

## **TERMS OF REFERENCE**

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

**PROCUREMENT OF THE SERVICES OF A DESTINATION MARKETING AGENCY IN RUSSIA 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 Gastronomy Festival in Russia;
- (2) Online educational programs with online travel portals;
- (3) Implementation of Roadshow in St. Petersburg, Moscow and Vladivostok; and
- (4) Public Relations and management of website and Social Media platform communities of Philippine Tourism

### **II. BACKGROUND**

The Philippine Department of Tourism (DOT) will be implementing various activities in Russia catering to travel trade and consumers, to continually promote the Philippines and keep the destination as top-of-mind in the Russian market, amidst the challenges and changes brought about by COVID19 pandemic. These activities also provide an opportunity to update and educate the Russian 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 promote Philippine culture through our cuisine
- To maintain presence with travel trade, and foster good working relationship
- To provide a venue for the Philippine travel trade to reconnect and gain new contacts with the Russian travel trade
- To create a multi-media PR program that allows for the Philippine presence in various relevant media platforms
- To efficiently train travel agents, online travel distributors, and other key sales front liners about the Philippines' destinations and product offerings and increase the Philippines Specialists in the Russian market

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

#### **a. Management of Gastronomy Festival in Russia**

- 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 Russian market through Philippine gastronomy;
- Negotiate and coordinate with suppliers for the implementation of the event;
- Ensure publicity coverage of the event, displayed in relevant mass media platforms (print, online, social media, etc.);

- Produce and distribute a post-event video to be launched on YouTube, Instagram, and other relevant online and social media platforms;
- Propose creative ways to maximize the Philippines' partnerships to increase media coverage;
- Identify additional potential partnerships and campaign opportunities, subject to approval, including budget and media values to be gained; and
- Arrange for pre and/or post-event publicity activities

**b. Overall development and management of online educational portals**

- Develop and implement an educational program for the Philippines that will include live / virtual trainings and/or an online / e-learning component that will aid sales front liners in learning more about the Philippines' destinations and product offerings;
- Propose creative ideas on how we can entice participants to register and finish the course, such as partnerships on incentives for graduates;
- Assign a knowledgeable staff that can conduct the training programs in the Russian language;
- Prepare the country presentation/s;
- Promote the educational program to encourage registrations;
- Implement a publicity campaign to promote the educational program and ensure the Philippines remains top-of-mind among travel agents and distributors. This includes partnerships with various media platforms (print, online, social media), and suggesting creative ways to maximize the Philippines' partnerships to increase media coverage
- Produce giveaway/s as incentives, if applicable

**c. Overall coordination and implementation of a Philippines Roadshow in Moscow, St. Petersburg, and Vladivostok**

- Develop and implement the program for the roadshow in key cities of Russia;
- Propose a strategic location and negotiate with the suppliers;
- Invite top travel trade and media to attend the event;
- Provide venue for Russian travel trade to have live and/or virtual meetings with Philippine travel trade (e.g. Hybrid event)
- Prepare country presentation;
- Prepare terminal report

**d. Public Relations and management of website and 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 Russia;
- 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

**e. 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 Russia
- Monthly news clippings about the Philippines
- Other reports as required

**V. MINIMUM QUALIFICATIONS FOR SUPPLIERS**

- a. Full service Public Relations agency operating in the Russia, 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 Russia
- d. Willing to provide services on a send bill arrangement

**VI. CRITERIA**

- |                                 |   |     |
|---------------------------------|---|-----|
| a. Strategic Planning           | - | 40% |
| b. Creative Technique           | - | 30% |
| c. Project Management Expertise | - | 20% |
| d. Credentials/Track Record     | - | 10% |

**VII. TIMELINE AND SCHEDULE OF WORK**

**October 22, 2021:** Submission of bid proposals, inclusive of comprehensive program and publicity requirements according to these Terms of Reference, and mandatory legal documents

**October 25, 2021:** Selection of the DOT Frankfurt office of the winning Agency assigned to handle all events for the Philippines

**October 26, 2021:** Start of publicity generation, maintenance of social media accounts, educational program

Project must be completed by December 31, 2021. All reports must be submitted on or before January 15, 2021.

PR and management of website and social media may be extended up to April 2022, subject to approval and additional funds.

## **VIII. BUDGET**

- The total budget allocation for the project is €58,000.00 inclusive of taxes and other applicable fees, including but not limited to agency service 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.

## **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.
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.

## **XI. PAYMENT PROCEDURES**

Compliant with the procedures of the Philippine Government

- 30% initial payment upon approval of all proposed activities and PR plan
- 20% upon completion of 3 of the 5 projects
- 30% 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](mailto:anabelle@morefunphilippines.de)

### **SIGNED BY PROPONENT:**

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

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

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

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

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