

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) Philippines is responsible for marketing and promoting the country domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services to attract more tourists and investments to the Philippines.

Part of the TPB's mandate also includes marketing the country as a major Meetings, Incentives, Conventions, and Exhibitions (MICE) destination, attracting and servicing large-scale events, and promoting major tourism destinations and tourism enterprise zones (TEZs). TPB also provides incentives to travel agencies, tour operators, wholesalers, and investors who bring a significant number of tourists and investments to the country.

In order to communicate its plans, programs, and projects to local and international stakeholders, TPB recognizes the importance of direct and transparent communication, better cooperation, and a better understanding of tourism development and management plans to support the DOT's thrust in transforming the Philippines to becoming a tourism powerhouse in Asia.

To this end, TPB is seeking to strengthen its digital marketing and public relations promotions initiatives by engaging an experienced Integrated Marketing Communications (IMC) agency to augment in the following:

Social Media Marketing

The selected agency shall develop and implement a comprehensive social media marketing communication plan that aligns with TPB's tourism branding campaign. Services include, but not limited to, creating and curating content for Facebook, Instagram, Twitter, LinkedIn, YouTube, and TikTok platforms and ensuring that the contents are engaging, informative, and relevant to the target audience; conducting thorough research and verification to ensure accuracy of information; and regular monitoring and analysis of the social media performance to identify areas for improvement and provide recommendations to optimize the plan's effectiveness, among others.

Influencer Campaign Program

The selected agency shall manage and implement an influencer campaign program to generate positive exposure for the Philippines as a major global tourism destination. Services include, but not limited to, identifying and engaging suitable influencers who can effectively reach TPB's target audience, creating itinerary on approved destinations, handling logistics and overall arrangement in the conduct of the campaign, and monitoring and analysis to ensure that the program is successful in achieving its objectives, among others.

Public Relations and Communications Management

The selected agency shall design and implement a comprehensive communication and public relations strategy that positively highlights TPB as the marketing arm of the DOT and promotes the Philippines as a travel destination. Services include, but not limited to, public and media relations management, press releases and speech writing, event coverage, development of crisis communication plans, and assistance during media events and press conferences, among others.

II. OBJECTIVES

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

- Promote the Philippines as a desirable, sustainable, and significant tourist destination and attract the trust and confidence of foreign tourists in emerging markets.
- Increase online visibility and social media engagement through effective digital campaigns that showcase the Philippines as a safe and enjoyable travel destination, with TPB as DOT's marketing arm.
- Create compelling and engaging content, including videos that showcase innovative ideas and techniques to highlight Philippine destinations.
- Build positive relationships with media, PR, and influencers to further elevate the perception of the Philippines as a sustainable and significant tourist destination.
- Deliver measurable results and provide clear insights into campaigns to gauge success and make necessary improvements.

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 IV.
- Must submit the following:
 - company profile with a list of services offered and at least three (3) samples of work done that is 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 (2018 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 (2018 to present)
 - list of certificates of completion / recommendation letters from previous clients with similar scope in the last five (5) years (2018 to present)
 - List of industry citations / awards received by the agency (international and regional combined) in the last five (5) years (2018 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 <i>* can be designated as the main point person for the PR Management</i>	8
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	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

<p>Development and implementation of a 12-months social media marketing communications plan.</p> <p><i>Major Goals:</i> Increase engagement and account following</p>	<p>Develop a Monthly Social Media Communication Plan for Facebook, Instagram, Twitter, YouTube, LinkedIn, and TikTok which should include a story angle, timeline, and proposed material to generate engagement and following in each social networking site. The plan should be presented through a monthly calendar reflecting the schedule of campaign implementation/postings and is subject to the approval of TPB.</p> <ul style="list-style-type: none"> Visual content can be used across all platforms but must be presented in site-specific dimensions to maximize the posting on each account. <p>Content Creation and Production of at least eight (8) unique content/materials per month such as static posts, short/long-form videos, curated albums, infographics, GIFs, and captions for each in support of the approved monthly social media plan, and scheduling on relevant platforms.</p> <ul style="list-style-type: none"> It should include public and special non-working holidays, Philippine festivals and exclude mentions of any specific business trade names. <p>Create a series of 24 branded vertical short-form videos with a maximum of 30 seconds each promoting top and emerging Philippine destinations.</p> <ul style="list-style-type: none"> This is a unique production specifically for TikTok, YouTube Shorts, and Instagram Reels,
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created or curated separately from the outputs as indicated in the provision above.

