

TERMS OF REFERENCE
CONSULTING SERVICES OF A PUBLIC RELATIONS AGENCY FOR THE WORLD EXPO 2025
OSAKA

I. BACKGROUND AND RATIONALE

The Philippine government will participate in Expo 2025 Osaka in Yumeshima, Osaka, Japan, from 13 April to 13 October 2025. The Japan Association for Expo 2025, the Organizer of the Project, expects the participation of more than 130 countries and 15 international organizations in the Expo, with an estimated 28.2 million visitors.

With the theme, "Designing Future Society for Our Lives," Expo 2025 Osaka provides an unparalleled platform for the Philippines to connect businesses, build a global identity, establish meaningful face-to-face connections with counterpart stakeholders, showcase national tourist attractions, offer tourism products and services, and benefit from new and sustainable solutions being presented by participating countries.

The Philippine Pavilion is located within the Empowering Lives Zone on Plots B8-B9, encompassing a plot size of 900 sqm and a floor area of 600-630 sqm. The Philippines' participation revolves around the thematic concept of "Nature, Culture & Community, Woven Together for a Better Future."

The Office of the President has designated the Philippine Department of Tourism (PDOT) as the lead implementing agency for Expo 2025 through Administrative Order (A.O.) No. 7. Under this AO, the PDOT is tasked with undertaking and overseeing the overall preparations and day-to-day operations relative to the Philippines' participation in Expo 2025.

Following the confirmation of the DOT as the lead agency for the implementation of the Expo 2025, it has issued Department Order (DO) No. 023-0042, designating the Tourism Promotions Board (TPB) as the Agency in charge of spearheading the Secretariat of the Project. The TPB is responsible for:

- Appointment of Philippine-based Architectural/Design Team
- Construction of the Philippine Pavilion
- Facilitation of Licenses, Permits, and Insurance
- Installation of Exhibits
- Creation of Pavilion Content / Pocket Shows
- Implementation of Special Events
- Management of the Operations of the Project Secretariat in Manila

II. OBJECTIVES

To effectively support the country's participation in the World Expo 2025 Osaka, the selected PR Agency will deliver strategic, culturally attuned, and impactful PR and communications strategies that will maximize the Philippines' presence in the said Expo, tell stories of visitor experience, and promote the country as a must-visit destination. The Agency will foster meaningful connections with diverse audiences, enhance cultural promotion, engage stakeholders, and ensure alignment with the Expo's vision and global sustainable development goals.

Key objectives include:

1. Ensuring strategic alignment with the Philippine Pavilion's vision for the World Expo 2025 Osaka

- Ensure all public communications reflect the overarching goals and themes of Expo Osaka 2025, such as "Designing Future Society for Our Lives."
- Align the Philippine Pavilion's narrative with global sustainable development goals.

2. Enhancing the country's visibility and impact in the World Expo 2025 Osaka

- Develop strategies that will position the Philippines as a must-see attraction at Expo Osaka 2025, to foster a cohesive and impactful representation of the Philippines on the global stage.
- Amplify media and public exposure by delivering meticulously curated press/media releases, forging strategic collaborations, and creating visually engaging content that vividly captures the Philippines' uniqueness, and ensuring an unforgettable pavilion guest experience.
- Highlight the Philippines' rich cultural heritage, creativity, and innovation through compelling storytelling that resonates with diverse audiences.
- Ensure that the Philippine Pavilion's exhibits receive adequate promotion to capture the interest of both local Japanese and international Expo stakeholders.
- Leverage the Philippine Pavilion as a platform to foster stronger ties between the Philippines and Japan, emphasizing shared values and mutual growth opportunities.
- Showcase investment and trade opportunities, using communications to attract Japanese businesses and partners to explore economic collaboration with the Philippines.
- Adapt all communications to align with Japanese cultural sensibilities while preserving the authenticity of Filipino values and messages, to foster deeper connections and mutual understanding.

3. Strengthening Stakeholder Collaboration

- Act as a liaison between media and key stakeholders—including the Philippine

Organizing Committee (POC) Members, the Department of Tourism, Tourism Promotions Board (TPB), Philippine Embassy in Tokyo, Philippine Consulate General in Osaka, Japanese and Philippine media, and private sector partners—specifically for matters related to the Philippine participation in the World Expo.

