

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION

CREATIVE CONSUMER ACTIVATION IN DÜSSELDORF HAUPTBAHNHOF

Overall management and development of a Public Relations (PR) program and campaign to ensure maximum and relevant exposure and positive publicity of the Philippines as a premier dive destination, revolving around the country's participation in this year's Boot Show 2019 in Düsseldorf, Germany.

II. BACKGROUND

In an effort to boost consumer awareness for travel to the Philippines especially for diving, the Philippine Department of Tourism (DOT) will execute an interactive projection display at the Düsseldorf Hauptbahnhof from 22 – 26 January 2019, coinciding with the Boot Show.

This Interactive Projection Display will house in a 24-square meter booth located by the entrance of the Hauptbahnhof, and leading directly to the main passageway towards the train platforms. It will include branding exposure for the DIVE Philippines campaign, with fun activities that will attract people in the train station.

III. Objective

- An integrated and comprehensive Public Relations (PR) program and campaign are needed to generate positive publicity for the Philippines, hinging on its participation at Boot Show 2019. This PR campaign must ensure maximum exposure for the country, including display in local and regional print publications and online influencers promoting the DIVE Philippines Interactive Projection Display, our participation at the Boot Show, and ultimately projecting the image of the Philippines as the center of the center of marine biodiversity in the world.

IV. SCOPE OF WORK / DELIVERABLES

a. Publicity generation: arrange for various press coverage before, during, and after the event highlighting the Philippines as a premier dive destination

This includes:

- Developing an integrated PR plan/program, indicating the target levels of reach/impact, and other forms of measurement that will reflect how an increase in awareness on the Philippines as a premier dive destination will be achieved throughout this campaign
- Identifying media publications and outfits with a wide reach and high relevance particularly for audiences in the North RhineWestphalia, covering traditional, digital, and social media platforms
- Generating official Press Releases before, during and after the event and whenever deemed necessary, and securing approval for the same before disseminating to an extensive media contacts list with high reach for consumers
- Suggesting creative ways to maximize the Philippines' participation, as a way of increasing consumer interest for the brand
- Arranging for publicity coverage in relevant media platforms, further to discussions and agreements

b. Management of the DIVE Philippines' Interactive Projection Display

- Management of the DIVE Philippines' Interactive Projection Display including the following:

§ Information counter

§ Virtual reality area

§ Promoters dressed in dive suits to invite consumers to experience the projection display (at least 2 pax)

§ Lucky draw in partnership with the exhibitors at the Philippine booth in the Boot Show

- Production and distribution of a post-event video to be launched on YouTube, Instagram, and other social media platforms

- Facilitation of the program of the Philippines, including all opportunities that allow for publicity for the brand

- Negotiate with Hauptbahnhof and relevant suppliers for the implementation of the campaign

- Secure necessary permits for the implementation of the campaign

c. Generation of a comprehensive post-event report, reflecting media mileage gained and copies of the published articles / media exposure on the Philippines

V. MINIMUM QUALIFICATIONS FOR SUPPLIERS

a. Full service PR agency operating in Germany with relevant contacts in the media and travel industry, and able to facilitate the requirements and deliverables as stipulated above

b. Dedicated Account Manager and Account Director to oversee the project and coordinate with the DOT with respect to the execution and implementation of the campaign

c. Presentation of similar projects previously undertaken. If not available, please present case studies of projects undertaken in Germany.

VI. TIMELINE AND SCHEDULE OF WORK

December 18, 2018: Submission of bid proposals, inclusive of publicity requirements according to these Terms of Reference, and mandatory legal documents

December 19, 2018: Selection of the DOT Frankfurt office and the Tourism Promotions Board (TPB) of the winning PR Agency assigned to handle the publicity activities for the Philippines

December 21, 2018: Submission of revised PR and communications plan, including firmed up proposals on how to implement each aspect of the PR plan, timelines, and schedule of appointments, based on the DOT Frankfurt Office and TPB's feedback on the winning bidder's original proposal

January 7, 2019: Coordination for the full implementation of the PR plan, including special media and consumer activities that will be implemented before and during the event

January 22-26, 2019: Event proper

February 11, 2017: Submission of post-event report

VII. BUDGET

- The total budget allocation for the project is €60,000.00 inclusive of taxes and other applicable fees, including but not limited to PR agency fees, operational expenses, press coverage fees, production fees, documentation costs, among others.

- Interested bidders must present a budget breakdown in their proposal, indicating the components of their proposed budget.

VIII. DOCUMENTARY REQUIREMENTS

- Signed Terms of Reference (all pages should be initialed)
- Company registration documents and appropriate licenses
- Latest Tax clearance
- Company portfolio containing similar projects previously undertaken in the past 5 years.

The winning bid shall be determined based on the proposal with the most advantageous financial packaged cost, provided that the amount of the bid does not exceed the established total budget for the project.

IX. TERMS AND CONDITIONS

1. The selected agency shall be subject to assessment by the DOT Frankfurt/TPB as to the effectiveness of any part or phase of the campaign launched. The DOT Frankfurt/TPB reserves the right to terminate the services of the winning bidder should any part of the deliverables be unsatisfactory.
2. Subject to the assessment by the DOT Frankfurt/TPB as to the performance of the creative agency for its implementation of the campaign, the services of the selected creative agency may be re-contracted by DOT Frankfurt/TPB to implement supplemental programs, subject to additional budgets and a separate agreement.
3. Any excess remuneration or compensation in the form of rebate from production and media suppliers following the industry practice of compensating services of an agency shall be negotiated by the winning agency, and credited by the supplier in favor of the

DOT Frankfurt/TPB in the form of additional promotional materials and/or extended media or PR placements, in order to maximize the effect and benefit of the campaign.

X. PAYMENT PROCEDURES

Compliant with the procedures of the Philippine Government

- 50% initial payment upon approval of PR plan
- 30% payment upon completion of the scope/deliverables
- 20% balance payment upon submission of final report Required supporting documents for payment:
 - Original copy of signed contract
 - Original copy of invoice following signed contract

X. CONTACT PERSON

Anabelle Gaye Apostol

Operations Officer

Philippine Department of Tourism – Frankfurt

anabelle@morefunphilippines.de

SIGNED BY PROPONENT:

Signature : _____

Name: _____

Company: _____

Company Designation: _____

Date: _____