

## **TERMS OF REFERENCE SERVICES OF A DIGITAL MARKETING AGENCY**

### **I. BACKGROUND OF THE PROJECT**

An attached agency of the Department of Tourism (DOT), the Tourism Promotions Board (TPB) Philippines is responsible for marketing and promoting the country domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services to attract more tourists and investments to the Philippines.

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

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

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

#### ***Social Media Marketing, Creative Automation, Chatbot Development, and Influencer Management***

Research, recommend, and develop effective digital marketing and social media campaigns for TPB that will align with the new tourism country brand and push downloads of the Travel Philippines app. This will be implemented across major social networking sites such as Facebook, Instagram, Twitter, 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' program management, social media monitoring, development 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 agency, shall:

- Increase online visibility and promote the TPB as the marketing and promotions arm of the DOT
- Market the Philippines as a desirable, sustainable, and significant tourist destination and attract the trust and confidence of foreign tourists in emerging markets
- Promote the new Love the Philippines tourism brand
- Push downloads of the Travel Philippines app

## **III. ELIGIBILITY REQUIREMENTS**

- The agency must be duly registered in the Philippines and must be engaged in business operation for at least ten (10) years providing creative, digital, marketing/advertising, and public relations services.
- The agency must be managed by credible and competent officers with vast experience in Marketing (traditional media and new media), Advertising, Media Management, and Public Relations, as indicated in item IV.
- The agency must have in-house services for creative and strategy development, chatbot development, 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 works done similar to TPBs requirements
  - List of implemented projects/programs/campaigns of similar nature for the government and the private sector for the last five (5) years (2018 to present)
  - List of active/ongoing projects/programs/campaigns being handled of similar scope and nature
  - List of successfully implemented digital marketing campaigns with contract costs equal to or greater than Php10M in the last five (5) years (2018 to present)
  - List of certificates of completion/recommendation letters from previous clients with similar scope in the last five (5) years (2018 to present)
  - List of industry citations/awards received by the agency (international and regional combined) in the last five (5) years (2018 to present)

#### IV. MINIMUM REQUIRED PERSONNEL

Required Personnel	Minimum Years of Experience
COO / CEO or its equivalent	12
Managing Director or its equivalent	10
Chief Technology Officer (CTO)	10
Account Manager or its equivalent	8
Business Development Manager	8
Senior Technical Writer or its equivalent	8
Media Liaison Officer or its equivalent	8
Copywriter or its equivalent	5
Executive Creative Director	5
PR / Influencer / Media Strategist or its equivalent	5
Social Media / Digital / SEO / SMO Specialist or its equivalent	5
Researcher / Data Analyst or its equivalent	5
Multimedia Artist / Graphic Designer / Video Editor or its equivalent	5

*\*Note: Bidders may recommend additional personnel deemed fit for the team. Personnel must have been in his/her position or similar capacity in the required number of years based on their career. Each individual must hold one position only. Please include in the bid documents the resume of the personnel and the work reference's contact details*

#### V. SCOPE OF WORK AND DELIVERABLES

- a. Develop a 12-month social media content plan for Facebook, Instagram, Twitter, 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.
  1. The proposed monthly content plan for each platform should include a story angle, timeline, and proposed material (pegs).
  2. Recommendations are subject to the approval of TPB.
  
- b. Content creation and production to include writing captions/copies and producing new artworks such as social media static posts, short/long-form videos, curated albums, infographics, and GIFs in support of the approved monthly social media plan.
  1. At least 8 posts per month (4 static, 4 animated/videos for Facebook, Twitter, Instagram)

2. At least 4 posts per month geared toward B2B tourism campaigns on LinkedIn
  3. At least 24 vertical short-form video series specifically for Instagram Reels, TikTok, and YouTube Shorts
  4. At least 8 new hero content for YouTube to increase viewership  
*\*It should include public holidays, and major festivals and exclude mentions of any specific business trade names.*
- c. Usage and deployment of a creative automation tool that is assisted by AI and Machine learning in order to optimize and maximize social media assets to multiple design specs.
1. Any required subscription fees covering a one-year period, technical support, technical training to TPB users, and necessary infrastructure will be managed by the supplier.
  2. Recommendations are subject to the approval of TPB.
- d. Implement monthly online promos/giveaways customized for each social networking site, for a total of twelve (12) across all platforms, to drive engagement during the duration of the contract.
1. Plans should include campaign details, mechanics from pre to post-campaign, and prizes.
  2. The funds for the execution of these online promos, including the prizes, are already included in the approved budget of the contract. The value of the prizes given away should at least be a minimum of Ten Thousand Pesos (PHP 10,000.00) and the nature of the prize must be travel and/ or tourism-related.
  3. Any required permits and transfer/delivery charges for the promos will be managed by the supplier.
  4. Recommendations are subject to the approval of TPB.
- e. Propose materials that are suited for social ads/paid ads that may yield returns such as, but not limited to the increase in visibility, traffic, registration, downloads, and others.
- f. Social media ads budget allocation of One Hundred Thousand Pesos (PHP 100,000.00) per month across indicated platforms. 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 supplier. If the budget is not maxed on that month, it will be rolled over for spending to the succeeding month/s.

