

TERMS OF REFERENCE (TOR)

FULL-SERVICE MARKETING AGENCY FOR THE PHILIPPINE M.I.C.E. BRAND AND CAMPAIGN ROLLOUT

I. Background

The Tourism Promotions Board (TPB) Philippines is an attached agency of the Department of Tourism (DOT) and exists to market and promote the Philippines domestically and internationally as a world-class tourism and Meetings, Incentive Travel, Conventions, Exhibitions (M.I.C.E.)/ Business Events destination, in strategic partnership with private and public stakeholders to deliver a unique, high-value experience for visitors, significantly contributing to increased arrivals, receipts, and investments to the country.

One of the core functions of the TPB is to market the Philippines as a MICE/ Business Events destination, thereby creating its MICE Promotions Department. The Department is in charge of undertaking all strategies pertaining to the development of the MICE industry in the Philippines. The Department provides free information, technical assistance, and guidance to MICE (sometimes referred to as business events) organizers and planners.. Further, the TPB-MICE Department offers its expertise through liaison services, pre and post tours, site inspection and airport reception.

MICE/ Business Events is considered an integral part of the tourism industry as it fuels a destination's tourism infrastructure with both micro- and macro-economic gains. It brings a significantly quantifiable increase to tourist arrivals, average daily spending and average lengths of stay to a country. Moreover, the MICE market is known to generate a great mileage for marketing promotions that span to include the leisure market as well.

Under Section 36 of Republic Act 9593 or the Tourism Act of 2009, the TPB shall be responsible for marketing the Philippines as a major Meetings, Incentives, Conventions and Exhibitions (MICE) destination; attracting, promoting, facilitating and servicing large scale events, international fairs and conventions, congresses, sports competitions, expositions and the like; ensuring the regular local and international advertisement of the country's major tourism destinations and other tourism products, including TEZs; and providing incentives to travel agencies, tour operators, wholesalers and investors abroad capable of drawing a sizeable number of tourists and tourism investments to the country.

Guided by its mandate, the TPB aims to further its marketing promotions in the MICE sector by creating a MICE Brand campaign for the Philippines to be launched both domestically and internationally in 2024.

The TPB engaged the services of a creative agency to develop a Philippine M.I.C.E. Brand and Campaign to reposition the Philippines as an ideal M.I.C.E. destination. The working brand and tagline is "Meet Philippines: We Take Your Business to Heart".

As such, the TPB will be in need for the services of a Marketing Agency to implement the rolling out of the Philippine MICE Brand Campaign globally (both digital - online and through activations/ strategic activities focused on the MICE market).

II. Objectives

- To create and implement a marketing plan for the roll out of the MICE brand campaign for the Philippines globally (through digital/ through the line and below the line activities)
- Promote the Philippines as an ideal MICE destination including corporate and business events, among international and domestic stakeholders

III. Scope of Work/ Services



Scope of Work	Deliverables
<p>1.) Digital Marketing</p> <p>Philippine M.I.C.E. campaign</p> <ul style="list-style-type: none"> ○ The campaign must entice association executives, MICE/Business event organizers to bring international events and Incentive Groups to the Philippines ○ To cater to both local and foreign M.I.C.E. organizers ○ To promote the Philippine M.I.C.E. destinations and generate awareness on its facilities and capabilities 	<p>Develop a creative and strategic global digital marketing campaign that will create awareness and effectively communicate the Philippine MICE Brand</p> <p>The digital marketing activities should include but are not limited to the following:</p> <ul style="list-style-type: none"> a. Digital Strategy Development: Developing a comprehensive digital marketing strategy that aligns with the Philippine MICE brand's objectives, target key demographics, and leverages the strengths of the new MICE brand, slogan, and logo. b. Digital releases and ad placements (advertorials, video ads) in International MICE publications, media websites c. Direct mails d. Mobile advertising e. Digital releases in various (appropriate) social media platforms f. Other social media promotional opportunities <p>The international publishers/publications where the digital releases/ad placements/social media posts must have/be able to provide the following:</p> <ul style="list-style-type: none"> a. E-book / E-magazine / E-newsletter with at least 20,000 global circulation b. Official website c. News inbox of at least 20,000 inboxes twice a week d. More than 3,000 social media followers on LinkedIn and Facebook. <p>The digital releases and ad placements (with at least three allowable revisions per release) must be done on a monthly basis for a period of one (1) year based on the proposed multi-channel marketing plan to be submitted and approved by TPB.</p>


