

TERMS OF REFERENCE

SERVICES OF A GLOBAL PUBLIC RELATIONS AGENCY FOR THE TOURISM PROMOTIONS BOARD (TPB) PHILIPPINES 2024

Development and implementation of TPB's 2024 Global Public Relations and Communications plan to promote the Philippines to the world as a preferred destination for sustainable, uniquely diverse, and memorable experiences for identified consumer interests.

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.

To communicate its plans, programs, and projects to local and international stakeholders, TPB recognizes the importance of direct and transparent communication, better 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 and MICE powerhouse in Asia, especially now with its new country tourism brand "Love the Philippines".

For 2024, the Department is targeting 7.7 million international visitors as its baseline. Out of this target, the TPB shall cover 6.5 million arrivals from the following markets: South Korea, Japan, China, Australia, Singapore, Malaysia, Taiwan, Hong Kong SAR, United States of America, Canada, India, United Kingdom, and Germany.

The domestic tourism industry has been a key driver of the country's economy, boosting employment, foreign exchange earnings and overall GDP. According to the National Tourism Development Plan 2023-2028, the DOT endeavors to "establish a Philippine tourism industry anchored on Filipino culture, heritage, and identity, which aims to be sustainable, resilient, and competitive in order to transform the Philippines into a tourism powerhouse in Asia."

In line with this, DOT laid out its 7-point agenda as indicated in the latest National Tourism Development Plan (NTDP) of the Philippines which states: 1) improving tourism infrastructure and accessibility, 2) cohesive and comprehensive digitalization and connectivity, 3) enhancement of overall tourist experience, 4) equalization of tourism product development and promotion, 5) diversification of portfolio through multidimensional tourism, 6) maximization of domestic tourism, and 7) strengthening tourism governance through close collaboration with LGUs and stakeholders.

To this end, TPB seeks to engage an experienced Global PR and Communications agency to develop, implement, and oversee a comprehensive PR and communications strategy in various platforms that are localized per market, manage global media relations, highlight TPB as the marketing arm of the DOT, and enhance the reputation of the Philippines as a highly desirable travel destination.

II. OBJECTIVES

The engagement of the services of a Global PR and Communications Agency aims to:

- Elevate the global perception and recognition of the Philippines by implementing a comprehensive Public Relations and Communications strategy that is localized per market, strategically positioning the country as a premier tourist and MICE destination through digital, traditional, and other media platforms.
- Build a strong country reputation in each market through consistent key messaging across all channels.
- Encourage domestic tourism and increase the number of tourist arrivals to the Philippines by engaging with platforms that will yield measurable conversions.
- Build positive relationships with media, PR, and key influencers/content creators to bolster the positive perception of the Philippines as a desirable, sustainable, and significant tourist destination and highlight the TPB as the marketing and promotions arm of the DOT.
- Showcase the new Love the Philippines tourism brand.
- Push downloads of the Travel Philippines app.

III. SCOPE OF WORK AND DELIVERABLES

Scope of Work	Deliverables
PRESS RELEASE WRITING AND PRESS SEEDING	1. Write at least seventy (70) Press Releases with at least four (4) allowable revisions per press release.

	<ol style="list-style-type: none"> 2. Coordinate with TPB Project Officer concerned with facts of the show. 3. Coordinate with TPB assigned Media Officer as to approval of Press Release with management. 4. Distribute Press Releases to local and international media outlets and generate cumulatively at least Five Hundred Million (PHP 500,000,000 media value) from all Press Releases. 5. Press releases will cover events, programs, and amplification of Global Media Placements.
<p>MEDIA AND INFLUENCER EXPERIENCES</p>	<ol style="list-style-type: none"> 1. Gather and invite select global and/or local press/influencers/content creators in applicable tourism programs/activities/projects of the TPB locally or internationally. Invited personalities shall be subject to TPB approval. 2. Allocate at least Thirty Million Pesos (PHP30,000,000.00) for global influencers and Fourteen Million Pesos (PHP14,000,000.00) for local media and influencers tours and experiences to promote TPB organized or supported activities, trade fair participation, events, and programs. 3. The agency must also cover all costs, including tours, food, international and domestic flights, accommodation, transportation, permits, and other travel-related expenses.
<p>JOINT PROMOTIONS</p>	<ol style="list-style-type: none"> 1. Expand partnerships with local and international partners to boost the number of arrivals from each identified market. 2. Implement joint promotions with TPB-identified markets with a partnership value of at least Fourteen Million Pesos (PHP 14,000,000.00) cumulatively. Partnership value refers to TPB's contribution to the joint promotion.
<p>PHILIPPINE PRESSCON EVENTS</p>	<ol style="list-style-type: none"> 1. Organize at least three (3) physical media briefings/press conferences/ media events to be hosted in the Philippines with coverage of venue, food, and drinks for at least 50 persons, provision of technical assistance, program management, event host/moderator invitation, media invitation, preparation of media kits and tokens/giveaways, media coverage, seeding of press releases, preparation of briefing notes,

