

## **TERMS OF REFERENCE**

### **I. PROJECT TITLE AND DESCRIPTION**

PROCUREMENT OF DESTINATION MARKETING AGENCY IN FRANCE TO SERVE AS MARKET SPECIALIST FOR THE IMPLEMENTATION OF VARIOUS PROJECTS FOR THE PHILIPPINES

Overall management and development of the following activities for the Philippine Department of Tourism in France

1. Gastronomy Campaign
2. Public relations (PR) and Social Media program
3. Publicity partnerships with media platforms
4. Educational Programs for TO's and TA's
5. Direct Mailing Campaign for Consumer and Travel Trade

### **II. BACKGROUND**

The Philippine Department of Tourism (DOT) is looking to implement activities catering specifically to the French travel trade and consumers to immediately address the developments in the market following the changes brought about by COVID19 pandemic.

### **III. OBJECTIVES**

- To maintain presence in key media platforms, provide consumers with reasons to keep dreaming about a trip to the Philippines, and plan their visit as soon as border restrictions are lifted
- To maintain presence with travel trade, and foster good working relationship
- To train travel agents as key sales front liners; increase their knowledge and appreciation of our destinations and product offerings
- To create a multi-media PR program that allows for the Philippine presence in various relevant media platforms

### **IV. SCOPE OF WORK / DELIVERABLES**

#### **a. Management of the Gastronomy Campaign targeting consumer and trade**

- Conceptualization of creative idea to promote the Philippines' gastronomic offerings;
- Negotiate and coordinate with relevant suppliers for the implementation of the event;
- Invite relevant mass media and online platforms to generate publicity on the event;
- Produce and distribute a post-event video to be launched on YouTube, Instagram, and other relevant online and social media platforms;
- Arrange for pre and/or post-event publicity activities

#### **b. Publicity generation**

- Develop an integrated PR plan/program, indicating the target levels of audience reach/impact, media values, and other forms of

measurement that will reflect how an increase in awareness on the Philippines as a premier tourism destination will be achieved;

- Generate official press releases highlighting the Philippines' top travel destinations and other relevant topics, and secure approval for the same before disseminating to an extensive media contacts list with high reach for consumers;
- Develop content and pitch stories, including translations, appropriate for the current situation;
- Creation and maintenance of a Philippines mailing list;
- Reputation management and crisis communication; and
- Media monitoring / news clippings, reflecting media mileage gained and copies of published articles / media exposure on the Philippines

**c. Publicity Partnerships with Media Platforms**

- Partnerships with media platforms to guarantee mass exposure and coverage on the Philippines;
- Identifying influential media partners with a wide consumer reach across various platforms (e.g. print, online, social media, etc.);
- Creation and maintenance of Philippine mailing list; and
- Suggest creative ways to maximize the Philippines' partnerships with the media partners, as a way of increasing consumer interest for the brand;

**d. Educational Programs for TO's and TA's**

- Develop an educational program for the Philippines that will include live / virtual trainings and/or an online / e-learning component that will sustain education on the Philippines;
- Propose creative ideas on how we can entice participants to register and finish the course;
- Assign a knowledgeable staff that can conduct the training programs in the French language;
- Prepare the country presentation/s; and
- Arrange all related matters

**e. Direct mailing campaign for consumers and travel trade**

- Conceptualization of creative idea
- Production of merchandising and information materials
- Mailing fees

**f. Others**

- Social media integration (Facebook and Instagram)
- Identify additional potential partnerships and campaign opportunities, subject to approval, including budget and media values to be gained

**g. Generation of a comprehensive report including but not limited to current market updates and trends.**

## **V. MINIMUM QUALIFICATIONS FOR SUPPLIERS**

- a. Full service Destination Marketing and Public Relations agency operating in France, 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 projects and do daily coordination with the DOT
- c. Presentation of similar projects previously undertaken. If not available, please present case studies of projects undertaken in France.

## **VI. TIMELINE FOR BIDDING**

**September 22, 2020:** Submission of bid proposals, inclusive of publicity requirements according to these Terms of Reference, and mandatory legal documents

**September 24, 2020:** Selection of the DOT Frankfurt office of the winning Agency

## **VII. BUDGET**

- Total budget allocation for the project is €45,000.00 inclusive of taxes and other applicable fees, including but not limited to agency service fees, operational expenses, joint promotion campaigns, press releases, advertorials, 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
- Credentials of the team that will be assigned to handle the Philippines account

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 as to the effectiveness of any part or phase of the campaign. The DOT Frankfurt 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 as to the performance of the agency for its implementation of the projects, the services of the selected agency may be re-contracted by DOT Frankfurt 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 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

- 30% initial payment upon approval of PR plan
- 50% 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](mailto:anabelle@morefunphilippines.de)

### **SIGNED BY PROPONENT:**

Signature : \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Company Designation: \_\_\_\_\_

Date: \_\_\_\_\_