

ANNEX A: TERMS OF REFERENCE

FULL-SERVICE MEDIA AGENCY TPB'S 2024 MEDIA PLANNING, BUYING, PLACEMENTS, AND EVENTS

I. Project Description

Development and implementation of TPB's 2024 global media plan to promote the Philippines to the world as a preferred destination for sustainable, uniquely diverse, and memorable experiences for identified consumer interests.

II. Background

As enunciated by the Tourism Act of 2009 that "tourism is an indispensable element of the national economy, and an industry of national interest and importance". The Philippines is known for its diverse people and culture, magnificent beaches and landscapes, and stunning biodiversity, 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.

The Philippines remains optimistic about the future of its tourism industry. The government has implemented various measures to support the industry, such as the revision of the National Tourism Development Plan, aimed at revitalizing the Tourism industry, especially after the pandemic.

During his most recent State of the Nation Address, President Ferdinand Bongbong Marcos Jr. emphasized that tourism is not only an important economic development tool but also the abundance of opportunities that the tourism 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 September 2022 to sustain the presence of the Philippines in its key markets. To achieve this objective, the campaign targeted audiences based on their travel motivations and interests and selecting media platforms that will further build reach and awareness, influence travel decisions, and eventually drive conversions that will help increase tourist arrivals in the Philippines.

As of December 12, 2023, the Department recorded 5,069,752 international visitor arrivals. Of this number, 4,658,123 or 91.88 percent are foreign tourists, while the remaining 411,629 or 8.12 percent are Overseas Filipinos.¹ South Korea ranks first as the Philippines' top source market, followed by the United States of America (USA), Japan, China, and Australia. For 2024, the Department of Tourism is targeting 7.7 million international visitors.

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 ignite the desire to 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 mature and emerging the country's tourism destinations through engaging content and high reach platforms to complement TPB's promotional and marketing efforts-
 - o The media plan shall focus on maximizing engagement in high reach platforms²
- b. Encourage travel and increase the number of visitors to the Philippines particularly from source markets being handled by TPB
 - 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 a Meetings, Incentives, Convention, Events (MICE) destination and as part of their future travel plans. Ultimately, to boost promotion of the Philippines as a preferred destination for sustainable, uniquely diverse and memorable experiences for identified consumer interests.

¹Retrieved from https://beta.tourism.gov.ph/news_and_updates/dot-breaches-industry-targets-for-2023-frasco-bullish-on-countrys-continued-tourism-transformation-under-marcos-administration-in-2024/

²High reach platforms are advertising channels or media outlets that have the ability to reach a large and diverse audience maximize brand exposure and ensure that the brand message reaches a wide range of potential customers.

IV. Scope of Work and Deliverables

Scope of Work	Deliverables
Media Validation	<p>Coordinate with DOT Foreign Offices and/or TPB market representatives for recommended media placements and validate claims of media platforms as to declared reach, audience profile and media distribution.</p> <p>TPB priority markets per region are as follows:</p> <ol style="list-style-type: none"> 1. North Asia <ul style="list-style-type: none"> • South Korea, Japan, China 2. The Americas <ul style="list-style-type: none"> • USA, Canada (including overseas Filipino communities in North America; Latin America specifically Argentina, Brazil, Puerto Rico, and Mexico for MICE) 3. Asia-Pacific <ul style="list-style-type: none"> • Singapore, Malaysia, Hong Kong (SAR), Taiwan, Australia, Philippines 4. Europe <ul style="list-style-type: none"> • UK, Germany 5. India 6. Middle East <ul style="list-style-type: none"> • in support of the Arabian Travel Mart participation <p>The Agency must also evaluate and consider the proposals and/or recommended platforms from the DOT foreign office or market representatives, for possible inclusion in the proposed pitch presentation/media plan.</p> <p>The Agency must present a consolidated report considering market insights from the DOT foreign office or market representatives.</p>
Media Planning, Buying, and Implementation	<p>Submit to TPB a proposed integrated media plan to be implemented within the 1st quarter of 2024, 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);

	<ul style="list-style-type: none"> ● 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 – this may be provided upon finalization of proposed media plan ● 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’s approval. The 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>
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	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.
	Agency shall execute resizing and reformatting of existing creative materials to fit the required media placement specification, purchase creative assets if necessary. 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. 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"> ● 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 <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>
	Assist the TPB in the scientific evaluation of media proposals submitted directly by other media suppliers (publications, TV programs, digital/online platforms, etc) to TPB
	Deliver monthly implementation & spend reports and assessment on mutually agreed frequency detailing ROMI (return of marketing investment) and actual Media Values for implemented or rendered placements. The assessment shall serve as basis for any

