

TERMS OF REFERENCE

MARKETING CONSULTANCY SERVICES FOR TPB MARKETING COMMUNICATIONS ENHANCEMENT

1. BACKGROUND OF THE PROJECT

The Tourism Promotions Board (TPB) is a government-owned and controlled corporation (GOCC) that is mandated to be the marketing arm of the Department of Tourism to promote the Philippines as a preferred leisure, MICE, and investment destination.

The pandemic has thrust the world into digitalization and revisiting business models. As such, the Tourism Promotions Board is evaluating its position as a corporation in streamlining its activities and programs geared towards business development and enhanced public relations opportunities.

The TPB is seeking the services of a **MARKETING CONSULTANT** whose expertise brings to the table the ability to provide consulting services on latest marketing and creative communications trends and business development opportunities to evolve the agency's operations and marketing strategies.

2. OBJECTIVE

To contract the services of a TPB Marketing Consultant to provide assistance in the agency's marketing communications projects and programs as well as positively highlight TPB as the marketing arm of the Department of Tourism (DOT) and the Philippines as a travel destination.

3. SCOPE OF WORK/DELIVERABLES

Under the general supervision of the Chief Operating Officer (COO), or those assigned by the Chief Operating Officer to coordinate and guide the marketing communications department as to the following assigned duties:

1. Meet with the Marketing Communications Department regularly to provide recommendation on creative communications best practices with the team;
2. Schedule review of marketing materials of TPB for implementation of projects and programs to see if it is aligned with creative direction of management and industry practices;
3. Provide recommendations for improvement of Marketing Communication Department processes and delivery of output leading to better functional quality objectives;
4. Provide recommendations for improvement of booth design, banners, physical set up and media interviews;
5. Provide recommendations for media and influencer management, as well as creatives generated for media placements;
6. Provide recommendations for content development in TPB-managed digital platforms;
7. Provide recommendations for the Media Relations Division in developing relationships with media stakeholders, crafting holding statements, speeches and press releases;

8. TERMS AND CONDITIONS

- a. The service provider shall not, at any time, directly or indirectly, use or disclose any of TPB's confidential information except as authorized and within the scope of engagement. The TPB has the right to request sight of, and copies of any and all records kept, on the proviso that the Marketing Consultant is given reasonable notice of such a request;
- b. A Non-Disclosure Agreement shall be executed by the Marketing Consultant with TPB, which shall form an integral part of the engagement.
- c. The Marketing Consultant shall directly report to the Office of the Chief Operating Officer (OCOO) and when applicable, coordinate with other offices or departments on assigned work.

9. PERIOD OF ENGAGEMENT

The engagement is for a period of 6 months which shall commence from the date of receipt of the Notice to Proceed with final payment withheld until clearance for all deliverables is obtained from the OCOO and a Certificate of Complete and Satisfactory Service Delivery is issued by TPB.

10. QUALIFICATIONS

Marketing Consultant

- a. At least 10 years of experience in growing an independent advertising agency focused on the Philippine market;
- b. At least 8 years' experience in C-Suite level position in advertising, with certification or background in Data Science from a reputable university or institution;
- c. Must have handled at least 10 projects in designing and implementing effective full funnel campaigns bridging online and offline marketing;
- d. Conducts consulting, training, and mentoring with respectable institutions;
- e. Operates in a dynamic and agile environment with a lean approach on delivering results;
- f. Must have handled at least 10 multimedia marketing projects and/or initiatives;
- g. Must have handled at least 5 virtual events and at least 5 physical events or brand/product activations;
- h. Must have handled at least 5 merchandising campaigns;
- i. Must have handled at least 5 influencer campaigns;
- j. Must have handled at least 5 companies for media buying;
- k. Must have handled at least 5 booth design projects or fabrications;
- l. The consultant does not have existing contract with TPB to remain impartial and avoid conflict of interest

11. ADDITIONAL REQUIREMENTS.

- a. The Marketing Consultant shall submit the CV with the relevant supporting documents showing work experience and trainings.
- b. The Marketing Consultant shall submit a work profile showing experience in the following:

- Handled at least five (5) projects in designing and implementing effective full funnel campaigns bridging online and offline marketing
- Executive/s conduct consulting, training, and mentoring work outside and/or on behalf of the agency
- Handled at least 10 multimedia marketing projects and/or initiatives;
- Handled at least 5 virtual events and at least 5 physical events or brand/product activations;
- Handled at least 5 merchandising campaigns;
- Handled at least 5 influencer campaigns;
- Handled at least 5 companies for media buying;
- Handled at least 5 booth design projects or fabrications;

12. RATING FOR EVALUATION OF PROPOSALS

The Consultant is expected to submit technical and financial proposals which shall be evaluated based on Quality Cost Based Evaluation (QCBE). The Bidder shall prepare a 20-minute presentation of their Plan Approach and Methodology. 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	85%
Financial	15%
TOTAL	100%

Based on section 33.2.2. of R.A. 9184, the technical proposal and presentation of the Consultant / Consulting Firm shall be evaluated based on the following criteria with corresponding numerical weights:

	PARTICULARS	%	RATING
I.	Quality of the Consultant to be assigned to the Project	40%	
	Required minimum qualifications for Lead Consultant:	40%	

