

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION

PROCUREMENT OF THE SERVICES OF A PUBLIC RELATIONS AGENCY IN GERMANY FOR THE IMPLEMENTATION OF VARIOUS PROJECTS FOR THE PHILIPPINES

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

- (1) Implementation of Creative Consumer Campaign in high-income cities in Germany to generate maximum exposure and positive publicity on the Philippines as a premier destination; and
- (2) Public Relations and management of Social Media platforms and communities

II. BACKGROUND

The Philippine Department of Tourism (DOT) will be implementing various activities in Germany catering to travel trade and consumers, to continually promote the Philippines and keep the destination as top-of-mind in the German market, amidst the challenges and changes brought about by COVID19 pandemic. These activities also provide an opportunity to update and educate the German market about the Philippines' continued thrust for sustainability, new destinations and product offerings, and COVID-19 safety protocols that have been put in place.

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 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 consumer event in high-income cities in Germany (minimum 2 cities)

- Propose a strategic and creative activity / activities which would reflect the brand identity of the Philippines and highlight the destination in a way that would be relevant to the German market;
- Ensure publicity coverage of the events, displayed in relevant mass media platforms (print, online, social media, etc.);
- Negotiate and coordinate with suppliers for the implementation of 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. Public Relations and management of social media platforms

- Issue regular press releases on various Philippine topics, conduct story pitches, find and follow-up on opportunities to continued and sustained mass media exposure for the Philippines in Germany;
- Suggest creative ways to maximize the Philippines' partnerships with the media partners (e.g. print, online, social media, etc.), as a way of increasing consumer interest for the brand;
- Creation and maintenance of Philippine mailing list;
- Curated social media post and integration (Facebook and Instagram); and
- Identify additional potential partnerships and campaign opportunities, subject to approval, including budget and media values to be gained

c. Generation and submission of regular reports:

- Monthly report on status and accomplishments of each project
- Comprehensive post-event / project report detailing total accomplishments per project and returns on investments made
- Weekly report on COVID-19 situation, market updates, and trends in Germany
- Monthly news clippings about the Philippines
- Other reports as required

V. MINIMUM QUALIFICATIONS FOR SUPPLIERS

- a. Full service Public Relations agency operating in the 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 projects and coordinate with the DOT with respect to the execution and implementation of the given projects / events
- c. Presentation of similar projects previously undertaken. If not available, please present case studies of projects undertaken in Germany.
- d. Willing to provide services on a send bill arrangement

VI. CRITERIA

- | | | |
|---------------------------------|---|-----|
| a. Strategic Planning | - | 50% |
| b. Creative Technique | - | 20% |
| c. Project Management Expertise | - | 20% |
| d. Credentials/Track Record | - | 10% |

VII. TIMELINE AND SCHEDULE OF WORK

August 31, 2021: Submission of bid proposals, inclusive of comprehensive program and publicity requirements according to these Terms of Reference, and mandatory legal documents

September 1, 2021: Selection of the DOT Frankfurt office of the winning Agency assigned to handle all events for the Philippines

September 2021: Start of publicity generation, maintenance of social media accounts, educational program

Reports must be submitted within 15 days from the completion of each project, and all projects must be completed by December 31, 2021.

VIII. BUDGET

- **The total budget allocation for the project is €70,000.00 inclusive of taxes and other applicable fees, including but not limited to agency service fees, production fees, operational expenses, press coverage fees, documentation costs, all third party expenses to external suppliers as necessary, among others.**
- Interested bidders must present a budget breakdown in their proposal, indicating the components of their proposed budget.

IX. 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.

X. 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 launched. 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 creative agency for its implementation of the campaign, the services of the selected creative agency may be re-contracted by DOT Frankfurt to implement supplemental programs, subject to additional budgets and a separate agreement.

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.

XI. PAYMENT PROCEDURES

Compliant with the procedures of the Philippine Government

- 30% initial payment upon approval of all proposed activities and PR plan
- 50% payment upon completion of all projects/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

XII. CONTACT PERSON

Anabelle Gaye Apostol
Operations Officer
Philippine Department of Tourism – Frankfurt
anabelle@morefunphilippines.de

SIGNED BY PROPONENT:

Signature : _____

Name: _____

Company: _____

Company Designation: _____

Date: _____