	<p>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>All Media Values and ROMI to be indicated in the Report must be validated and certified by a third-party media intelligence provider showing the formula used in calculating the media/PR value of all implemented placements.</p> <p><i>Note: The Agency must be able to contract a third party media intelligence provider (a company outside of the Agency organization). TPB must be given direct access later to the 3rd party provider for transparency purposes.</i></p> <p>Conduct a 1-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 as the basis for the succeeding marketing/media campaigns of TPB.</p>
Events Planning and Execution	<p>Allocate a value of Six Million Pesos (PHP 6,000,000.00) for at least three (3) international activations or events, and Four Million Pesos (PHP 4,000,000.00) for at least four (4) local activations or events. These events may be in the form of being fully organized by the agency or TPB, or event participation or sponsorship in trade or consumer fairs, or festivals where TPB is invited to participate. The coverage of execution includes food, drinks, venue logistics, giveaways and/or documentation of the events as determined by TPB. Plans and themes for the event and utilization of such shall be subject to approval of TPB.</p>

V. Project Duration and Budget

1. The implementation of the Project Contract shall be for a period of **6 months** to commence upon the receipt of the Notice to Proceed (NTP). Should there be a need to extend the implementation of the Project, the Agency must submit a formal request, in writing, subject to the approval of TPB.
2. The Approved Budget for Contract (ABC) for the purpose of this bidding is **PHP140,000,000.00** 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 but may be subject to adjustment as may be deemed beneficial by TPB management to its campaigns:

Digital	₱60,000,000.00	Assumptions: Total Media Spending is PhP120.0M (Digital is 55% and Traditional Media is 45%)
Traditional Media	₱50,000,000.00	
Events	₱10,000,000.00	
Creative Fees	₱3,300,000.00	3% of Media Spending
Agency Service Fee (ASF)	₱12,000,000.00	Maximum of 10% of Media Spending only
12% VAT	₱3,036,000.00	VAT is applicable to ASF, Creative Fees, and Events only
Bank Charges & Contingency	₱1,664,000.00	- other fees - certificate of airing permits, etc.
TOTAL	₱140,000,000	

*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, #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 completed contract**, for this project.
- Agency/Provider must provide the minimum required manpower/personnel to be assigned to this Project. Assigned manpower/personnel must commit to provide the services and perform tasks and responsibilities required by this Project.

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

Dedicated Account Manager	8
Digital Strategist/Planner	7
Strategic Media Planner	7
Media Buyer (Digital and Traditional)	5
Creative Director	5
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 ³ 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
- Bidders must understand that only one personnel per position will be accepted. No multiple positions per person.
- 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 / Full-Service 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 ⁴	5%	
		Global + Regional ⁵ / Local (5%)		
		Regional + Local (3%)		
		Local only (1%)		

³ Relevant experience refers to work experience that is relevant to the position needed as part of the personnel requirement

⁴ Please submit certification or any equivalent document

⁵ 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)

	C	Years of existence as a full-service media agency based on the articles of incorporation	10%	
		More than 5 years (10%)		
		5 years (8%)		
	D	Similar projects completed in the last 5 years⁶	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 (Php70,000,000.00)	10%	
		1 or more similar projects with contract cost greater than Php70,000,000.00 (10%)		
		1 or more similar projects with contract equal to Php70,000,000.00 (5%)		
		Similar projects with contract cost less than Php70,000,000.00 (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%)			
	<ol style="list-style-type: none"> 1. Managing Director/Supervisor 2. Account Director 3. Dedicated Account Manager 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%)			
	<ol style="list-style-type: none"> 1. Managing Director/Supervisor (10 years) 2. Account Director (10 years) 3. Dedicated Account Manager (8 Years) 4. Digital Strategist/Planner (7 years) 5. Strategic Media Planner (7 years) 6. Media Buyer (5 years) 7. Creative Director (5 years) 8. Data Analyst (5 years) 			
III	CURRENT WORKLOAD RELATIVE TO CAPACITY			20%
	Number of ongoing projects being handled of similar scope, nature ⁷ , contract cost, and timeline of implementation			
	Two (2) projects or less (20%)			

⁶ 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

⁷ Similar scope and nature to that of market research, media planning and buying, creative services, implementation and reporting, and account management for branding campaign

	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 handled Similar Projects to that of media planning, buying, and implementation (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 <u>past 5 years</u> , validated by previous clients ⁸	10%	
	3– 5 advertising/media campaigns (10%) 1– 2 advertising/media campaigns (5%)		
	C Industry citations (international and nationwide combined) for the last 5 years ⁹	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%) - <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%)		

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.

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

	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 30-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 complement the promotions of TPB's institutional and/or initiated events and programs. Including activation projects and sponsorships.
4. In the event that TPB negotiates the rate/package rate/s to an ad placement, Agency agrees to waive the Agency Commission Fee but will coordinate the finalization of placement and contract;
5. 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.
6. 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
7. 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.
8. 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.
9. Any incentives acquired post-campaign with monetary value shall be reported and returned TPB with an accompanying breakdown or computation of the amount.
10. 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

¹² Contingencies and reallocation

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.

11. Agency service fees (ASF) are applicable to Media buys only and does not include the Creative/Production Fees

12. 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:
$$\frac{\text{Value generated} - \text{Media/Marketing cost}}{\text{Media/Media Cost}} \times 100$$