years of experience should be related to the position they are assigned to</i></p>

VIII. Criteria for Rating

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

PARTICULARS / CRITERIA			RATING
I	APPLICABLE EXPERIENCE OF THE BIDDING AGENCY		50%
	A	Appropriateness of the Agency for the Assignment	15%
		Full Service Creative Agency ² (15%)	
		Production House ³ and Media Placement Agency ⁴ (10%)	
		Others (5%)	
	B	Similar Projects handled in last five (5) years	15%
		Produced and published ten (10) AVPs in any communication platforms (15%)	
		Produced and published five (5) AVPs in any communication platforms (10%)	
		Produced and published four (4) and below AVPs in any communication platforms (5%)	
		<i>Note: the AVPs produced to be included in the count must have been shot on location and not in a studio</i>	
	C	Years of Existence as a Creative Agency or Production Agency	10%
		10 years and above (10%)	
		5-9 years (5%)	
	D	Contract Cost of Completed Projects⁵ in the last 5 years	10%
		At least three (3) projects with contract cost equal to or greater than PhP13.0M (10%)	
		Less than three (3) projects with contract cost equal to or greater than PhP13.0M (5%)	
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB		30%
	Minimum Required Personnel: Seven (7) <ol style="list-style-type: none"> 1. Managing Director (min 10 years experience) 2. Account Manager (min. 10 years experience) 3. Producer (min. 10 years experience) 4. Creative Director (min. 10 years experience) 5. Art Director / Film Director (min. 8 years experience) 6. Copywriter / Screenplay Writer (min. 8 years experience) 7. Creative Artist (min. 5 years experience) <i>Note: the Minimum number of years of experience should be related to the position they are assigned to</i>		

² Full-Service Creative Agency is an advertising agency that offers a range of services and is able to handle every facet of planning and implementing an advertising campaign including branding, advertising, media purchasing, web marketing, public relations, social media management, graphic design, etc.

³ Production House specializes in audio-video production with service that include branding videos, concept development, creative direction, script writing, etc.

⁴ Media buying ad agencies focus on media planning and media buying, and they usually tailor their services to a specific channel. They identify a time frame, recommend a budget, and establish markets for reaching the target audience.

⁵ Only those projects similar to this requirement will be counted

	Required number of positions of personnel with minimum years of experience exceed the minimum requirement by at least 3 additional personnel with at least 5 years experience (30%)	
	Required number and positions of personnel with minimum years of experience is met (25%)	
III	CURRENT WORKLOAD RELATIVE TO CAPACITY	20%
	Number of ongoing similar and related projects relative to capacity	
	1-4 Projects (20%)	
	5 or more projects (15%)	
	No projects (0%)	
TOTAL		100%

B. Technical Bid/Proposal Criteria and Rating (75% passing score)

PARTICULARS / CRITERIA			RATING
I	COMPETENCE OF PERSONNEL TO BE ASSIGNED TO THE PROJECT		30%
	A	For Managing Director, Account Manager and Creative Director – Handled at least 3 similar campaigns / projects or handled similar campaign / project contracts amounting to 3 years during their entire career.	15%
	B	For Producer, Art Director, Copy writer/Screenplay Writer, Art Director/Film Director, Creative Artist – Produced at least 1 AVP material for similar campaign/project	15%
II	EXPERTISE AND CAPABILITY OF THE FIRM		20%
	A	Services rendered in completed projects in the past 5 years	15%
		Research and Insight Gathering (2%)	
		Creative Conceptualization (5%)	
		Multimedia Production (3%)	
		AVP Production (5%)	
	B	Experience and Credentials	15%
		At least three (3) successful projects related to brand management or marketing, validated by previous clients, the agency has launched within 5 years (10%)	
		At least one (1) international or local award in Advertising and Marketing in the last 5 years by an award-giving body in existence for at least 10 years (5%)	

III	PLAN OF APPROACH & METHODOLOGY		50%
	A	Production	25%
		Originality of AVP concept and treatment to target audience and communication objectives (15%)	
		Resonance of AVP Concept and treatment to target audience and communication objectives (10%)	
	B	Branding	25%
		Originality of the brand concept (10%)	
		Marketability of logo, key visuals and messaging (15%)	
TOTAL			100%

IX. Campaign Pitch Presentation

During the Campaign Pitch Presentation, include the following Creative materials for presentation, but are not limited to:

- a. A creative MICE study aligned with the main thrust of the TPB and DOT
 - i. Big idea
 - ii. Logo design
 - iii. Key visual
- b. A proposed omnibus AVP concept and storyboard that would highlight the following programs under MICE:
 - i. Meetings and Conventions
 - ii. Incentive Travel and Exhibitions
 - iii. MICE facilities and destinations

X. Other Terms and Conditions

1. The rating will be based on the following percentage: Technical (85%); Financial (15%). The Passing rate is 75%
2. 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.
3. The selected full-service creative agency shall be subject to an assessment of the TPB as to the effectiveness of any phase of the campaign launched.
4. All advertising and creative concepts and original materials (raw and final edits) 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 sturdy hard drives. The cost of the hard drive/s and other storage devices shall be borne by the agency.
5. Short listed bidders who will be declared compliant with the technical requirements on the opening of bids will be required to present their proposed branding and campaign to the members of the Bids and Awards Committee (BAC), TPB executives and other tourism stakeholders that the TPB will invite for the pitch presentation.

6. A maximum of forty-five (45) minutes will be given for each agency for its presentation, excluding the question and answer portion with BAC Members and such other individuals to be invited by the TPB.

7. The presentation will be rated by BAC and TWG members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.