	<p>The copy of digital releases and ad placements in English must have translations in five (5) major languages: Japanese, Mandarin Chinese, Korean, French, and Spanish depending on the coverage of the publication.</p> <p>The agency must submit to TPB the PR/media values on a monthly basis during the one-year engagement with a minimum total yield of PhP 80,000,000.00 of media values via advertising and press releases certified by a third party media monitoring provider. The monthly report must include the following:</p> <ul style="list-style-type: none"> • list of digital releases (with links) • assessment of media values • measurement of the effectiveness of the brand campaign using the following metrics: <ul style="list-style-type: none"> ○ completed views and average completion rates ○ cost per click ○ audience reach and engagement / clicks to the website or ad material ○ digital impressions delivered, where applicable
<p>2.) Activations / Event Launches and Other Promotional Activities</p>	<p>Develop dynamic activities/Philippine presentations that will create awareness and effectively communicate the Philippine MICE Brand to a focused audience (MICE industry players)</p> <p>The activities should include but are not limited to the following (and are still subject to change):</p> <ol style="list-style-type: none"> a. A ten (10)-minute MICE brand presentation during MICECON Clark slated on 10-12 July 2024 at the SMX Convention Center Clark for approximately 800 VIPs, conference delegates and media, to be followed by a 30-minute press conference with approximately 50 VIPs and invited media b. MICE brand presentation with incentivized hosted function (preferably luncheon) during the following international MICE shows for approximately 50-100 international MICE Buyers and Media: <ul style="list-style-type: none"> • IT&CMA, 24-26 September 2024, Centara Grand and Bangkok Convention Centre at CentralWorld, Bangkok, Thailand; and • IBTM World on 19-21 November 2024, Fira Barcelona Gran Via, Barcelona, Spain