	<p>and others. Allocate at least Three Hundred Thousand Pesos (PHP 300,000.00) per event. <i>*Travel-related expenses % agency, if any.</i></p>
TPB BRAND SPONSORSHIP TO LOCAL EVENTS	<p>1. Allocate Two Million Pesos (PHP 2,000,000.00) for sponsorship of key local events for TPB branding and partnership. <i>*Any proposals are subject to TPB's approval.</i></p>
CRISIS MANAGEMENT	<p>1. Manage any possible crises that injure or may possibly injure the reputation of the Philippines and/or the Tourism Promotions Board.</p>
PR/MEDIA MILEAGE REPORT	<p>1. Monthly: Submit monthly implementation and mileage reports to reflect a list of published/picked-up releases, influencer coverage, and assessment of media values.</p> <p>2. Per Project: Conduct media scan and submit media coverage reports including their corresponding media values for all TPB events and programs internationally and locally.</p> <p>3. Measure the output of campaign effectiveness against identified KPIs or metrics such as, but not limited to</p> <ul style="list-style-type: none"> a. completed views and average completion rates b. cost per click (CPC) c. audience reach and engagement/clicks to the website or ad material d. digital impressions delivered, where applicable <p>Cost savings (via cost avoidance and negotiations), scheduling efficiencies, and value creation will be key ROMI performance metrics.</p>
TERMINAL REPORT	<p>1. Upon completion, submit a terminal report to TPB with an in-depth analysis based on the implementation, spending, and returns reports providing pre- and post-campaign analysis. Include vital business analytics and insights to measure the campaign objectives and determine the campaign's effectiveness and impact. Submit a hard and soft copy of the report.</p> <p>2. The media value report must be validated and certified by a third-party media intelligence provider showing the calculation of the</p>

	media/PR value of the implemented placements.
OTHERS	1. 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.

IV. FINANCIAL REQUIREMENT / TERMS OF PAYMENT

1. The Project will run for eight (8) months from the Issuance of the Notice to Proceed. Should there be a need to extend the implementation of the project, the agency must submit a formal request subject to TPB approval.
2. The Approved Budget for Contract (ABC) for this bidding is **PHP 78,000,000.00** inclusive of all applicable taxes, fixed agency service fees, (no more than 10% of media cost/spend), bank charges, FOREX differential, and other fees that may be incurred.
3. The proposed payment scheme for this campaign will be billed progressively upon completion of the following milestones:

MILESTONES	% OF PAYMENT
Submission of the approved and signed PR communications plan per target market.	10%
Submission of progressive billing for the 2-month implementation of approved PR and communication plan, proof of outputs, and submission of reports as approved by the end-user.	20%
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Full delivery of the services, submission of TPB approved/signed terminal report, and issuance of Certificate of Completion	10%
TOTAL	100%

Notes:

- 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.
- ROMI should not be lower than 150%.

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

Plan Implementation	₱60,192,000.00	
Agency Service Fee (ASF)	₱6,688,000.00	Maximum of 10% of Media Spending only
12% VAT	₱9,120,000.00	
Bank & Other Fees	₱2,000,000.00	
TOTAL	₱78,000,000.00	

Note: Agency may adjust the % accordingly, especially in the ASF. Digital/Online gets the bigger share of the pie. The above breakdown is for budget purposes only.

