

TERMS OF REFERENCE
SERVICES OF AN INTEGRATED DIGITAL MARKETING AGENCY

I. BACKGROUND OF THE PROJECT

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

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, cooperation, and a better understanding of tourism development and management plans to support the DOT's thrust in transforming the Philippines into becoming a tourism powerhouse in Asia and sustain the country's tourism brand "Love the Philippines."

To achieve this, TPB aims to strengthen its online marketing initiatives by engaging an experienced Digital Marketing agency to augment the following:

Social Media Marketing, Creative Automation, Chatbot Enhancement, and Influencer Management

The agency must research, recommend, and develop effective digital marketing and social media campaigns for TPB that would align with the tourism country brand and push downloads of the Travel Philippines app. This will be implemented across major social networking sites such as Facebook, Instagram, YouTube, TikTok, and LinkedIn.

Services will include but are not limited to content development and social media management to increase platform following and drive engagement, the conduct of influencers' management program, social media monitoring, enhancement of AI-integrated chatbot and conversational design, creative automation for content efficiencies using proprietary tools created and owned by the agency, social listening across key social media platforms and traditional online publications; monitoring and analysis of the social media performance to identify areas for improvement and provide recommendations to optimize the plan's effectiveness, among others.

II. OBJECTIVES

The digital marketing strategies to be implemented by the winning bidder shall:

- Increase online visibility and promote the TPB as the marketing and promotions arm of the DOT, and sustain and strengthen the promotion of "Love the Philippines" tourism brand
- Market the Philippines as a desirable, sustainable, and significant tourist destination and attract the trust and confidence of foreign tourists in thirteen (13) key markets
- Boost the social media promotion of major events and campaigns of the departments under the Marketing and Promotions Sector of TPB – Marketing Communications, Domestic Promotions, International Promotions, and M.I.C.E. programs
- Push downloads for the Travel Philippines app

III. SCOPE OF WORK AND DELIVERABLES

Scope of Work	Deliverables
A. Social Media Content Plan	<ol style="list-style-type: none"> 1. Develop an 8-month social media content plan for Facebook, Instagram, YouTube, TikTok, and LinkedIn to generate awareness of TPB as DOT’s marketing and promotions arm and as a credible platform for Philippine tourism information. 2. The proposed monthly content plan should include strategies relevant to each social media platform, and the submission of the approved content must be within the eight-month period of the winning bidder. 3. Develop a 4-month social media content plan with complementing repository materials for social media platforms. <ol style="list-style-type: none"> a. The content shall include notable calendar holidays and tourism-related advocacies and events relevant to the designated four-month implementation period, with specific themes to be discussed and mutually decided upon by TPB and the agency. b. The content will be subject to TPB approval within the contract duration, for implementation by TPB after the end of the contract period. 4. Include market-specific content adaptation targeting each of the thirteen (13) international key markets and the domestic market. 5. Recommendations are subject to the approval of TPB.
B. Monthly Accomplishment Report with Competitor Benchmarking	<ol style="list-style-type: none"> 1. Submit a monthly comprehensive accomplishment report summarizing the analytics, insights, sentiment analysis, recommendations for improvement of social media channels and campaign performance and return on marketing investment per platform. 2. The report must include competitor intelligence reports, specifically from tourism boards and relevant local tourism organizations/associations from ASEAN, Japan, Taiwan, and South Korea, covering their online activities, campaigns, and best practices across key social media platforms. 3. The report must include comprehensive, market-specific performance analysis reports regarding TPB’s key international and domestic markets.
C. Dynamic Social Media Team	<ol style="list-style-type: none"> 1. Provision of social media coverage assistance to the TPB Media Team through a dynamic social media team consisting of a social media writer/strategist and photographer/videographer. 2. The team must have their own equipment, such as a smartphone, camera, drone, microphone, and/or editing tools essential for event coverage. 3. Pictures and videos to be posted on social media must already be edited by the dynamic social media team and submitted to TPB through a digital library. 4. The pictures, videos, and other intellectual properties created by the dynamic social media team shall be owned by TPB for perpetual usage.
D. D. Dedicated Focal Personnel for TPB	<ol style="list-style-type: none"> 1. Provision of one (1) dedicated focal personnel with technical, digital, and social media skills who will report to the TPB office, as required or if found necessary. 2. The coordinator will handle the requests of the TPB Marketing Communications Department and relay to the winning bidder in

