

ANNEX A: TERMS OF REFERENCE

FULL-SERVICE MEDIA AGENCY TPB'S 2023 MEDIA PLANNING, BUYING, AND PLACEMENTS

I. Project Description

Development and implementation of TPB's 2023 global media plan to strengthen the 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

Tourism has been a significant contributor to the Philippine economy for many years. The Philippines is known for its beautiful beaches, tropical climate, and diverse culture, making it a popular destination for tourists from around the world. The country has seen a steady increase in tourism arrivals over the years, with the government actively promoting the tourism industry as a key driver of economic growth.

Despite the challenges brought about by the pandemic, the Philippines remains optimistic about the future of its tourism industry. The government has implemented various measures to support the industry, such as the creation of the Tourism Response and Recovery Program, aimed at revitalizing the industry and providing assistance to affected businesses.

During his State of the Nation Address, President Ferdinand Bongbong Marcos Jr. emphasized that tourism is not only an important economic development tool but the abundance of opportunities that the sector creates in terms of regular employment and even job creation at the grassroots level is undeniable. He also pointed out that the tourism sector plays an invaluable role in the promotion of the Filipino brand.

In line with this, DOT laid out its 7-point agenda: 1) improving tourism infrastructure and accessibility, 2) cohesive and comprehensive digitalization and connectivity, 3) enhancement of overall tourist experience, 4) equalization of tourism product development and promotion, 5) diversification of portfolio through multidimensional tourism, 6) maximization of domestic tourism, and 7) strengthening tourism governance through close collaboration with LGUs and stakeholders.

As the world recovers from the pandemic, the Philippines is expected to once again become a popular destination for tourists, with its beautiful beaches, vibrant culture, and warm hospitality.

TPB engaged a media agency in December 2021, to boost tourism promotions and encourage domestic travel to jumpstart the travel demand and support tourism businesses in local communities severely affected by the pandemic. However, the

campaign was interrupted momentarily with the outbreak of the Omicron variant in January to early February thus, giving consideration to market sensitivity, the rollout of placements paused and was resumed in February 2022.

On 10 February 2022, the Philippines 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 by releasing the virtual tour videos and 360 virtual reality microsite, showcasing various tourism destinations, attractions, and activities that have reopened. And on 01 April 2022, borders reopened to all fully vaccinated foreign tourists.

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

As of 31 December 2022, DOT recorded 2.65 million international visitor arrivals from February to December 2022 with 628,445 returning Filipinos and 2.02 million tourists foreigners from the country's top tourist markets: United States, South Korea, Australia, Canada, the United Kingdom, Japan, Singapore, India, Malaysia, and China. For 2023, the Department is targeting 4.8 million international visitors as its baseline.

In this regard, TPB seeks to appoint an experienced full-service media agency that will help design and execute the TPB's global 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 internationally, and to expand foreign travel demand.

III. Objectives and Targeted Outcome

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

- a. Strengthen domestic and international tourism promotions through the digital, traditional, and other media platforms;
 - o Creatively promote reopened destinations through engaging content and high reach platforms to complement TPB's promotional efforts for domestic and international markets and tourism in regions and communities severely affected by the pandemic to help restore jobs and livelihood;
 - o The media plan shall focus on maximizing engagement in high reach platforms
- b. Encourage travel and increase the number of visitors to the Philippines
 - o 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 (booking) platform/s;

Furthermore, the deliverables required under this Project in the form of media plans and placements are expected to boost the desire of domestic and international travelers to rediscover and/or consider the Philippines as part of their revenge travel. 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 ¹ for TPB to provide in-depth market and media environment information and analysis in the Philippines and identified global markets.</p> <p>The research must provide and identify the following information for both domestic and international markets such as but not limited to:</p> <ul style="list-style-type: none"> ● Current media landscape and digital trends; ● Demographics (age, sex, socio economic class, etc.); ● Target audience/ segment; ● Consumer usage and attitude, behavior; ● Consumer and travel trends; ● Effective media platform/s per segments; ● Top sources of travel information
Media Planning, Buying, and Implementation	<p>Submit to TPB a proposed integrated media plan to be implemented within the year 2023, 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"> ● Media (Digital, Print/TV/OOH); ● Vehicle (Web/Social Media Platform, TV Program/Channel, Publication, etc.) <ul style="list-style-type: none"> i. Digital – programmatic/ social media platforms, travel/tourism websites, etc. ii. TV – strategic number of TV spots in free TV and paid networks across all regions iii. Print – print ads in top/leading broadsheets or magazines iv. OOH – recommended locations and types of OOH ads (LED, Transit Ad execution, etc.) ● Length / Size (Specifications) of material requirements and duration of the placements –