- Facilitate a unified approach to messaging and branding across all levels of the Philippines' Expo 2025 Osaka Participation.

4. Crisis Management Preparedness

- Anticipate potential issues and, in coordination with the POC, develop a proactive communication strategy to address crises effectively, ensuring the Pavilion and the country's reputation remains intact.
- Assist in equipping Philippine Pavilion Representatives with communication tools to manage sensitive issues and maintain public trust.

III. SCOPE OF WORK, SERVICES, AND DELIVERABLES

The PR Agency shall perform the following services:

SCOPE OF WORK / SERVICES	DELIVERABLES
1. Message Development <ul style="list-style-type: none"> ▪ Using the Expo Brand Playbook to be provide by TPB as reference, ensure the alignment of messaging with Expo Osaka 2025's brand guidelines and the Philippines' official theme, <i>"Nature, Culture & Community, Woven Together for a Better Future."</i> ▪ Craft compelling narratives that resonate with diverse audiences, emphasizing the Philippines' unique cultural identity, creativity, and contributions to sustainability. ▪ Develop storytelling frameworks that unify the Pavilion's design, exhibits, and programs under a cohesive communication strategy. ▪ On Cultural Sensitivity and Localization: <ul style="list-style-type: none"> • Adapt messaging to resonate with Japanese and international audiences while maintaining authenticity to Filipino values. 	Strategic Communications Plan The Strategic Communications Plan to be submitted should address the following: <ul style="list-style-type: none"> - Target audience - Purpose of communicating to them - Content format of the communication - Channels to be utilized - Timeline of execution

<ul style="list-style-type: none"> • Guide officials and teams on effective cross-cultural communication. 	
2. Speech Writing & Editing <ul style="list-style-type: none"> ▪ Prepare speech drafts and scripts for government officials, Pavilion representatives, and other stakeholders to ensure alignment with branding, thematic consistency, and audience engagement. ▪ Prepare talking points and briefing documents for spokespersons during key events and media engagements. 	<p>Deliver at least fifteen (15) speeches/messages of the Commissioner General, Secretary General, and/or the designated representative of the POC</p>
3. Press Conferences, Interviews, and Media Networking events	<p>Mount at least eight (8) in the form of Press Conferences and/or Media Networking events to ensure maximum mileage for the Philippines' participation</p> <p>To include expense for venue rental, F&B, tech rider, media kits, giveaways, and other logistical requirements in mounting the event</p>
4. Media Relations and coordination <ul style="list-style-type: none"> • Coordinate and manage media and KOL engagements during interviews, press briefings, and events related to the Expo. • Prepare press releases, media kits, and other promotional materials tailored to Japanese and global audiences. • Craft press release articles, highlighting the Philippines' participation in Expo Osaka 2025, key milestones, and ongoing initiatives to maintain media interest and public awareness 	<p>Secure attendance of at least twenty (20) notable and relevant media personalities and Key Opinion Leaders (KOLs) to execute coverage for the Philippine Pavilion</p> <p>Prepare at least four (4) press releases per month in English and/or Japanese and all media kits needed</p>