Implement Monthly Online Promos/Giveaways customized for at least two (2) relevant social networking sites each month to drive engagement during the duration of the contract. Plans should include campaign details, mechanics from pre to post-campaign, permits, 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.

Allocate a Social Media Ads Budget 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, depending on the boosting strategy of the selected agency.

- If the budget is not maxed on that month, it will be rolled over for spending to the succeeding month/s.

Implementation and community engagement on all platforms (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management).

Key Online Statistics:

Drive the engagement rate of posts per platform with no less than 2.5% with specific monitoring of engagement rate by reach (for all posts), impressions (for paid content), and per post (for influencer campaigns).

Increase the number of followers per platform by at least 120% 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).

Social media monitoring and social listening	<p>Submit a comprehensive monthly social media report that includes monitoring and social listening summarizing the analytics, insights, sentiments analysis, recommendations for improvement of social channels and campaigns performance, and return of marketing investment per platform every first week of the following month.</p> <p>It should also include competitor intelligence reports, specifically from ASEAN tourism boards and local tourism organizations/associations, covering their online activities, campaigns, and best practices.</p>
Subscription to Social Media Tools	<p>Online tool subscription</p> <p>To subscribe and endorse to TPB a one-year subscription to one (1) social media monitoring tool and one (1) social media management/scheduler tool that can be accessed by 2-3 personnel. Recommendations are subject to the approval of TPB.</p>
Others	<p>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.</p>

Influencer Campaign Program

Development of a full influencer marketing campaign covering 6 tours	<p>Propose an Influencer Marketing Plan which should 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.</p>
Invitation of select influencers	<p>To recommend and engage a total of four (4) macro, eight (8) micro, and twelve (12) nano influencers subject to the approval of TPB. The deliverables should be 70% short/long-form video content and 30% static posts.</p>

Macro Influencers

- Two groups of two (2) influencers per phase 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: 250K to 1M+ views
 - Blogs: 500K to 1M UVMs
- Influencer tours will be conducted in two (2) legs
 - Leg 1 – Visayas
 - Leg 2 - Mindanao
- 5 days, 4 nights for each leg

Micro Influencers

- Two groups of four (8) influencers per phase
- Must have at least one (1) of the following online metrics:
 - Facebook/Instagram: 50K to 499K followers
 - YouTube/TikTok: 50K views to 249K views
 - Blogs: 50K to 499K UVMs
- Influencer tours will be conducted in two (2) legs
 - Leg 1 – Mindanao
 - Leg 2 - Visayas
- 4 days, 3 nights for each leg

Nano Influencers

- Two groups of six (6) Influencers
- Must have at least one (1) of the following online metrics:
 - Facebook/Instagram: 20K to 49K followers
 - YouTube/TikTok: 20K to 49K views
 - Blogs: 20K to 49K UVMs
- Influencer tours will be conducted in two (2) legs
 - Leg 1 – Metro Manila
 - Leg 2 – Luzon
- 2 days, 1 night for each leg

Two (2) legs of influencer tours covering Luzon, Visayas and Mindanao	Develop a full itinerary to at least six (6) alternative routes/circuit destinations in Luzon, Visayas, and Mindanao divided into two legs as the source of content for the influencers. Keywords to highlight in this campaign are adventure, culture/heritage, culinary, and wellness tourism with specified targets based on the circuits. The itinerary/destination is subject to the approval of TPB.
Implementation of the influencer tours	To handle the overall management of the influencers tour including itinerary, logistics, pick-up and drop-off from arrival to departure, budget of all talent fees and travel expenses (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. other on-site related expenses, honorariums, room drops, sampling of delicacies, souvenir tokens, etc.). <ul style="list-style-type: none"> • All indicated above for the following: 1 to 2 TPB employees, one (1) representative from the Agency, and invited influencer/s.
Influencer Campaign Reports	To submit a comprehensive campaign report covering pre to post-implementation, no later than 3 weeks from the end of the event. <ul style="list-style-type: none"> • This is also applicable to other influencer-related events handled internally by all TPB marketing and promotions departments.