¹ 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

	<p>this may be provided upon finalization of proposed media plan</p> <ul style="list-style-type: none"> • Targets/KPIs (Total spots/insertions/GRPs/ Downloads/Followers or Subscribers, etc.) • Cost per medium, total media costs, grand total costs including ASF and taxes (in USD or local currency of the market and in PHP) • Timetable in Gantt Chart <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 approved final media plan.</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> <p>Submit final artwork of the revised creative material to TPB</p>
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	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"> ● Resizing/Reformatting/Re-layout of existing materials (inclusive of translation to required dialect/s or language/s) ● 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 ● Tactical programs such as, but not limited to event placements, co-promotional activities with travel-related brands and platforms, film tourism and influencer marketing <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 Foreign Offices' (to include Market Representatives, if present) the following:</p> <ul style="list-style-type: none"> ● Negotiation with media vendors/suppliers/partners ● Alignment of the plan and programs of DOT and TPB with the proposed media plan ● Agency or regional counterparts must get in touch with DOT foreign offices and/or Market Representatives on the proposed media platforms to complement the efforts of the region. This must be done prior to finalization and rollout of media plan <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 the TPB 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 & 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"> • completed views and average completion rates • cost per click (CPC) • audience reach and engagement/clicks to the website or ad material • digital impressions delivered, where applicable <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 1-2 day post-report assessment and workshop with a marketing consultant to be nominated by the agency and TPB officials involved in the campaign 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"> ● Presentation of terminal report, evaluation, and recommendation ● Recommendation on how should TPB to improve the TOR ● Media plan comparison ● Media scanning and campaign comparison ● Media planning & buying basics ● How to improve or set a practical budget for creative materials or video ad ● Budget allocation recommendations on the platforms as well as for KOLs/content creators/ influencers ● Evaluation of unsolicited ad proposals ● Possible media/program/content partnerships to explore; ● Recommended tactical placements <p>The output of the workshop shall serve basis for the succeeding marketing/media campaigns of TPB.</p>
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V. Project Duration and Budget

1. The implementation of the Project Contract shall commence upon the receipt of the Notice to Proceed (NTP) until 31 December 2023. Should there be a need to extend the implementation of the Project, Agency must submit a formal request subject to TPB approval
2. The Approved Budget for Contract (ABC) for the purpose of this bidding is **PHP 150,000,000.00** inclusive of all applicable taxes, fixed agency service fees, (no more than 10% of media cost/spend), bank charges, FOREX differential, and other fees that may be incurred.
3. For appreciation, the proposed budget breakdown is as follows:

Digital	₱69,000,000.00	
Traditional Media	₱48,600,000.00	
Creative Fees	₱3,528,000.00	3% of Media Spending
Agency Service Fee (ASF)	₱11,760,000.00	Maximum of 10% of Media Spending only
12% VAT	₱15,946,560.00	
Bank & Other Fees	₱ 1,165,440.00	
TOTAL	₱150,000,000.00	

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, #7 of 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 (global 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 Director/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 experience² 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.
- *Bidders must submit and comply with the curriculum vitae file format provided in TPF6*

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

- *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.	APPLICABLE EXPERIENCE OF THE BIDDING AGENCY BASED ON SUBMITTED STATEMENT OF ON-GOING AND COMPLETED CONTRACTS FOR THE PAST FIVE (5) YEARS			50%
	A	Appropriateness of the Full-Service Media Agency	15%	
		Integrated Media Buying and Advertising Agency (15%)		
		Media Planning and Buying Agency (10%)		
		Advertising Agency, Public Relations Agency, and Others (5%)		
	B	Extent of network and affiliation ³	5%	
		Global + Regional ⁴ / Local (5%)		
		Regional + Local (3%)		
		Local only (1%)		
	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 years⁵	10%	
		3 and above Global Media Plans executed covering a global campaign (10%)		
		1-2 Global Media Plans executed covering a regional campaign (5%)		
		2 and above Media Plans executed covering only a nationwide campaign (2%)		
	E	Similar projects completed in the last 5 years with at least one contract equivalent to 50% of the ABC (Php75,000,000.00)	10%	
		1 or more similar projects with contract cost greater than Php75,000,000.00 (10%)		
		1 or more similar projects with contract equal to Php75,000,000.00 (5%)		
		Similar projects with contract cost less than Php75,000,000.00 (0)		
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB			30%
	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 Director/Supervisor			
	2. Account Director			
	3. Digital Strategist/Planner			