	<p>c. Other promotional opportunities in platforms that will effectively reach the MICE market in Asia, Europe and the Americas (e.g. MICE events/ trade shows sponsorship opportunities/dailies, etc.)</p> <p>d. The marketing agency must be able to do the following:</p> <ol style="list-style-type: none"> 1. two (2) months before the event schedule, propose 2-3 available function rooms within the aforementioned event venues of the international MICE shows in Bangkok and Barcelona or within 3 kilometers from show location (for approval of TPB); should the identified venue be outside of the MICE show location, transportation expenses of the attendees should be borne by the marketing agency to and from the MICE show venue 2. conceptualize/design the program for the brand presentation/press conference to be submitted to TPB before the event: <ol style="list-style-type: none"> 2.1. for MICECON: <ol style="list-style-type: none"> 2.1.1. brand presentation duration is ten (10) minutes 2.1.2. press conference duration is 30 minutes 2.1.3. submission of program to TPB must be at least three (3) weeks prior to the event 2.2. for IT&CMA and IBTM World: <ol style="list-style-type: none"> 2.2.1. presentation duration is approximately one (1) hour to include meal time 2.2.2. submission of program to TPB must be at least one (1) month prior to the event 3. book/reserve the approved venue for IT&CMA and IBTM World at least one (1) month before the event 4. book/reserve the necessary technical equipment to be provided/rented for IT&CMA and IBTM World at least one (1) month before the event; 5. coordinate with the Event Management Company (EMC) of MICECON to discuss the brand presentation plan, stage design and other brand presentation-related requirements and augment the available technical equipment made available by the MICECON EMC during the event at least three (3) weeks before the event
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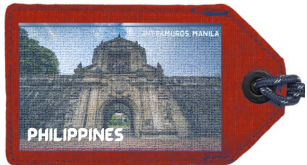
	<ol style="list-style-type: none"> 6. provide the venue layout, stage design with LED wall, proposed professional program / presscon host/s (fluent in both English and Filipino), proposed entertainment (performers/performing group), technical (light and sounds) requirements and logistical plans for the brand presentation three (3) weeks to one (1) month before the event (for TPB approval) 7. provide three (3) registration assistants / receptionists to assist during registration, leading guests to their seats and distribution of giveaways during IT&CMA and IBTM World 8. design the digital invitation (for approval of TPB) and send to event invitees three (3) weeks before the event in coordination with TPB MICE Department 9. ensure presence of the working team four (4) hours before the brand presentation for technical rehearsal for IT&CMA and IBTM World; ensure presence of the team for MICECON Clark one (1) day before the event for technical rehearsal 10. provide full catering services with buffet set-up (F&B requirements with at least one (1) Filipino dish, with food labels and centerpieces) and well-trained banquet staff, and giveaways for IT&CMA and IBTM World (for approval of TPB) 11. provision of 800 sets of giveaways for MICECON (please refer to Scope of Work No. 3: Promotional Giveaways) 12. provision of 150 sets of VIP kits for IT&CMA and IBTM World (for approval of TPB); VIP kit inclusions: please refer to Scope of Work No. 3: Promotional Giveaways 13. provision of 50 sets of media kit (per international and domestic activation, for approval of TPB); media kit inclusions: 2-3 printed press releases, press release folder (A4 size, with brand logo in full color), VIP giveaways (please refer to Scope of Work No. 3: Promotional Giveaways) 14. provide for the shipment / accompanied baggage expenses of the promotional materials to the launch venues and ensure availability of the promotional materials one (1) day before the launch 15. provide for other brand launch/presscon-related expenses (office equipment rental, printing
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	<p>services, office supplies, etc.) deemed necessary for the brand launches/presscon</p> <p>16. video and photo production and documentation (provide a consolidated output to include a 3-minute summary video with musical score covering the event highlights and unlimited photos stored in a USB (3 copies) to be submitted to TPB at the end of business hours of the event date (per brand presentation) and one (1) external hard drive (subject for approval of TPB). The video and photos must be without the marketing agency's logo.</p> <p>17. cover all costs, including international and domestic flights, accommodation, transportation, food and beverage and other travel-related expenses of all personnel to be tapped / hired by the marketing agency for the event implementation</p>
<p>3. Promotional Giveaways for other MICE Trade Shows and Special Events</p>	<p>Provision of MICE giveaways for trade shows and other special events with the Philippine MICE Brand (please refer to the table below)</p>

Item 1	Specifications	Quantity	Price	Delivery Schedule*
Non woven Bag (with string and handle)	<ol style="list-style-type: none"> 1. Material: Non woven polypropylene 2. Color: Beige 3. Thickness: 0.05 in 4. Two (2) bags of different sizes per set 5. Bag 1 size: <ul style="list-style-type: none"> ● 18 in (length) x 14 in (width) ● handle: 22 in (length) x 1 in (width) 6. Bag 2 size: <ul style="list-style-type: none"> ● 16 in (length) x 12 in (width) ● handle: 18 in (length) x 1 in (width) 7. MICE brand logo in the center of the bags <ul style="list-style-type: none"> ● 4 in (length) x 1.25 in (width) ● FC x 1 color silkscreen printing 8. Carton Sleeve (packaging for the 2 bags when folded/rolled): <ul style="list-style-type: none"> ● Printed with: 1) a catchy/witty phrase or a compelling statement about the product relating to the MICE brand; and 2) MICE brand logo in full color ● Material: brown kraft paper, 200 gsm <div style="text-align: center;">  </div> <div style="text-align: center;">  </div>	3,000	Unit Price: PhP 100.00 Total Price: PhP 300,000.00	800 sets– 01 July 2024 200 sets– 16 Sept 2024 200 sets– 11 Nov 2024 1,800 pcs – 25 Nov 2024