Public Relations and Communications Management

Development and implementation of a 12-months PR and communications strategy/plan.	Submit a monthly PR plan which should include story angles, targeted media/platforms for seeding, proposed media guesting/interview, etc. The PR plan is subject to change upon mutual agreement between TPB and the supplier.
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<p>PR Management (monthly retainer coverage)</p>	<p>Quarterly minimum of nine (9) seeded articles with at least 180 pick-ups. All seeded releases should be picked up by major news dailies and leading online news pages/magazines.</p> <p>Submit a monthly mileage report to reflect a list of published/picked-up releases, media values, and ROI computation every first week of the following month.</p> <p>Preparation of write-ups such as, but not limited to, press releases, advertorial write-ups, feature stories, messages, speeches, official statements, talking points, and other-related writing jobs.</p> <p>Designation of Support Staff for Events</p> <ul style="list-style-type: none"> • One (1) dedicated speechwriter for TPB officials. The dedicated speechwriter should be apart from the PR team assigned to work on other writing deliverables. • One (1) photographer and one (1) videographer will be tapped to cover select TPB events*. Assets captured will be submitted to the TPB's image bank for use. <p><i>*Travel-related expenses for this team, except allowances, will be c/o TPB.</i></p> <p>Six (6) whole page, full-colored placement in at least three (3) major broadsheets or lifestyle magazines with digital components for at least three (3) TPB events.</p> <p>Assistance during press conferences/media events such as, but not limited to, technical assistance, program management, media invitation, preparation of media kits, coverage, seeding of press releases, preparation of briefing notes, and other needed write-ups.</p> <ul style="list-style-type: none"> • During coverage of select TPB events, the supplier shall assign a writer to join. <p><i>*Travel-related expenses, except allowances, will be c/o TPB.</i></p>
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	<p>Daily media monitoring and reporting of tourism-related news and updates through email. 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 production of TPB's quarterly e-magazine such as, but not limited to, editorial works, write-ups, and (minimal) design requirements.</p> <p>Validation and updating of existing TPB Media Contacts 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>Provide TPB direct access to news monitoring tools/dashboards such as Media Meter, Isentia, or any other related news monitoring and analytics tool.</p>
<p>Conduct at least two physical or hybrid Media briefings / Press events</p>	<p>Organize at least two (2) physical/hybrid media briefings/press events.</p> <p>Provision of technical assistance, program management, event host/moderator, media invitation, media kits and tokens/giveaways, media coverage, seeding of press releases, preparation of briefing notes, and others.</p> <ul style="list-style-type: none"> • Venue rental to include set-up, LED Wall, lights, sounds, photo and video documentation, and program host/moderator. • Inclusive of meals for 60 persons. This shall also cover delivery of said meals and tokens/giveaways to Metro Manila, Cavite, and Bulacan areas for virtual attendees if the press event is conducted in a hybrid format.