<p>5. Content Planning, Creation, and Management</p> <ul style="list-style-type: none"> ▪ Develop social media content, digital articles, and newsletters (if needed), ensuring cultural relevance and visual appeal ▪ Review materials and ensure they are culturally sensitive and visually engaging, reflecting the Pavilion's theme and objectives 	<p>Develop at least one (1) social media content* or digital articles per day until the closing of the Pavilion, unless otherwise advised by TPB</p> <p><i>*Social media content may be in the form of social cards (static and/or dynamic as needed) with caption/copy. Editing of video reels is part of the content creation.</i></p>
<p>6. Content and PR Seeding and Engagement Execution and Monitoring</p> <ul style="list-style-type: none"> • Prepare and execute dissemination calendar and timeline of releases • Execute blasting in various news and multimedia channels and platforms • Monitor and provide report of all engagements from all disseminated materials 	<p>PR Plan</p> <p>The PR Plan is a detailed execution of the PR strategies set forth in the Strategic Communications Plan. It should include specific activities that we should undertake to implement our strategy. The PR plan should include a timeline of activities.</p> <p>Provide weekly monitoring report with equivalent Media/PR values</p> <p>Generate PR Value amounting to at least PhP500.00M at the end of the engagement. Provide certification validated by third party.</p>
<p>7. Onsite Communications Support</p> <ul style="list-style-type: none"> ▪ Provide hands-on support during Expo 2025 Osaka media-related events, ensuring seamless coordination with media representatives, KOLs, and stakeholders ▪ Engage with journalists and media representatives, arranging interviews, and managing press conferences ▪ Monitor and address any immediate communication needs during the full duration of the World Expo 2025, including media queries and visitor feedback 	<p>Deploy one (1) Media Coordinator at the Philippine Pavilion</p> <p>Media coordinator should have clout in Japanese publications, news channels, and other media outfits</p> <p>Arrange at least six (6) interviews to be published in any news channels/print/digital platforms for the duration of the Expo.</p> <p>The reach of the published interviews should cover both national and international audiences.</p>
<p>8. Crisis Communications</p> <ul style="list-style-type: none"> ▪ Lead in addressing any potential communication challenges and carry out strategies to mitigate the same 	<p>Crisis Communications Plan</p> <p>The Plan should involve potential crises and the preparation of holding statements for immediate release during crises, including briefers and FAQs for spokesperson.</p>

<ul style="list-style-type: none"> ▪ Prepare briefers and FAQs for spokesperson to handle media inquiries effectively and confidently 	Conduct orientation with select personnel as determined by TPB.
9. Stakeholder Engagement <ul style="list-style-type: none"> ▪ Build partnerships with Japanese media entities and other stakeholders in Japan and in the Philippines to help enhance visibility and engagement ▪ Negotiate and secure partnerships with reputable national media agencies such as but not limited to TV networks, broadsheets, publications, both print and digital media 	<p>Deliver at least three (3) partnerships with a media or publication outfit and influencers.</p> <p>There should be a document detailing the deliverables of each party</p>
10. Others: Provision of livestreaming services, as needed	Livestreaming in DOT/TPB FB page of at least two (2) events happening in the World Expo 2025 Osaka, subject to the approval of TPB.

IV. ELIGIBILITY REQUIREMENTS

The PR Agency must possess the following qualifications:

- Proven track record in developing and implementing **successful communication strategies and campaigns**, preferably with an **international scope**. The agency must be duly registered in the Philippines and be engaged in business operations for at least five (5) years, providing creative, digital, marketing/advertising, and public relations services.
- The Agency must possess knowledge of Japanese cultural norms and media landscape, with at least two (2) contracts targeting the Japanese market and/or servicing a Japanese client.

The PR Agency must submit the following:

- Company profile with a list of services offered and a sample of works done for local and international audiences similar to TPBs requirements
- List of certificates of completion/recommendation letters from previous clients with similar scope in the last five (5) years (2020 to present)
- List of Citations from Local and International Award-giving bodies

V. MINIMUM REQUIRED PERSONNEL

The Agency must be managed by **credible and competent officers** with vast **experience in Public Relations, Marketing Communications, and Media Management**.

Required Personnel	Minimum years of experience in handling related campaign/s required by TPB under this project
1. Managing Director (Project Lead)	10
2. Account Manager	10
3. Public Relations Strategist	10
4. Digital Marketing Strategist	8
5. Media Coordinator	8
6. PR Officer	8
7. PR Writer / Speechwriter	5
8. Copywriter	5
9. Graphics /creatives designer	5
10. Social Media Manager	5
11. Photographer	5
12. Videographer/Video editor	5

NOTE: The above core personnel should be ORGANIC to the agency. A Curriculum Vitae (CV) must be submitted together with the Certificate of Employment as part of the Eligibility Bid. No personnel shall be performing more than one role specific to this project.

VI. PROJECT IMPLEMENTATION SCHEDULE

Subject to modifications, the winning supplier shall work and operate upon receipt of NTP until December 2025.

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The ABC is **TWENTY-FIVE MILLION PESOS ONLY (PhP25,000,000.00)**, inclusive of all applicable taxes, fixed agency service fees, bank charges, FOREX differential (as applicable), and other fees that may be incurred.