	<p>real time.</p> <p>3. The focal personnel should be able to identify, relay, and address market-specific feedback or inquiries from TPB communications channels and social media platforms.</p>
E. E. Online Promos/ Giveaways	<p>1. Plan and implement at least two (2) online promos/giveaways customized for relevant social networking sites across the platforms to promote the TravelPH app, showcase Philippine destinations, or drive engagement during the duration of the contract.</p> <p>a. The promotions or giveaways campaign should include platforms accessible to each of the thirteen (13) targeted key markets including the domestic market:</p> <ul style="list-style-type: none"> • Japan, China, Korea • Australia, Singapore, Malaysia, Taiwan, and Hong Kong • Germany, India, and UK • USA and Canada <p>2. Plans should include campaign details, mechanics from pre- to post-campaign, and prizes.</p> <p>3. The funds for the execution of these online promos, including the prizes, must already be included in the approved budget of the contract. The value of the prizes given should not exceed PHP 45,000.00 each, and the nature of the prize must be airfare and accommodation for 2 pax to a domestic destination.</p> <p>4. Any required permits, arrangements, and transfer/delivery charges for the promos should be covered under the contract and managed by the winning bidder.</p> <p>5. Recommendations are subject to the approval of TPB.</p>
F. F. Social Media Ads/ Paid Ads	<p>1. Propose materials that are suited for social media ads/paid ads that may yield returns such as, but not limited to, the increase in visibility, traffic, registration, downloads of the TravelPH app, and others.</p> <p>2. Social media ads budget allocation of up to PHP 1,000,000.00 across indicated platforms for the whole duration of the contract. It can be used to boost ads on each specific platform/s or spread on all platforms per month, depending on the boosting strategy of the winning bidder.</p> <p>3. The social media ads must be targeted to the domestic market and the 13 key international markets of TPB.</p>
G. G. Increased Social Media Following	<p>1. Gain at least 85,000 new followers across Facebook, Instagram, LinkedIn, TikTok, and YouTube based on agreed media spending and KPIs and generate at least 25,000 new TravelPH app downloads based on ad conversions. The target number of new followers and mobile app downloads must be met upon the full implementation of the contract.</p> <p>2. A social media baseline report shall be submitted by the winning bidder within seven (7) days of receipt of the Notice to Proceed (NTP).</p>
H. H. Community Engagement	<p>1. Implementation and management of community engagement on all platforms (i.e. responding to public comments as necessary, accepting collaboration posts/reposting KOL content subject to TPB's approval, filtering spam comments, editing copies, and other necessary tasks related to community management).</p> <p>2. Respond to concerns and carry out crisis management for social media to protect TPB's online brand.</p>
I. AI Chatbot Service	<p>1. Content management of TPB's AI-integrated Chatbot service for key platforms to optimize community and FAQ management. The</p>

	<p>winning bidder is to recommend the conversational enhancement and other necessary changes deemed necessary for the chatbot.</p> <ol style="list-style-type: none"> Any required subscription fees covering a one-year period, technical support, technical training to TPB users, and necessary infrastructure will be managed by the winning bidder.
J. J. Creative Automation Tool	<ol style="list-style-type: none"> Usage and deployment of a creative automation tool assisted by AI and machine learning to optimize and maximize social media assets to multiple design specs. Any required subscription fees covering a one-year period, technical support, technical training to TPB users, and necessary infrastructure will be managed by the winning bidder. Recommendations are subject to the approval of TPB.
K. K. Social Media Monitoring Tool	<ol style="list-style-type: none"> Endorse and provide to TPB a one-year subscription to one (1) social media monitoring tool and/or one (1) social media management/scheduling tool, and one (1) mobile video editing software that can be accessed by 2-3 personnel from TPB. Recommendations are subject to the approval of TPB. The tools stated above must include a social media calendar tool. Otherwise, the winning bidder should provide a social media calendar that can help both the winning bidder and the TPB employees see the social media content plans of both parties. The winning bidder must help in managing and overseeing the social media calendar.
L. L. Influencer Support for TPB Events	<ol style="list-style-type: none"> Support publicity and/or execution of at least six (6) events organized or supported by TPB, which should cover pre-event, during, and post-event outputs. Each event shall include at least three (3) content creators, two of whom must have not yet engaged in previous TPB events. Proposed content creators should be able to effectively communicate TPB projects/programs/events, should have a positive reputation online, and should be subject to the approval of TPB based on follower count, engagement rate, and content. Cost for logistics, sponsorships, overall management of itinerary, budget for tokens, and travel expenses of the content creators, the handler, photographer/videographer, and/or at most two (2) TPB personnel should be included in the budget. Briefings must be conducted with the content creators and with at least 1 TPB representative before the project implementation. Monitor the performance of the published content of content creators and submit reports on each TPB project/program/event to track generated reach, values, and mileage for the duration of the engagement. The winning bidder must also provide a list of all the published content by the creators for the program for reposting/collaboration posts across all relevant platforms, subject to the approval of TPB.
M. M. TPB Influencer Programs	<ol style="list-style-type: none"> Organize four (4) trips for top-performing content creators to sustain their partnership with TPB and to promote the TravelPH app. The trips must be equally dedicated within NCR, Luzon, Visayas, and Mindanao, and promote the contents of the TravelPH app regarding these destinations. The winning bidder should include two (2) to three (3) content creators per trip. The content creators invited to the trip must meet the following metrics from the content that they made from their previous engagement with TPB:

	<ul style="list-style-type: none"> a. High ROMI (at least Php500K in total in value per person) b. High Watch Rate/Engagement Rate (above industry standard of 2.7%) c. High quality and quantity of own content (full HD, two (2) or more content created for previous TPB programs) d. Background checks must be conducted by the winning bidder before their inclusion into the program <p>4. Cost for logistics, sponsorships, overall management of itinerary, budget for talent fees/tokens, and travel expenses of the content creators, the handler, photographer/videographer, and/or at most two (2) TPB personnel should be included in the budget.</p> <p>5. Monitor the performance of the published content of content creators and submit reports on each TPB project/program/event to track generated reach, values, and mileage for the duration of the engagement. The winning bidder must also provide a list of all the published content by the creators for the program for reposting/collaboration posts across all relevant platforms, subject to the approval of TPB.</p>
N. N. Digital Assets and Licensed Digital Library	<p>1. Must have visual assets that contain a comprehensive and licensed digital library including music, high-resolution images, and videos of Philippine destinations, natural wonders, dive images, cultural experiences, local cuisine, leisure and adventure activities, and MICE facilities.</p> <p>2. Must provide proof of permit to use the asset/s, in case the winning bidder will source the asset from third-party accounts.</p>
O. O. Rights to All Assets	<p>1. All rights to the raw and edited images/videos used, design, concepts, wireframes, development, coding, and other intellectual property developed by the winning bidder for TPB shall be owned by TPB.</p> <p>2. All assets must be uploaded to a shared digital library with TPB.</p> <p>3. Assets must be properly labeled and must be easily accessible through the digital library.</p> <p>4. Ownership and intellectual property rights of all assets by the winning bidder mentioned in 1, 2, and 3 should be irrevocably transferred to TPB.</p>
P. P. Social Media Content Creation Workshops	<p>1. Conduct at least one (1) training equivalent to at least eight (8) hours on social media content creation for a maximum of twenty (20) employees from the Marketing and Promotions Sector of TPB.</p> <p>2. Conduct at least one (1) training equivalent to at least eight (8) hours on social media data analytics for employees of the Marketing Communications Department.</p>
Q. Q. Other Necessary Services	<p>1. Provide monthly reports on the budget allocated for the deliverables indicated above, starting on the second month of engagement.</p> <p>2. Propose the reallocation of the budget for the program/services, should the need arise.</p> <p>3. Provision of additional services apart from the items listed above as long as it is deemed beneficial to TPB, as mutually agreed upon by both parties.</p>
R. R. Terminal Report	<p>1. Upon completion of deliverables, the winning bidder 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.</p> <p>2. All the approved materials, files, data, and reports must also be</p>

	submitted, to include all editable files and/or raw images/videos.
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- All outputs of the winning bidder, including, but not limited to, photos, videos, articles, and messages, shall become and remain the property of TPB.
- Ensure that stock and third-party videos/photos that will be used for any of the platforms, if any, must be authenticated to have been shot in the Philippines with details of location and photographer and must be original and free from any copyright and other legal issues.
- Any third-party asset that will be used must be supported with proof of permission to use for the social media pages, website, and other applications owned by TPB.
- All outputs of the winning bidder are subject to the approval of TPB prior to release.

IV. ELIGIBILITY REQUIREMENTS

- The agency must be duly registered in the Philippines and must be engaged in business operations for at least five (5) years, providing social media marketing, influencer management, marketing/advertising, and public relations services.
- The agency must be managed by credible and competent officers with vast experience in Marketing (traditional media and digital media), Social Media Marketing, Influencer Management, and Public Relations, as indicated in item V.
- The agency must have **in-house** services for social media content creation, creative and strategy development, chatbot enhancement, tech engineering, performance media, public relations, creative automation, and capabilities in AI and machine learning.
- Must submit the following:
 - Company profile with a list of services offered and a sample of accomplished works similar to TPB's requirements
 - List of successfully implemented digital marketing campaigns with contract costs equal to or greater than PhP7,500,000.00 within the last five (5) years (2020 to present)
 - Certificates of completion/recommendation letters from previous clients with similar scope within the last five (5) years (2020 to present)
 - List of industry citations/awards received by the agency (international and regional combined) within the last five (5) years (2020 to present)