³ Please submit certification or any equivalent document

⁴ Global refers to media buys covering at least 4 regions (i.e., Asia Pacific, North Asia, North America, Region, Middle East+India, the likes); Regional refers to media buys in one region only (i.e., Asia Pacific Region, North Asia Region, the likes)

⁵ 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

	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 Director/Supervisor 2. Account Director 3. Digital Strategist/Planner 4. Strategic Media Planner 5. Media Buyer 6. Creative Director 7. Data Analyst		
III	CURRENT WORKLOAD RELATIVE TO CAPACITY		20%
	Number of ongoing projects being handled of similar scope, nature ⁶ , contract cost, and timeline of implementation		
	Two (2) projects or less (20%) Three (3) or more projects (10%)		
	TOTAL		100%

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

PARTICULARS		RATING	
I	QUALITY OF PERSONNEL TO BE ASSIGNED TO THE PROJECT		30%
	A Similar Projects ⁷ 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.	EXPERTISE AND CAPABILITY OF THE FIRM		20%
	B Number of related global/regional/nationwide advertising and media campaigns that the agency has handled and successfully implemented for the past 5 years, validated by previous clients⁸	10%	
	3– 5 advertising/media campaigns (10%) 1– 2 advertising/media campaigns (5%)		
	C Industry citations (international and nationwide combined) for the last 5 years⁹	10%	
	Three (3) or more awards with at least one (1) international citation (10%) One (1) to two (2) local or international awards (5%)		
II.	PLAN APPROACH & METHODOLOGY		50%
	A Strategic Criteria	25%	
	Qualitative and Quantitative Approach (10%)		

⁶ Similar scope and nature to that of market research, media planning and buying, creative services, implementation and reporting, and account management for branding campaign

⁷ Similar Projects to that of global media planning, buying, and implementation

⁸ Submit certification of successfully implemented projects for the past 5 years

⁹ Submit proof of citation received by the agency in the last 5 years.

		- <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 ¹⁰ (3%)		
	B	Evaluation Criteria	25%	
		Coverage of the proposed Media Plan ¹¹ (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 ¹² (5%)		
		TOTAL		100%

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. Include M.I.C.E. placements in the proposed media plan.
3. Allocate Php30 Million for tactical placements which shall be utilized to augment the promotions of TPB's institutional events such as the ITB and other related events and projects.
4. 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.
5. 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

¹⁰ How budget will be efficiently allocated and how media placements will be spread out across all the proposed media channels

¹¹ 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

¹² Contingencies and reallocation

6. 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.
7. 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.
8. Any incentives acquired post-campaign with monetary value shall be reported and returned TPB with an accompanying breakdown or computation of the amount.
9. The Procuring Entity (TPB) shall set the foreign exchange rate based on the ceiling approved by the Department of Budget and Management (DBM) at the time of bidding stage, for budgeting purposes. This rate will be used as the basis for the media plan cost-estimate. However, payments to the Consultant shall be based on the prevailing BSP foreign currency exchange rate at the time of the issuance of the invoice or billing statement, provided that it shall not exceed the rate approved by the DBM. It shall be understood that should there be any variance between the set foreign currency exchange rate and the actual rate applied in the transaction, which is the subject for payment, it shall be understood that actual exchange rate should be applied. Upon completion and delivery of the services, any foreign currency exchange net gain or loss shall be reported to the TPB, with corresponding breakdown and supporting documents to justify the amount to be returned (gain) or payment (loss), whatever is applicable. Provided, further that TPB shall only be liable for any foreign currency loss up to the extent of the contract price. However, in the event of extraordinary foreign currency exchange rate fluctuations such as when the prevailing foreign currency exchange rate far exceeds the amount approved by DBM, the Consultant shall make a prior request to allocate a portion of the budget to cover the possible forex loss to TPB to validate and determine that the payments shall not exceed the total contract price otherwise, it shall be borne by the Consultant.
10. Agency service fees (ASF) are applicable to Media buys only and does not include the Creative/Production Fees
11. ASF and creative fees will be subject to applicable government taxes.

X. **Terms of Payment**

MILESTONES	% OF PAYMENT
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%
TOTAL	100%

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