For appreciation, the **proposed** budget breakdown is as follows but may be subject to adjustment as may be deemed beneficial by the TPB management to its campaigns:

MESSAGE DEVELOPMENT	2%	500,000.00
SPEECH WRITING/EDITING	2%	500,000.00
PRESS CONFERENCES & MEDIA EVENTS	40%	10,000,000.00
MEDIA RELATIONS & COORDINATION	6%	1,500,000.00
CONTENT PLANNING & CREATION MANAGEMENT	6%	1,500,000.00
CONTENT/PR SEEDING, ENGAGEMENT EXECUTION & MONITORING OF SEEDED CONTENT/PR	2%	500,000.00
CRISIS MANAGEMENT	2%	500,000.00
OVERALL MANAGEMENT FEE	8%	2,000,000.00

PARTNERSHIPS	17%	4,250,000.00
OTHER FEES TO INCLUDE ALL GOVERNMENT/LOCAL TAXES,	15%	3,750,000.00
TOTAL	100%	25,000,000.00

VIII. TERMS OF PAYMENT

All payments shall be subject to the verification and validation of the TPB

TRANCHE	DELIVERABLES
15%	Upon submission of the following: 1. TPB-approved Strategic Communications Plan 2. PR Plan that can be implemented right away 3. Proposed Crisis Communications Plan
3%	Upon approval of the Crisis Communications Plan and conduct of orientation
70%	Progressive Billing upon submission of the Monthly Report on the number of Press Release/Digital materials prepared, seeded, and published with corresponding media/PR values, to include digital marketing to be accompanied by any of the following: 1. Implementation Report on implemented Press Conference/s and/or Media Networking event/s to include media reach and PR values 2. Implementation Report on media/KOLs engagement/s with corresponding media reach and PR values 3. Accomplishment report of the deployed Media Coordinator on-site (should be done monthly) 4. Partial report on the number speeches/messages completed 5. Report on partnerships implemented
12%	Upon submission of the Project Engagement Report and turn-over to TPB of all assets (photos & videos to include raw and edited copies, all editable creative renders used) and all other unused items such as giveaways, kits and media event paraphernalia, etc.

The PR Agency shall cover all reasonable and necessary expenses to be incurred while fulfilling the requirements of this Contract, including:

- a) Travel costs (airfare, transportation, and related expenses) for official trips related to Expo 2025 Osaka.
- b) Accommodation expenses for stays required to fulfill the scope of work.
- c) Dining and meal expenses incurred during work engagements or events associated with the project.

PERCENT WEIGHT DISTRIBUTION

The Agency is expected to submit technical and financial proposals, which shall be evaluated using the **Quality Cost Based Evaluation (QCBE)**. The winning bidder must attain a **hurdle rate of 80%** based on the following weight assignments:

Proposal	Weight
Technical Proposal **	85%
Financial Proposal	15%
Total	100%

****Misrepresentation is a ground for termination of the contract.**

PITCH PRESENTATION

Bidders must present for 30 minutes, with an additional 15 minutes for Q&A (total of 45 minutes), regarding their plan of approach and methodology for the Project.

The presentation should include but are not limited to the following:

- Company profile and key/ notable clients/ accounts handled
- Outline of proposed Communications Plan with PR strategies
- Media/ KOL engagement/ relations plan
- Content strategy/ ideas
- Plan of approach in handling media interviews and inquiries in the Philippines and in Japan
- Proposed crisis communications plan

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

PARTICULARS			RATING	
I.	APPLICABLE EXPERIENCE OF THE AGENCY			50%
	A	Appropriateness of the agency for the assignment *Submit Articles of Incorporation	15%	
		Public Relations Agency (Local/International Agency with office in the Philippines or joint venture with a local company) (15%)		
		Creative/Media/Advertising Agency that has a dedicated team for Public Relations (10%)		
	B	Extent of network and affiliation	5%	
		Global + Regional/Local (5%)		
		Regional + Local (3%)		
		Local only (1%)		
	C	Years of existence as a Public Relations & Communications agency based on the articles of incorporation	10%	
		More than 5 years (10%)		
		At least 5 years (5%)		
	D	Similar projects completed in the last 5 years	10%	
		With PR campaigns executed targeting Japanese and local audience and media (10%)		
		With PR campaigns executed targeting local audience and media only (5%)		
	E	Similar projects completed in the last five (5) years with at least	10%	