Item 2	Specifications	Quantity	Price	Delivery Schedule*
<p>Anti Blue Light Blocking / Anti-Radiation Glasses with Case</p>	<p>1. Material: Light weight plastic frame with scratch-resistant UV 400 acrylic coated lens (various colors)</p> <p>2. Standard size: Bridge (DBL): 0.79" (20 mm) Temple Length: 5.71" (145 mm) Frame Width: 5.30" (134 mm) Lens Width: 1.97" (50 mm) Lens Height: 1.47" (37 mm)</p>  <p>3. Must provide full protection from harmful UV rays</p> <p>4. Must come with a case and a sleeve packaging:</p> <ul style="list-style-type: none"> Printed with: 1) a catchy/witty phrase or a compelling statement about the product relating to the MICE brand; and 2) MICE brand logo in full color Material: brown kraft paper, 120 gsm 	<p>1,500 sets</p>	<p>Unit Price: PHP 650.00</p> <p>Total Price: P975,000.00</p>	<p>800 sets– 01 July 2024</p> <p>200 sets– 16 Sept 2024</p> <p>200 sets– 11 Nov 2024</p> <p>1,800 pcs – 25 Nov 2024</p>

Item 3	Specifications	Quantity	Price	Delivery Schedule*
For recommendation of item fit for meeting professionals	<p>A small, practical quality item for MICE professionals with matching packaging printed with: 1) a catchy/witty phrase or a compelling statement about the product relating to the MICE brand; and 2) MICE brand logo in full color</p> <p>e.g. laptop stand - "For the Outstanding you" or laptop sleeve - something that has to do with the word "sleeve"</p>	1,500	<p>Unit Price: P650.00/set</p> <p>Total Price: P975,000.00</p>	<p>200 sets – 16 Sept 2024</p> <p>200 sets – 11 Nov 2024</p> <p>1,100 sets pcs (Nov 2024)</p>

Item 4	Specifications	Quantity	Price	Delivery Schedule*
Luggage Tags	<ul style="list-style-type: none"> Layout: With Philippine destinations artwork (back) *Final artwork % TPB Printing: full color Size: L: 4.25" x W2.75" main tag 8" x 0.5" belt loop (spread out) or alternate clips may be recommended Material: Tarpaulin (recycled plastic) Color: Dominantly blue/red (except the destination print at the back) FC x 1 color Silkscreen/Digital printing  	3,000	<p>Unit Price: PHP 200.00</p> <p>Total Price: PhP 600,000.00</p>	<p>200 pcs – 16 Sept 2024</p> <p>200 pcs – 11 Nov 2024</p> <p>1,600 pcs – 25 Nov 2024</p>

Item 5 (Optiona	Specifications	Quantity	Price	Delivery Schedule*
Stationery set (Office post-it sticky notes flags/tabs with MICE campaign branding)	<p>For recommendation: estimated 8cm x 10.5cm cardboard cover with full color print containing - one sticky note pad (est. 7cm x 7.5cm) with logo print and sticky note tabs/ flags (in different colors)</p> 	2,500	Php 150.00 Php 375,000.00	800 pcs - 09 July 2024 200 pcs – 16 Sept 2024 200 pcs – 11 Nov 2024 1,800 pcs – 25 Nov

4. Terminal Report	<p>Upon completion, submit a terminal report (in hard and soft copy) to TPB with an in-depth analysis of the campaign’s effectiveness and impact based on the achievement of the campaign objectives, implementation, spending and returns reports.</p> <p>The summary media value report must meet the minimum total yield of PhP 80,000,000.00 of media values via advertising and press releases validated and certified by a third party media monitoring provider.</p>
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*Schedule of Deliverables / Requirements is subject to the negotiation of both parties.

IV. Project Implementation Schedule / Schedule of Requirements*

The development and production of the materials for this Campaign Rollout shall be for a period of twelve (12) months, to commence upon the receipt of the Notice to Proceed (NTP) not later than five (5) days upon its issuance.

*Schedule of Deliverables / Requirements is subject to the negotiation of both parties.

V. Other Technical Requirements

1. Present and submit the proposed multi-channel marketing plan for the MICE Brand Rollout within 10 calendar days from receipt of the Notice to Proceed (NTP). This will be **subject to TPB approval**.
2. All bidders must provide actual samples of promotional giveaways upon submission of bid documents.
3. Winning bidders must allow up to 3 revisions of the proof of the promotional giveaways before final production of items.
4. Qualifications of the Bidder are as follows:

QUALIFICATION/S	REQUIREMENTS
I. BIDDER / AGENCY	
<p>1. The agency must be a full-service marketing agency, with resources for digital advertising, activations and public relations.</p> <p>The agency must have been in existence for at least eight (8) years and must have undertaken a nationwide campaign during the last five (5) years</p>	<ul style="list-style-type: none"> ● Company profile with list of services offered ● Must have implemented similar projects for the last five (5) years ● Documentation that certifies terms of existence (SEC Articles of Incorporation – original and amended, if applicable) ● Documentation that certifies having undertaken an international/local campaign not more than five (5) years ago
<p>2. The agency must be capable of advising the client on how to focus the communication, how to appeal the specific target audiences, what information or messages to highlight and how to make these attractive and effective, how to optimize budget, and what advertising combinations would be most persuasive, and other inputs hinged on local market insights.</p>	<p>Credentials presentation reflecting the roster of clients / company profile, including one (1) short case study of successful branding campaign done in the past eight (8) years, if any to be submitted during the Eligibility Check</p>
<p>3. Has global/ regional affiliations or network</p>	<p>Proof of global/ regional affiliations or network such as contracts, press releases, etc.</p>

PERSONNEL	
<p>1. Only organic personnel* of the Agency must be assigned to this Project</p> <p><i>*At least the Minimum Required Personnel</i></p>	<p>Minimum Required Personnel: Five (5)</p> <p>1. Managing Director (min of 10 years experience)</p> <p>2. Creative Director (min. 10 years experience)</p> <p>3. Account Manager (min. of 10 years experience)</p> <p>4. Copywriter (min. of 8 years experience)</p> <p>5. Creative Artist/ Graphic Designer (min. of 5 years experience)</p> <p><i>Note: the Minimum number of years of experience should be related to the position they are assigned to</i></p>

VI. Rating Criteria for Shortlisting

Eligibility Check and Shortlisting Criteria and Rating (80% passing score)

PARTICULARS / CRITERIA			RATING
I	APPLICABLE EXPERIENCE OF THE AGENCY		50%
	A	Appropriateness of the Agency for the Assignment	15%
		Full Service Global Creative/ Media/ Marketing Agency ¹ (15%)	
		Full Service Regional Creative/ Media/ Marketing Agency (10%)	
		Others (5%)	
	B	Similar Projects handled in the last five (5) years	15%
		Produced ten and above marketing campaigns in any communication platforms (15%)	
		Produced five to nine marketing campaigns in any communication platforms (10%)	
		Produced less than five marketing campaigns in any communication platforms (5%)	
	C	Years of Existence as a Marketing Agency	10%
		8 years and above (10%)	

¹ Full-Service Creative Agency is an advertising agency that offers a range of services and is able to handle every facet of planning and implementing an advertising campaign including branding, advertising, media purchasing, web marketing, public relations, social media management, graphic design, etc.

		5-7 years (5%)	
	D	Contract Cost of Completed Projects² in the last 5 years	10%
		At least two (2) projects with contract cost equal to or greater than PhP10.0M (10%)	
		One project with contract cost equal to or greater than PhP10.0M (5%)	
II	QUALIFICATION OF PRINCIPAL AND KEY STAFF OF THE AGENCY WHO MAY BE ASSIGNED TO THE JOB		30%
	Minimum Required Personnel: Five (5) 1. Managing Director (min 10 years experience) 2. Account Manager (min. 10 years experience) 3. Creative Director (min. 10 years experience) 4. Copywriter / Screenplay Writer (min. 8 years experience) 5. Creative Artist/ Graphic Designer (min. 5 years experience) <i>Note: the Minimum number of years of experience should be related to the position they are assigned to</i>		
	Required number of positions of personnel with minimum years of experience exceed the minimum requirement by at least 2 additional personnel with at least 5 years experience (30%)		
	Required number and positions of personnel with minimum years of experience is met (25%)		
III	CURRENT WORKLOAD RELATIVE TO CAPACITY		20%
	Number of ongoing similar and related projects relative to capacity		
	1-4 Projects (20%)		
	5 or more projects (15%)		
	No projects (0%)		
TOTAL			100%