- g. Increase the number of followers on Facebook, Instagram, Twitter, LinkedIn, TikTok, and Youtube by at least 120% based on agreed media spending and KPIs and generate at least 10,000 mobile app downloads based on ad conversions upon the full implementation of the contract.
  - 1. A social media baseline report shall be submitted by the supplier within seven (7) days of receipt of the Notice to Proceed (NTP).
- h. Content development and management of an AI-integrated Chatbot service for key platforms to optimize community management and FAQ management. Agency is to recommend the conversational design, development, and implementation of the chatbot.
  - 1. Any required subscription fees covering a one-year period, technical support, technical training to TPB users, and necessary infrastructure will be managed by the supplier.
- i. Implementation and management of community engagement on all platforms (responding to public comments as necessary, filtering spam comments, editing copies, and other necessary tasks related to community management).
- j. Submit a monthly comprehensive accomplishment report summarizing the analytics, insights, sentiments analysis, recommendations for improvement of social channels and campaigns performance, and return of marketing investment per platform. Competitor intelligence reports, specifically from ASEAN tourism boards and local tourism organizations/associations, cover their online activities, campaigns, and best practices.
- k. Support publicity and/or execution of at least twelve (12) events organized or supported by TPB which should cover pre-event, during, and post-event outputs. Each event shall have at least three (3) content creators. Proposed content creators should be able to effectively communicate TPB projects/programs/events and should have at least one of the following metrics:
  - Facebook/Instagram: 500K to 1M followers
  - YouTube/TikTok: 250K to 1M views
  - Blogs: 500K to 1M UVMS
  - \*Cost for logistics, sponsorships, and overall management of itinerary, budget for all talent fees, and travel expenses should be included in the budget.*
- l. 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.

- m. Subscribe and endorse to TPB a one-year subscription to one (1) social media monitoring tool and one (1) social media management/scheduler tool that can be accessed by 2-3 personnel from TPB. Recommendations are subject to the approval of TPB.
- n. Provision of additional services apart from the items listed above as long as it is deemed beneficial to TPB, as mutually agreed by both parties.
- o. All rights as to the design, concepts, wireframes, development, coding, and other intellectual property developed by the agency for TPB shall be owned by TPB.

*\*Upon completion of deliverables, the supplier must submit a comprehensive terminal report covering all aspects of the project from planning to execution. It must include insights, analysis, recommendations, and evaluations of the project including conceptualization, asset creation, and execution. All the approved materials, files, data, and reports must also be submitted.*

## **VI. OTHER TERMS AND CONDITIONS**

- All outputs of the service provider including, but not limited to, photos, videos, articles, messages, and speeches, shall become and remain the property of TPB.
- Ensure that stock 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.
- All outputs of the service provider are subject to the approval of TPB prior to release.

## **VII. FINANCIAL REQUIREMENT / TERMS OF PAYMENT**

- The engagement shall be for a period of twelve (12) months, upon the receipt of the Notice to Proceed (NTP), and should not be earlier than January 2024.
- The Approved Budget of Contract (ABC) for the project is **Thirty Million Pesos (Php30,000,000.00)** inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
- The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones. In each milestone:

MILESTONE	% OF PAYMENT
-----------	--------------

<b>Tranche 1: Approved Digital Plan</b>	
Development and approval of the following digital marketing deliverables: <ol style="list-style-type: none"> <li>1. 12-month social media content plan</li> <li>2. 12-month social media promos</li> </ol> <i>*Within two (2) weeks upon receipt of NTP.</i>	<b>15% of the TCP</b>
<b>Tranche 2: Implementation of Content Creator Programs</b>	
Implementation of at least two (2) organized/supported content creator projects/programs.	<b>30% of the TCP</b>
<b>Tranche 3: AI-assisted Creative Automation &amp; Chatbot Development</b>	
Development, integration, technical training for TPB users, and deployment of the AI-assisted creative automation tool and the Chatbot service, including but not limited to subscription fees, technical support, and necessary infrastructure.	<b>5% of the TCP</b>
<b>Tranche 4: Months 1 to 6 engagement</b>	
6-month submission of content / creative materials and successful execution of digital marketing plan, and implementation of at least five (5) organized/supported content creator projects/programs.	<b>20% of the TCP</b>
<b>Tranche 5: Months 7 to 12 of engagement</b>	
6-month submission of content / creative materials and successful execution of digital marketing plan, and implementation of at least five (5) organized/supported content creator projects/programs.	<b>20% of the TCP</b>
<b>Tranche 5: Terminal Report</b>	
Submission of a comprehensive terminal report and turnover of all visual digital assets in high-resolution format	<b>10% of the TCP</b>

Notes:

- Supplier must have a Landbank account. Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.
- All payments shall be subject to the verification and validation of TPB
- Submit complete, detailed, and transparent third-party media invoices on each cost item, for each Third-Party Supplier contract, indicating negotiated cost, fees, and any additional discount. All documents must be certified as a true copy.