Develop/update Crisis Communications Plan and Crisis Management Services	<p>Development and/or updating of the agency's Crisis Communication Plan that TPB may implement and use as a guide in effectively handling crises.</p> <p>Assistance in handling and managing communications effectively with internal and external stakeholders during a crisis.</p> <p>Provide consultation services, as needed, during crisis situations and recommend action plans to recover the positive image and reputation of TPB post-crisis.</p> <p>The initial draft shall be provided not later than six (6) months from the start of the engagement.</p>
Membership to Public Relations (PR) professionals' organization or registration to training/congress/seminars of the similar	<p>Membership 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"> • Membership in a PR professional organization should be valid for at least one (1) year • PR / media-related congress/training/seminars should have the issuance of a certificate.
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, Influencer Campaign Program, and PR and Communications Management, 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), and should not be earlier than November 2023.
- The Approved Budget of Contract (ABC) for the project is **Thirty Million Pesos (Php30,000,000.00)** 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
Tranche 1: Initial Payment	
Development and approval of the integrated marketing communications plan / strategy for 12-month period on <ul style="list-style-type: none"> • Social Media Marketing (6% of the TCP) • Influencer Campaign Program (6% of the TCP) • PR and Communications Management (2% of the TCP) <i>*Within two (2) weeks upon receipt of NTP.</i>	14% of the TCP
Tranche 2: Months 1 to 3 of engagement	
<u>Social Media Marketing</u> 1 st Quarter or 3-month submission of contents / creative materials and successful execution of social media marketing plan (6.25% of the TCP) <u>PR & Communications Management</u> 1 st Quarter or 3-month retainer fee Completion of 9 seeded articles and 180 pick-ups (3.5% of the TCP)	9.75% of the TCP
Tranche 3: Months 4 to 6 of engagement	
<u>Social Media Marketing</u> 2 nd Quarter or 3-month submission of contents / creative materials and successful execution of social media marketing plan (6.25% of the TCP) <u>Influencer Campaign Program</u> Successful Implementation of three (3) legs of the Influencer Campaign Program (12% of the TCP)	22.25% of the TCP

<p><u>PR & Communications Management</u> 2nd Quarter to 3-month retainer fee Completion of 9 seeded articles and 180 pick-ups (3.5% of the TCP)</p> <p>Participation to Public Relations Conference / membership or other related trainings / certification AND finalization of the Crisis Communications Plan (0.5% of the TCP)</p>	
Tranche 4: Months 7 to 9 of engagement	
<p><u>Social Media Marketing</u> 3rd Quarter or 3-month submission of contents / creative materials and successful execution of social media marketing plan (6.25% of the TCP)</p> <p><u>PR & Communications Management</u> 3rd Quarter to 3-month retainer fee Completion of 9 seeded articles and 180 pick-ups (3.5% of the TCP)</p> <p>At least three (3) Ad/PR placement at major broadsheet/publications (6.25% of the TCP)</p> <p>Successful implementation of at least two (2) Media Briefing/Event (1.5% of the TCP)</p>	17.5% of the TCP
Tranche 5: Months 10 to 12 of engagement	
<p><u>Social Media Marketing</u> 4th Quarter or 3-month submission of contents / creative materials and successful execution of social media marketing plan (6.25% of the TCP)</p> <p><u>Influencer Campaign Program</u> Successful Implementation of three (3) legs of the Influencer Campaign Program (12% of the TCP)</p> <p><u>PR & Communications Management</u> 4th Quarter to 3-month retainer fee Completion of 9 seeded articles and 180 pick-ups (3.5% of the TCP)</p>	28% of the TCP

At least three (3) Ad/PR placement at major broadsheet/publications (6.25% of the TCP)	
Tranche 6	
Submission of comprehensive terminal report for the following: <ul style="list-style-type: none"> • Social Media Marketing (3% of the TCP) • Influencer Campaign Program (3% of the TCP) • PR and Communications Management (2.5% of the TCP) 	8.5% of the TCP

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:

Proposal	Weight
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	
I. Applicable Experience of the bidding agency based on submitted statement of on-going and completed contracts for the last five (5) years	60%	
A. Appropriateness of the Integrated Marketing Communications (IMC) Agency or Media Agency	20%	