		one contract equal to or greater than PHP 12.5M		
		1 or more similar projects with contract cost greater than PhP12.5M (10%)		
		Similar projects with contract cost less than PhP12.5M (0%)		
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB			30%
	The required number of personnel with the minimum number of years' experience in the same position mentioned in item V of the TOR is met (30%) 1. Managing Director (Project Lead) - 10 years 2. Account Manager - 10 years 3. Public Relations Strategist - 10 years 4. Digital Marketing Strategist - 8 years 5. Media Coordinator - 8 years 6. PR Officer - 8 years 7. PR Writer / Speechwriter - 5 years 8. Copywriter - 5 years 9. Graphics /creatives designer – 5 years 10. Social Media Manager – 5 years 11. Photographer – 5 years 12. Videographer/video editor – 5 years			
	Did not meet the required number of personnel with the minimum number of years' experience in the same position mentioned in item V of the TOR (0%)			
III	CURRENT WORKLOAD RELATIVE TO CAPACITY			20%
	Number of ongoing projects being handled of similar scope, nature, contract cost, and timeline of implementation			
	Two (2) projects or less (20%) Three (3) or more projects (10%)			
	TOTAL			100%

B. Technical Rating Criteria (80% passing score)

CRITERIA			RATING	
I	QUALIFICATION OF PERSONNEL TO BE ASSIGNED TO THE PROJECT			30%
	A	Similar Projects handled Similar PR and Communications projects handled targeting global audience and local audience (10%) Similar PR and Communications projects handled targeting local audience only (5%) Level of Experience based on a similar nature of work Level of experience based on a similar nature of work requirement exceeded the required minimum (10%) Met minimum level of experience requirement (5%)		
II	EXPERTISE AND CAPABILITY OF THE AGENCY			30%
		Services rendered in similar completed projects in the past five (5) years as validated/certified by previous clients		
		Public Relations (5%)		
		Data Analytics and Monitoring (4%)		
		Crisis Management (5%)		

		Local Media Network/Relations (3%)		
		International Media Network/Relations (5%)		
		Produced content for at least five (5) major international media channels/publications (4%)		
		At least one (1) international or national award related to Public Relations within the three (3) years (4%)		
III.	PLAN OF APPROACH AND METHODOLOGY			40%
	A	Strategic Criteria	20%	
		Qualitative and Quantitative Approach (10%) <ul style="list-style-type: none"> ▪ <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 (3%)		
		Plan optimization (2%)		
	B	Evaluation Criteria	20%	
		Coverage of the proposed PR and Communications Plan (10%)		
		Quality of messaging, positioning, strategy and tactics to achieve project objectives (3%)		
		Appropriateness of proposed media networks, publications, and personalities (3%)		
		Soundness of proposed content for international publishing and seeding (2%)		
		Additional Media Values (PR values with partners, content, and audience reach) and Flexibility of the plan (2%)		
	TOTAL			100%

XI. OTHER TERMS AND CONDITIONS

1. The approved plans (Strategic Communications, PR, and Digital/Social Media Calendar) may be modified as the need arises during the implementation of the project, upon agreement of both Parties (TPB and PR 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.
2. Segment(s) or phase(s) of the plans not implemented for whatever reason shall be revised or modified by the agency at no cost on the part of TPB and translate for future implementation within the contract period.
3. All creative concepts, collateral materials, photos, and videos (raw and edited), including but not limited to articles, write-ups, photos, and videos formulated and designed in conjunction with this contract, shall be owned by TPB, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally. Any revisions shall not incur additional costs to the TPB. This should be submitted to the TPB on a sturdy hard drive/s.

4. 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 the bidding stage, for budgeting purposes. This rate will be used as the basis for budget cost estimate. 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 of payment, the actual exchange rate (at the time of implementation) 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.
5. The Agency management fee for the whole engagement is fixed at a total of PHP2.0M + VAT. It is understood that the agency will no longer charge a Service Fee for every cost estimate equivalent to a rendered service.

PROJECT OFFICERS CONTACT INFORMATION:

TOURISM PROMOTIONS BOARD EXPO 2025 OSAKA SECRETARIAT

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