V. MINIMUM REQUIRED PERSONNEL

Required Personnel	Minimum Years of Experience
1. Managing Director or its equivalent	10
2. Chief Technology Officer (CTO)	10
3. Global Account Manager or Client Success Manager	8
4. Business Development Manager	8
5. Executive Creative Director	8
6. International Content and Marketing Strategist	5
7. Public Relations and Community Manager	5
8. Influencer and Media Relations Specialist or its equivalent	5
9. Social Media Strategist	5
10. Digital / SEO / SMO Specialist or its equivalent	5
11. Data Analyst or Market Researcher	5
12. Copywriter or its equivalent	5
13. Multimedia Artist / Graphic Designer / Video Editor or its equivalent	5
14. Media Liaison Officer or its equivalent	3

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.

VI. 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 80% based on the following set of selection criteria with their corresponding weight assignments:

Proposal	Weight
Technical Proposal	85%
Financial Proposal	15%

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

PARTICULARS		RATING	
I.	APPLICABLE EXPERIENCE OF THE AGENCY		60%
A	At least five (5) years of existence as an Integrated Digital Marketing agency with social media, influencer management, and other public relations services <ul style="list-style-type: none"> With five (5) or more years of experience (20%) With less than five (5) years of experience (0%) 	20%	
B	Similar projects completed in the last five (5) years with at least one (1) contract equal to or greater than PhP7,500,000.00 <ul style="list-style-type: none"> With projects/programs/campaigns involving social media content creation, creative and strategy development, chatbot enhancement, tech engineering, performance media, public relations, creative automation, and AI and machine learning rendered to the government or the private sector within the last five (5) years, with a contract greater than PhP7,500,000.00 (15%) With projects/programs/campaigns of similar nature rendered to the government or the private sector within the last three (3) years, with a contract less than PhP7,500,000.00 (7%) With no projects/programs/campaigns of similar nature rendered to the government or the private sector within the last three (3) years, with a contract less than PhP7,500,000.00 (0%) 	15%	
C	Certificates of completion/recommendation letters from previous clients with similar scope in the last five years <ul style="list-style-type: none"> At least three (3) certificates of completion or recommendation letters on projects/campaigns in social media and influencer management, with at least one (1) government client (15%) At least three (3) certificates of completion or recommendation letters for projects/campaigns in social media and influencer management, with no government client (7%) Less than three (3) certificates of completion or recommendation letters for projects/campaigns in social media and influencer management (0%) 	15%	
D	List of industry citations/awards received by the agency (international and regional combined) in the last five (5) years. <i>Bidder must present proof of industry citations/awards received.</i> <ul style="list-style-type: none"> Presented industry citations/awards received within the last five 	10%	

	(5) years (10%) <ul style="list-style-type: none"> Presented industry citations/awards received (5%) Presented no industry citations/awards (0%) 		
II.	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB		20%
A	<ul style="list-style-type: none"> All key personnel meet required minimum years of experience in areas significant to proposed roles and demonstrate substantial experience in international digital marketing for similar large-scale, multi-market projects. (20%) All key personnel meet required minimum years of experience in areas significant to proposed roles, with some relevant experience in international digital marketing. (15%) At least 60% of key personnel meet minimum years of experience in areas significant to proposed roles, with some relevant experience in international digital marketing. (10%) 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%) 	20%	
III.	CURRENT WORKLOAD RELATIVE TO CAPACITY		20%
A	Number of ongoing projects being handled of similar scope, nature, contract cost, and timeline of implementation <ul style="list-style-type: none"> Two (2) projects or less (20%) Three (3) to four (4) projects (10%) Five (5) or more projects (0%) 	20	
TOTAL			100%

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

***Bidders are required to present (maximum of 20 minutes), with an additional 10 minutes for Q&A (total of 30 minutes), regarding their plan of approach for the project.*