	<p>a. 8 years experience in C-Suite level position</p> <p>b. with certification or background in Data Science from a reputable university or institution</p>		
	Compliant with minimum qualifications of lead consultant (40%)		
	Did not meet minimum qualifications (0%)		
II.	Experience and Capability of the Consultant	40%	
	Proven track record in designing and implementing effective full funnel campaigns bridging online and offline marketing, executive/s conduct consulting, training, and mentoring works outside and/or on behalf of the agency, and Executive/s operate in a dynamic and agile environment with a lean approach on delivering results.		
	1. Lead Consultant has done a campaign that has online and offline components	10%	
	<ul style="list-style-type: none"> ● At least 5 projects (5%). 		
	<ul style="list-style-type: none"> ● Less than 5 projects (3%) 		
	<ul style="list-style-type: none"> ● No compliant projects (0%) 		
	2. CV of executives show consulting and training experience	10%	
	<ul style="list-style-type: none"> ● Has consulting or training experience (5%) 		
	<ul style="list-style-type: none"> ● No consulting or training experience (0%) 		
	3. Case studies or completion reports submitted by agency shows the following experience: <p>a. Must have handled at least five (5) projects in designing and implementing effective full funnel campaigns bridging online and offline marketing</p> <p>b. Executive/s conduct consulting, training, and mentoring work outside and/or on behalf of the agency</p> <p>c. Must have handled at least 10 multimedia marketing projects and/or initiatives;</p> <p>d. Must have handled at least 5 virtual events and at least 5</p>	20%	

		<p>physical events or brand/product activations;</p> <p>e. Must have handled at least 5 merchandising campaigns;</p> <p>f. Must have handled at least 5 influencer campaigns;</p> <p>g. Must have handled at least 5 companies for media buying;</p> <p>h. Must have handled at least 5 booth design projects or fabrications;</p>		
III.		PLAN OF APPROACH AND METHODOLOGY	20%	
	A.	<p>Compliance to the scope of works and deliverables.</p> <ul style="list-style-type: none"> • Compliance to the scope of work and deliverables (10%) • Non-compliance to the scope of deliverables (0%) 		
	B.	<p>Proposed methodology of consulting shows experience in agile environment with a lean approach on delivering results.</p> <p>Proposed Methodology is aligned towards delivering results and objectives (10%)</p> <p>Proposed Methodology is not aligned towards delivering results and objectives (0%)</p>		
	TOTAL			100%

13. APPROVED BUDGET FOR THE CONTRACT (ABC)

The approved budget for this contract is **Seven Hundred Twenty Thousand Pesos (PhP720,000.00)** inclusive of all applicable fees and taxes.

14. TERMS OF PAYMENT

The Consulting Company shall be paid in tranches based on the milestones as specified

below and payment shall be inclusive of all applicable fees and taxes:

TERMS OF PAYMENT	MILESTONE
A. 1st Month	
15% of the ABC	Submission of TPB approved bench mark report with recommendations on a. creative communications b. marketing materials c. development processes d. creative design for banners and booths e. media and influencer management f. social media content and branding g. advertising and advertorial designs h. materials for other digital platforms (travel app, website, event websites, etc.)
B. 2nd Month	
18.75% of the ABC	Monthly submission of TPB approved report with progress updates and recommendations on: a. creative communications b. marketing materials c. development processes d. creative design for banners and booths e. media and influencer management f. social media content and branding g. advertising and advertorial designs h. materials for other digital platforms (travel app, website, event websites, etc.)
C. 3rd Month	
18.75% of the ABC	Monthly submission of TPB approved report with progress updates and recommendations on: a. creative communications b. marketing materials c. development processes d. creative design for banners and booths

	<ul style="list-style-type: none"> e. media and influencer management f. social media content and branding g. advertising and advertorial designs h. materials for other digital platforms (travel app, website, event websites, etc.)
D. 4th Month	
18.75% of the ABC	<p>Monthly submission of TPB approved report with progress updates and recommendations on:</p> <ul style="list-style-type: none"> a. creative communications b. marketing materials c. development processes d. creative design for banners and booths e. media and influencer management f. social media content and branding g. advertising and advertorial designs h. materials for other digital platforms (travel app, website, event websites, etc.)
E. 5th Month	
18.75% of the ABC	<p>Monthly submission of TPB approved report with progress updates and recommendations on:</p> <ul style="list-style-type: none"> a. creative communications b. marketing materials c. development processes d. creative design for banners and booths e. media and influencer management f. social media content and branding g. advertising and advertorial designs h. materials for other digital platforms (travel app, website, event websites, etc.)
F. 6th Month	
10% of the ABC	<p>Submission of TPB approved report with final recommendations on processes and overall set of guidelines on the following:</p>

	<ul style="list-style-type: none"> a. creative communications b. marketing materials c. development processes d. creative design for banners and booths e. media and influencer management f. social media content and branding g. advertising and advertorial designs h. materials for other digital platforms (travel app, website, event websites, etc.)
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The supplier must have a Landbank account as payment to the aforementioned 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.

For particulars please contact:

MS. APRIL ENERIO

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Marketing Communications Department

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