<ul style="list-style-type: none"> ● Integrated Marketing Communications Agency, Public Relations (PR) Agency, Media Planning and Buying Agency, and Advertising Agency (20%) 		
<ul style="list-style-type: none"> ● Public Relations Agency, Media Planning and Buying, and Advertising Agency (15%) 		
<ul style="list-style-type: none"> ● Media Planning and Buying Agency/Advertising Agency (10%) 		
B. Extent of Network and Affiliation	5%	
<ul style="list-style-type: none"> ● List of active local and international media is 100 and more (5%) 		
<ul style="list-style-type: none"> ● List of active local and international media contacts is lower than 100 (2%) 		
C. Years of existence as an integrated marketing communications agency based on the articles of incorporation	10%	
<ul style="list-style-type: none"> ● More than 5 years (10%) 		
<ul style="list-style-type: none"> ● At least 5 years (5%) 		
D. Similar projects completed in the last five (5) years ¹	15%	
<ul style="list-style-type: none"> ● 3 and above projects targeting the entire Philippines and global for a promotional campaign (10%) 		
<ul style="list-style-type: none"> ● 3 and above projects targeting the entire Philippines for a nationwide campaign (8%) 		
<ul style="list-style-type: none"> ● 1-2 projects targeting the entire Philippines for a nationwide campaign (5%) 		
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"> ● 1 or more similar projects with contract cost equal to or greater than PHP10,000,000.00 (10%) 		
<ul style="list-style-type: none"> ● Similar projects with contract cost less than PHP10,000,000.00 (0%) 		
II. Quality of personnel who may be assigned to the project	30%	
<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> <p>1. COO/CEO 2. Managing Director 3. Account Manager</p>		

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

4. Senior Technical Writer 5. Media Liaison Officer 6. Copywriter 7. Sales and Marketing Specialist 8. Executive Creative Director 9. PR/Media Strategist 10. Social Media/Digital/SEO/SMO Specialist 11. Researcher/Data Analyst 12. Graphic Designer		
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%) 1. COO/CEO 2. Managing Director 3. Account Manager 4. Senior Technical Writer 5. Media Liaison Officer 6. Copywriter 7. Sales and Marketing Specialist 8. Executive Creative Director 9. PR/Media Strategist 10. Social Media/Digital/SEO/SMO Specialist 11. Researcher/Data Analyst 12. Graphic Designer		
III. Current workload relative to capacity	10%	
Number of on-going projects being handled of similar scope, nature, and contract cost		
5 projects or less (10%)		
6 or more projects (5%)		
TOTAL	100%	

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

Particulars	Rating	
I. Quality of Personnel to be Assigned to the Project	30%	
A. Level of Experience based on similar nature of work <ul style="list-style-type: none"> Level of experience based on similar nature of work requirement exceeded the required minimum (15%) Met minimum level of experience requirement (10%) 		
B. Similar projects handled (15%)		
II. Expertise and Capability of the Firm	30%	

<p>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</p> <ul style="list-style-type: none"> • 3-5 advertising/media/PR campaigns (15%) • 1-2 advertising/media/PR campaigns (10%) 		
<p>B. Industry citations (international and nationwide combined) for the last 5 years</p> <ul style="list-style-type: none"> • 3 or more awards with at least 1 international citation (15%) • 1-2 local or international awards (10%) 		
III. Plan Approach & Methodology	40%	
A. Strategic Criteria	20%	
<ul style="list-style-type: none"> • Qualitative Approach (4%) <i>Go deeper into understanding insights into customer motivation and emotion</i> 		
<ul style="list-style-type: none"> • Innovation incorporated in the proposed plan (4%) 		
<ul style="list-style-type: none"> • Quantitative Approach (4%) <i>Glean reliable, standardized facts and statistics to guide key business decisions</i> 		
<ul style="list-style-type: none"> • Feasibility of the media plan / campaign (4%) 		
<ul style="list-style-type: none"> • 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. Evaluation Criteria	20%	
<ul style="list-style-type: none"> • 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> 		
<ul style="list-style-type: none"> • 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> 		
<ul style="list-style-type: none"> • Alignment to the NTDP and to TPB's strategic directions (4%) 		
<ul style="list-style-type: none"> • Additional Media Values (PR values with partners, content and audience reach) (4%) 		

<ul style="list-style-type: none"> 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> 		
TOTAL	100%	

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, and should not be earlier than December 2023. (See attached timeline)

CONTACT PERSON

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