**VIII. CRITERIA FOR EVALUATION**

The bidder is expected to submit technical and financial proposals that shall be evaluated based on Quality Cost Based Evaluation (QCBE).

The winning bidder must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignments:

Proposal	Weight
Technical Proposal	85%
Financial Proposal	15%

\*\*Bidders are required to present (maximum of 30 minutes) their plan of approach for the project.

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

Particulars	Rating	
<b>I. Qualification of personnel to be assigned to the project</b>	<b>10%</b>	
Level of Experience based on similar nature of work <ul style="list-style-type: none"> <li>• Level of experience based on similar nature of work requirement exceeded the required minimum (10%)</li> <li>• Met minimum level of experience requirement (5%)</li> </ul>		
<b>II. Expertise and capability of the firm</b>	<b>50%</b>	
Applicable experience of the bidding agency based on services rendered <ul style="list-style-type: none"> <li>• Services rendered in completed projects in the last five (5) years involving social media marketing, influencer management, and/or AI-integrated strategies/campaign (20%)</li> <li>• Services rendered in completed projects in the last five (5) years involve social media marketing and influencer management (15%)</li> </ul>		
Similar projects completed in the last five (5) years with at least one contract equal to or greater than PHP10,000,000.00		



<ul style="list-style-type: none"> <li>• 1 or more similar projects with contract cost equal to or greater than PHP10,000,000.00 (5%)</li> <li>• Similar projects with contract cost less than PHP10,000,000.00 (3%)</li> </ul>		
<p>Number of related nationwide/regional marketing, advertising, media, and public relations campaigns that the agency has handled and successfully implemented for the past 5 years, validated by previous clients</p> <ul style="list-style-type: none"> <li>• 3-5 marketing/advertising/media/PR campaigns (15%)</li> <li>• 1-2 marketing/advertising/media/PR campaigns (10%)</li> </ul>		
<p>Industry citations (international and nationwide combined) for the last 5 years</p> <ul style="list-style-type: none"> <li>• 3 or more awards with at least 1 international citation (10%)</li> <li>• 1-2 local or international awards (5%)</li> </ul>		
<b>III. Plan Approach &amp; Methodology</b>	<b>40%</b>	
A. Strategic Criteria	20%	
<ul style="list-style-type: none"> <li>• Qualitative Approach (4%) <i>Go deeper into understanding insights into customer motivation and emotion</i></li> </ul>		
<ul style="list-style-type: none"> <li>• Innovation incorporated in the proposed plan (4%)</li> </ul>		
<ul style="list-style-type: none"> <li>• Quantitative Approach (4%) <i>Glean reliable, standardized facts and statistics to guide key business decisions</i></li> </ul>		
<ul style="list-style-type: none"> <li>• Feasibility of the marketing plan/campaign (4%)</li> </ul>		
<ul style="list-style-type: none"> <li>• Plan optimization (4%) <i>How the budget will be efficiently allocated and how media placements will be spread out across all the proposed media channels.</i></li> </ul>		
B. Evaluation Criteria	20%	
<ul style="list-style-type: none"> <li>• Tools used in planning and efficient buys (4%) <i>Use the platform or software to provide campaign data and insights to optimize budget and align media spend to the most effective channels</i></li> </ul>		
<ul style="list-style-type: none"> <li>• Alignment to the NTDP and to TPB's strategic directions (5%)</li> </ul>		
<ul style="list-style-type: none"> <li>• Additional Media Values (5%)</li> </ul>		
<ul style="list-style-type: none"> <li>• Flexibility of the plan (5%) <i>Must be able to adjust once the TPB's campaign has been modified due to change of the administration's direction</i></li> </ul>		
<b>TOTAL</b>	<b>100%</b>	

## **IX. Other Terms and Conditions**

The approved media plan may be modified as the need arises during the implementation of the project, upon agreement of both Parties (TPB and agency) in cases of, but not limited to travel ban, travel advisory, force majeure, health hazards, outbreaks, change of administration's direction, and/or other fortuitous events to achieve the objectives of the campaign and have optimal media exposure for the same.

All advertising and creative concepts, original materials, and marketing collaterals (raw and edited) formulated and designed in conjunction with this campaign shall be owned by TPB, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally. This should be submitted to the TPB in a sturdy hard drive/s.

Any excess remuneration or compensation in the form of a rebate from media suppliers following the industry practice of compensating services of an advertising or media agency shall be negotiated by the winning agency and certified by the supplier in favor of the TPB in the form of additional advertising materials and/or extended media placements, subject to TPB approval, in order to maximize the effect and benefit of the campaign.

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

### **DURATION OF THE PROJECT**

The Project will run for a period of twelve (12) months from the Issuance of the Notice to Proceed (NTP), and should not be earlier than January 2024.

### **CONTACT PERSON**

April Rose M. Enerio  
Public Relations Officer III  
Tourism Promotions Board Philippines  
april\_enerio@tpb.gov.ph