FOREX – Please refer to item VIII, #8 of the TOR

V. 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 Public Relations, Marketing (traditional media and new media), Advertising, and Media Management, as indicated in item VI.
- The agency must not be involved in any discreditable or scandalous activities in the following platforms: digital media (social media, online forums, blogs), television, and print media publications (newspapers and magazines)
- The agency must have a Hollywood Entertainment-connected based counterpart or partner who can engage global influencers and content creators.
- 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
 - Company profile of Hollywood Entertainment-connected based counterpart or partner
 - 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 PR campaigns with contract costs equal to or greater than Php20M 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)

VI. MINIMUM REQUIRED PERSONNEL

Required Personnel	Minimum years of experience in handling related campaign/s required by TPB under this project
Managing Director (Project Lead)	10
Account Manager	4
Public Relations Strategist	10
Digital Marketing Strategist	8
Media Liaison Officer	8
PR Writer x 2	3
Copywriter	5
Multimedia Artist x 2	5

Notes:

- *Bidders may recommend additional personnel deemed fit for the Team.*
- *All additional personnel must have at least five (5) years of relevant experience ¹ in the PR and communications, digital marketing, and/or advertising industry. Bidders must include in the submission of bid documents the complete work experience of all personnel who may be assigned to the job and project.*
- *Bidders must show the extent of experience of each personnel to be tapped in relation to the position they will be assigned to in this project. Include a brief description of job responsibilities.*
Example: The person assigned as Account Manager, must show the extent of experience, a minimum of 10 years in handling/managing accounts.
- *Bidders must submit and comply with the curriculum vitae file format provided in TPF6*
- *Bidders must submit certification of successfully implemented projects for the past 5 years from previous clients identifying the personnel involved and their responsibilities during the Eligibility Check and Shortlisting.*

VII. CRITERIA FOR EVALUATION

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

¹ Relevant experience refers to work experience that is relevant to the position needed as part of the personnel requirement

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 20 minutes) their plan of approach for the project.

A. Eligibility Check and Shortlisting Criteria and Rating **(85% passing score)**

PARTICULARS			RATING	
I.	APPLICABLE EXPERIENCE OF THE BIDDING AGENCY BASED ON SUBMITTED STATEMENT OF ON-GOING AND COMPLETED CONTRACTS FOR THE PAST FIVE (5) YEARS			50%
	A	Appropriateness of the agency for the assignment	5%	
		Public Relations Agency (Local/International Agency with office in the Philippines or joint venture with a local company and existence of Hollywood Entertainment-connected based counterpart or partner) (5%)		
		Creative/Media/Advertising Agency that has a dedicated team for Public Relations (3%)		
		Others (0%)		
	B	Company profile and sample works	5%	
		Company profile with list of services offered and a sample works done for local and international audience (5%)		
		Company profile with list of services offered and a sample works done for local audience only (2%)		
	C	The agency must not be involved in any discreditable or scandalous activities.	5%	
		Not involved in any discreditable or scandalous activities (5%) Submit a signed and notarized affidavit certifying that the agency has not been involved in any activities that could be deemed discreditable or scandalous in the following platforms: <ul style="list-style-type: none"> ● Digital media (social media, online forums, blogs) ● Television ● Print media publications (newspapers and magazines) 		
		Involved in any discreditable or scandalous activities (0%)		
	D	Extent of network and affiliation ²	5%	
		Global + Regional ³ / Local (5%)		
		Regional + Local (3%)		
		Local only (1%)		

² Please submit certification or any equivalent document

³ Global refers to media buys covering at least 4 regions (i.e., Asia Pacific, North Asia, North America, Region, Middle East+India, the likes); Regional refers to media buys in one region only (i.e., Asia Pacific Region, North Asia Region, the likes)

	E	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%)		
	F	Similar projects completed in the last 5 years⁴	10%	
		3 and above PR campaigns executed targeting international audience and media (10%)		
		1-2 PR campaigns executed targeting international audience and media (5%)		
		PR campaigns executed targeting local audience and media only (0%)		
	G	Similar projects completed in the last 5 years with at least one contract equal to or greater than Php20,000,000.00	10%	
		1 or more similar projects with contract cost greater than Php20,000,000.00 (10%)		
		Similar projects with contract cost less than Php20,000,000.00 (5%)		