² Only those projects similar to this requirement will be counted

VII. Technical Rating

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

PARTICULARS / CRITERIA			RATING
I	QUALITY OF PERSONNEL TO BE ASSIGNED TO THE PROJECT		15%
	A	For Managing Director, Account Manager and Creative Director – Handled more than 3 similar campaigns / projects or handled similar campaign / project contracts in the last 3 years during their entire career.	10%
		For Managing Director, Account Manager and Creative Director – Handled at least 3 similar campaigns / projects or handled similar campaign / project contracts in the last 3 years during their entire career.	8%
	B	For Copy writer and Creative Artist – Produced more than 3 similar campaigns/ projects	5%
		For Copy writer and Creative Artist – Produced at least 3 similar campaigns/ projects	3%
II	EXPERIENCE AND CAPABILITY OF THE AGENCY		15%
	A	Similar Projects handled in the last five (5) years	10%
		Produced ten and above marketing campaigns in any communication platforms (10%)	
		Produced five to nine marketing campaigns in any communication platforms (8%)	
		Produced less than five marketing campaigns in any communication platforms (6%)	
	B	Company Credential	5%
		Presented one (1) case study of successful branding campaign done in the past eight (8) years; and proof of global/ regional affiliations or network such as contracts, press releases, etc. (5%)	
		Did not present a case study of successful branding campaign done; and proof of global / regional affiliations or network such as contracts, press releases, etc. (0%)	
III	PLAN OF APPROACH & METHODOLOGY		70%
	A	Proposed Plan for the Digital Launch/ Campaign	35%

		Originality of concept (15%)	
		Appropriateness of the plan to target audience and communication objectives (20%)	
	B	Proposed Program Concept/Design of the Activations/ Events	35%
		Creativity and Originality of concept/design (20%)	
		Resonance of program design and treatment to target audience and communication objectives (15%)	
TOTAL			100%

VIII. Approved Budget for Contract (ABC)

The Approved Budget for Contract (ABC) for this bidding is **FORTY MILLION PESOS ONLY (PhP40,000,000.00)** inclusive of all applicable taxes, fixed agency service fees, bank charges, FOREX differential (as applicable), and other fees that may be incurred. For appreciation, the proposed budget breakdown is as follows but may be subject to adjustment as may be deemed beneficial by the TPB management to its campaigns:

Plan Implementation	Physical Events: MICECON Clark activation <i>*estimated at P2,000,000.00</i> IT&CMA Bangkok, Thailand activation <i>*estimated at P4,000,000.00</i> IBTM World Barcelona, Spain activation <i>*estimated at P5,000,000.00</i> Content Creation, Digital Launch and Placements <i>*estimated at P25,775,000.00</i> Promotional Giveaways <i>*estimated at P3,225,000.00</i>	*Inclusive of VAT and Agency Service Fee (ASF) and other fees (bank charges, etc.)
TOTAL	P 40,000,000.00	

Note: The Agency Service Fee (ASF) shall be pegged in the amount equivalent to a maximum of 10% of their proposed budget for the entire project.

IX. Other Terms and Conditions

1. The rating will be based on the following percentage: Technical (85%); Financial (15%). The Passing rate is 80%.
2. The selected full-service creative agency shall be subject to an assessment of the TPB as to the effectiveness of any phase of the campaign launched.
3. All advertising and creative concepts and original materials (raw and final edits) 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 sturdy hard drives. The cost of the hard drive/s and other storage devices shall be borne by the agency.
4. Short listed bidders who will be declared compliant with the technical requirements on the opening of bids will be required to present their proposed marketing campaign to the members of the Bids and Awards Committee (BAC), TPB executives and other tourism stakeholders that the TPB will invite for the pitch presentation.
5. A maximum of twenty (20) minutes will be given for each agency for its presentation, excluding the question and answer portion with BAC Members and such other individuals to be invited by the TPB.
6. The presentation will be rated by BAC and TWG members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.

X. Terms of Payment

The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

MILESTONES	PAYMENT %
1. Upon submission and approval of proposed rollout plans and timelines	15%
2. Upon implementation of the event launch in the Philippines and the first release of global digital launch materials	35%
3. Upon completion of planned activities in MICE global trade shows	35%

4. Upon completion of all planned activities and submission of Terminal Report and all materials as indicated in the Scope of Work and Deliverables	15%
TOTAL	100%

XI. Project Officers Contact Information

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