PARTICULARS		RATING	
I.	QUALITY OF PERSONNEL TO BE ASSIGNED TO THE PROJECT		30%
A	Provided a profile and expertise of key personnel who will be assigned to the project, demonstrating specialization in social media management, influencer management, chatbot enhancement, and other public relations services stated above. <ul style="list-style-type: none"> Has more than the 13 key personnel who meet the minimum years of experience required for the project/campaign (30%) Has the 13 key personnel who meet the minimum years of experience required for the project/campaign (25%) With less than 13 key personnel required for the project/campaign (0%) 	30%	
II.	DIGITAL MARKETING COMPANY'S EXPERIENCE AND CAPABILITY		30%
A	At least five (5) years of experience in social media management, influencer management, chatbot enhancement, and other public relations services. <ul style="list-style-type: none"> With at least five (5) years of experience (15%) With less than five (5) years of experience (0%) 	15%	
	Quantity/profile of previous clients in similar projects. <ul style="list-style-type: none"> With at least three (3) similar projects and one (1) government client (15%) With at least three (3) similar projects but no government client (10%) Less than three (3) similar projects (regardless of whether there is a government client or not) (0%) 	15%	

III.	PLAN OF APPROACH AND METHODOLOGY		40%
A	Consistency of the proposed work plan with the Scope of Work indicated in the TOR <ul style="list-style-type: none"> Presented a detailed and relevant digital marketing strategy that demonstrates alignment with the strategic directions of National Tourism Development Plan (NTDP) and the TPB for both the domestic and international markets as stated in the Scope of Work and Deliverables, Online Promos and Giveaways (<i>Section III. E. 1.</i>) (15%) Provided a digital marketing strategy that aligns with the strategic directions of TPB and/or NTDP (7%) Does not align with the strategic directions of TPB nor NTDP (0%) 	15%	
B	Plan of approach to achieve the deliverables or expected outputs within the specified project duration <ul style="list-style-type: none"> Presents a highly detailed plan that comprehensively captures the stated deliverables and demonstrates concrete and related examples (15%) Presents a summarized plan for the stated deliverables and demonstrates some related examples (7%) Does not present a highly detailed plan for the stated deliverables and without related examples (0%) 	15%	
C	Proposed presentation/look of the market update reports and market brief <ul style="list-style-type: none"> Uses several platforms or software to provide relevant campaign data (10%) Has one platform or software to provide relevant campaign data (5%) Does not use platforms or software for the extraction of social media data (0%) 	10%	
TOTAL			100%

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract (ABC) for the project is **TWENTY MILLION PESOS ONLY (PHP20,000,000.00)**, inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.

VIII. TERMS OF PAYMENT

The payment scheme for the campaign will be billed progressively upon completion of the following milestones. In each milestone:

TRANCHE	DELIVERABLES
20%	Upon submission of the following: <ol style="list-style-type: none"> TPB-approved Social Media Plan Social Media Baseline Report Deployment of Dedicated Focal Personnel
70%	Progressive Billing upon submission of the Monthly Report on the successful execution of the digital marketing plan and implementation of content creator programs, to include digital marketing and to be accompanied by any of the following: <ol style="list-style-type: none"> Enhancement of AI-assisted Creative Automation and Chatbot Service Submission of content/creative materials and successful execution of digital

	<p>marketing plans and online promos</p> <ol style="list-style-type: none"> 3. Implementation of the TPB Influencer Program and Influencer Support to TPB events 4. Deployment of the dynamic social media team 5. Provision of the creative automation tool and social media monitoring tool 6. Conduct of the social media content creation workshops <p>Note: <i>Progressive Billing shall commence with 10% turned over by TPB to the bidder every month for seven (7) months, upon submission of monthly deliverables.</i></p>
10%	Upon submission of the full Terminal Report and turnover to TPB of all visual assets in high-resolution format (photos and videos to include raw and edited copies, all editable creative renders used) and all other unused items.

- The winning bidder must have a Landbank account. Payment will be made through LBP bank deposit. In case the winning bidder does not have a Landbank account, bank charges will be shouldered by the winning bidder.
- 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 contract with the winning bidder, indicating negotiated cost, fees, and any additional discount. All documents must be certified as a true copy.

IX. CONTRACT DURATION

The engagement shall be for a period of eight (8) months from the date of execution of the contract and shall commence from receipt of the Notice to Proceed (NTP).

X. OTHER TERMS AND CONDITIONS

The approved social media plan and influencer programs may be modified as the need arises during the implementation of the project, upon agreement of both Parties (TPB and the winning bidder) 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 the program for the same.

All social media assets (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 through the digital library and on a sturdy hard drive/s.

The agency management fee for the whole engagement is fixed at 8% of the total contract cost + VAT. It is understood that the winning bidder will no longer charge a service fee for every cost estimate needed.

Any incentives acquired post-campaign with monetary value shall be reported and returned to TPB with an accompanying breakdown or computation of the amount.

XI. PROJECT OFFICER'S CONTACT INFORMATION

Ma. Cristina Y. Abelita
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