II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB		30%
	<p>Required number and positions of personnel with minimum years of experience with at least four (4) additional personnel following any of the profiles of the identified minimum required personnel mentioned in item VI of the TOR (30%)</p> <ol style="list-style-type: none"> 1. Managing Director (Project Lead) - 10 years 2. Account Manager - 4 years 3. Public Relations Strategist - 10 years 4. Digital Marketing Strategist - 8 years 5. Media Liaison - 8 years 6. PR Writer x2 - 3 years 7. Copywriter - 5 years 8. Multimedia Artist x2 - 5 years 		
	<p>Required number of personnel with the minimum number of years' experience in the same position mentioned in item VI of the TOR is met (25%)</p> <ol style="list-style-type: none"> 1. Managing Director (Project Lead) - 10 years 2. Account Manager - 4 years 3. Public Relations Strategist - 10 years 4. Digital Marketing Strategist - 8 years 5. Media Liaison - 8 years 6. PR Writer x2 - 3 years 7. Copywriter - 5 years 8. Multimedia Artist x2 - 5 years 		
	<p>Below the required number of personnel with the minimum number of years experience in the same position mentioned in item VI of the TOR. (15%)</p>		
III	CURRENT WORKLOAD RELATIVE TO CAPACITY		20%

⁴ Bidders must indicate in the statement of ongoing and completed projects form the coverage of campaign whether global, nationwide or regional; Bidders to submit proof

	Number of ongoing projects being handled of similar scope, nature ⁵ , contract cost, and timeline of implementation		
	Two (2) projects or less (20%) Three (3) or more projects (10%)		
	TOTAL		100%

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

PARTICULARS		RATING	
I	QUALIFICATION OF PERSONNEL TO BE ASSIGNED TO THE PROJECT		20%
	A Similar Projects handled Similar PR and Communications projects handled targeting local and global audience (10%) Similar PR and Communications projects handled targeting only local audience (5%)		
	Level of Experience based on similar nature of work Level of experience based on similar nature of work requirement exceeded the required minimum (10%) Met minimum level of experience requirement (5%)		
II	EXPERTISE AND CAPABILITY OF THE FIRM		30%
	Services rendered in similar completed projects in the past three (3) 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 three (3) years ⁶ (4%)		
III	PLAN APPROACH & METHODOLOGY		50%
	A Strategic Criteria	25%	

⁵ Similar scope and nature to that of market research, media planning and buying, creative services, implementation and reporting, and account management for branding campaign

⁶ Submit proof of industry citations/awards received by the agency (international and regional combined) in the last five (5) years (2018 to present)

	Qualitative and Quantitative Approach (10%) - <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 (7%)		
	Plan optimization ⁷ (3%)		

B	Evaluation Criteria	25%	
	Coverage of the proposed PR and Communications Plan (10%)		
	Quality of messaging, positioning, strategy and tactics to achieve project objectives (4%)		
	Appropriateness of proposed media networks, publications, and personalities (4%)		
	Soundness of proposed content for international publishing and seeding (4%)		
	Additional Media Values (PR values with partners, content, and audience reach) and Flexibility of the plan) ⁸ (3%)		
	TOTAL		100%

VIII. OTHER TERMS AND CONDITIONS

Agency to implement the approved plans and bear all associated costs of execution.

1. The shortlisted bidders shall be required to do a 20-minute presentation of their proposal and subject to a Quality-Cost-Based Evaluation (QCBE).
2. The approved PR plan 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.
3. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised or modified by the media agency at no cost on the part of TPB for the purpose of translating said segment(s) or phase(s) for future implementation within the contract or implementation timeline/period
4. All advertising and creative concepts, original materials, and marketing collaterals (raw and edited) including but not limited to articles, write-ups, photos, and videos 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

⁷ How budget will be efficiently allocated and how media placements will be spread out across all the proposed media channels

⁸ Contingencies and reallocation

Philippines and internationally. This should be submitted to the TPB in a sturdy hard drive/s.

5. 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.
6. Any incentives acquired post-campaign with monetary value shall be reported and returned to TPB with an accompanying breakdown or computation of the amount.
7. 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 the media plan cost estimate. However, payments to the Consultant shall be based on the prevailing BSP foreign currency exchange rate at the time of the issuance of the invoice or billing statement, provided that it shall not exceed the rate approved by the DBM. 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, it shall be understood that the actual exchange rate 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.
8. ASF and creative fees will be subject to applicable government taxes.

DURATION OF THE PROJECT

The Project will run for eight (8) months from the Issuance of the Notice to Proceed. Should there be a need to extend the implementation of the project, the agency must submit a formal request subject to TPB approval.

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