

## **TECHNICAL SPECIFICATIONS**

### **SERVICES FOR MEDIA MONITORING OF THE TOURISM PROMOTIONS BOARD'S GLOBAL AND LOCAL PROGRAMS**

#### **I. BACKGROUND**

The Tourism Promotions Board (TPB), the marketing arm of the Department of Tourism (DOT), is mandated to promote the Philippines as a leading leisure, MICE and investment destination. The agency organizes, participates and supports professionally managed and locally held signature events as well as international travel fair participation in key cities worldwide, and conducts its own public relations and advertising efforts across 13 international source markets and domestically.

As a marketing agency, TPB regularly produces marketing and advertising materials for distribution to local and international media platforms. This may be in the form of press releases, photo releases, advertorials and other advertising collateral. In addition, the agency undertakes other promotional initiatives in broadcast media through radio announcements and TV guesting.

Apart from the active mass media campaign, TPB is determined to strengthen its presence using digital platforms to promote and sustain brand-building for the country and to reach buyers and exhibitors in targeted market segments through social media. This is a significant and strategic direction for TPB, considering that digital marketing enables travel show organizers to reach more potential customers than ever before.

#### **RATIONALE**

In line with the initiatives of TPB to capture engaged audiences through content marketing, it is imperative to fully monitor the exposure the agency is receiving from all of its platforms. To keep the agency abreast with technological advancements in public relations, as well as to ensure that the agency meets the most up-to-date industry standards for media mileage computation, the procurement of an updated, automated and accurate media monitoring service is needed.

Traditional media monitoring for print includes collecting newspaper clippings of daily news pertaining to topics that the agency is involved in. Each article is measured manually, and the Ad value calculated from the current publishing rate of print advertisements. Depending on the circulation of the newspaper title the news or editorial articles are published in, the traditional standard multiplier of 3, 5, or 7 is used since written promotions are traditionally given more weight than visual advertisements. A similar

approach is done in other broadcast media platforms, accounting for time-based exposure. This is a tedious process that requires manual labor and could be subject to human error, inaccuracies and inconsistencies.

To automate this process, media monitoring has evolved into today's cloud-based, software-as-a-service platforms. This digital and real-time monitoring captures and reports data from thousands of media outlets and news sources from both traditional and new media channels. Reports may be generated on a daily, weekly, monthly and yearly basis and give companies a bird's eye view of the total media mileage generated for all selected keywords. Web-based media monitoring services run the whole gamut of data collection, management and analytics, and provide end users with more accurate and consistent information to help in strategizing public relations and promotional efforts.

This media intelligence can be harnessed as a valuable asset by the agency as a way to observe current trends and forecast new developments in media consumption. Tracking and understanding what is being said about the agency's products and services have long been under the care of the Marketing Communications Department, but the team recognizes that the rapid evolution and diversification of the media industry might be rendering its traditional monitoring system obsolete. It will be beneficial to standardize the media mileage values according to current industry-standard measurements followed by local and international media agencies, as a reliable source of quantitative evidence of the agency's success in traditional and new media promotions.

A clear and real-time media monitoring and analytics service provides important data that can help the agency engage its customers better and build brand awareness. Through media intelligence the agency can gather timely information that will help in a number of ways, such as (1) Reputation Management, (2) Crisis Management, (3) Customer Service and (4) Marketing and Communications Planning.

## **II. OBJECTIVES**

- To fully monitor media exposure
- To stay abreast with technological advancements
- To automate media monitoring
- To standardize media mileage values
- To utilize media intelligence
- To engage customers and build brand awareness

## **III. SCOPE OF WORK/SERVICES**

The scope of work of the contracted firm shall include the following:

1. Track in real-time all media coverages, pickups and mentions acquired from both traditional and new media channels such as print, radio, television and online, capturing regional, national and international scope;
2. Monitor and listen to all major social media analytics, including Facebook, Instagram and Twitter;
3. Provide mileage measurement using PR and Ad values accepted locally and internationally;
4. Generate daily and monthly media mileage summary reports via email and web-based applications;
5. Generate media analytics based from the results of the media monitoring;
6. Compute the total media value of PR, Social Media Exposure, and Advertising efforts of TPB here and abroad as scanned by the agency and as submitted by TPB for computation;
7. Generate backtracked monthly report from January 1, 2023 until last day of the preceding month from issuance of Notice to Proceed; and
8. Generate final report and certification of media values generated by TPB in all its programs and projects as scanned by the agency and as submitted by TPB for computation from January 1, 2023 – December 31, 2023. Report shall have attached breakdown of media value per project and per country.

**NOTE:** TPB shall provide a list of projects, programs and activities for 2023, relevant links to publications, social media, and other relevant media sources for computation, that may or may not have been already scanned by the agency.

#### **IV. INDICATIVE PROJECT IMPLEMENTATION SCHEDULE**

01 November 2023 until January 31, 2024

#### **V. ADDITIONAL TECHNICAL / ELIGIBILITY REQUIREMENTS**

The Supplier should comply with the following requirements:

1. Must submit SEC Registration Certificate with at least 10 years of experience in media monitoring.
2. Submit a list of print, radio, TV and online (regional, national and international) platforms/channels monitored by the firm.
3. Submit Hard copy of sample Media Mileage Report generated through the service
4. Submit a list of Private and Government Clients deliver the same media monitoring requirements within the last three (3) years. (Provide Certificate of Completion: Project Completed) (NOA/NTP/Contract: Ongoing Contract/Project/s)
5. Submit a trial Account for software demonstration

## **VI. APPROVED BUDGET FOR THE CONTRACT (ABC)**

The ABC is **Three Hundred Thousand Pesos Only (PhP300,000.00)** inclusive of all applicable taxes.

## **VII. TERMS OF PAYMENT**

**First Tranche:** Upon granting access to software – 15% of total contract.

**Second Tranche:** Upon submission of backtracked media values report – 50% of total contract.

**Third Tranche:** Upon submission of Final 2023 Report and Certification – 35% of total contract.

The Supplier should 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 media monitoring service provider.

Please send the billing statement to the **TOURISM PROMOTIONS BOARD PHILIPPINES** after the completion of services. Payment will be settled 30 days upon receipt of the Billing or Statement of Account. Payment must be made following the prevailing accounting and auditing rules and regulations.

**TOURISM PROMOTIONS BOARD PHILIPPINES  
ATTENTION : MARKETING COMMUNICATIONS DEPARTMENT  
4F Legaspi Towers 300, Roxas Blvd., Manila 1004**

## **VIII. CONTRACT DURATION**

The contract shall commence from the date of receipt of the Notice to Proceed (NTP) until the full implementation of all deliverables.

## **IX. PROJECT OFFICER'S CONTACT INFORMATION**

### **MA. JANELLE CRISHA S. CU**

Marketing Communications Department

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