

## TERMS OF REFERENCE

### PR Agency for the Roll-Out of the Love the Philippines 2024

#### I. Project Description

The Philippines Department of Tourism -Taiwan (PDOT Taiwan) is undertaking the second (2<sup>nd</sup>) phase of the campaign to push and amplify this new message to position the Philippines as a tourism powerhouse in Asia through the commissioning of the official public relations agency that will handle all the promotional campaigns, including out-of-home (OOH), print and digital advertisements, website maintenance and production of collateral materials, and consumer and travel trade give-aways.

#### II. General Information/Background

The Department of Tourism office in Taiwan is seeking a marketing and public relations (PR) agency that can develop and implement a successful plan to continue promoting the department's new branding campaign, Love the Philippines, for the remainder of 2024. The focus of this project is on print, digital, and out-of-home (OOH) advertising. This is being done in an attempt to maintain the momentum that the campaign's initial phase, which began in December 2023. Collateral materials and consumer and travel trade give-aways will also be produced to support the promotional activities.

#### III. Objectives:

- a. To professionally and strategically handle the promotion of the Love the Philippines campaign for the rest of the year;
- b. To ensure the sustained presence of the Love the Philippines in the Taiwan market;
- c. Develop, strengthen relationships and connect with key travel trade stakeholders in Taiwan;
- d. Attain optimum media exposure and visibility not limited to travel, lifestyle and leisure publications in Taiwan; and
- e. Synergize communication initiatives with the over-all Philippine tourism strategy.

#### IV. Scope of Work

**Area Coverage** : Taiwan

**Duration** : Five (5) months (February – June 2024)

##### **Services to be delivered:**

1. Advertising to include
  - a. Out of Home (OOH) Advertising to include: Billboard and MRT light Box
  - b. Digital Advertising to include e-bus stop, line news, and various digital platforms
  - c. Print media
  - d. Radio

2. Services as the official Public Relations agency for LTP, to wit;
  - a. Social Media Marketing Plan
    - Maintenance of the existing PDOT Taiwan Website, Facebook, Youtube accounts
  - b. Media PR Promotion
    - Preparation and distribution of press/news release once a month
    - Send/distribute press release in Taiwan
    - Monitoring of media reports and value
    - Provide market intelligence of other similar organizations or tourism products:
      - i. Monthly travel data report of Taiwan to Southeast Asian countries
      - ii. Data report of the web search interest/trend of the Philippines and other relevant responses of competitors (other NTOs)
      - iii. Provision of market intelligence of other similar organizations or tourism products
  - c. Conduct research and evaluation on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to the success of an organization's aims;
    - Conduct of surveys during travel fairs (execution cost included)
  - d. Assistance in DOT events in terms of invitation, preparation of kits, coverage, seeding of press releases, preparation of briefing notes and other needed write-ups;
  - e. Coverage during DOT-Taiwan events, to provide a writer to join in media coverages within Taiwan. Coverage to include traditional and new media (execution cost included);
  - f. Translation of reports, news articles, write-ups and other documents from Mandarin to English
  - g. Submit bilingual progress report not later than the 15<sup>th</sup> day of the succeeding month.
2. Production of Give-aways for the travel trade and consumers (provide samples)
3. Production of Promotional Materials such as pull-up and dropdown banners (provide designs)

**V. Initial Requirements**

Submit a Media Plan Proposal that will run for three (3) months starting from February to April 2024 and promotional material samples

**VI. Qualifications/Eligibility Criteria**

The communications specialists group must:

- a. have at least 5 years of experience in corporate communications
- b. have at least previously engaged with tourism and/or hospitality companies.
- c. have a good knowledge of Philippine holiday destinations, highly preferred
- d. have credible and competent management officers with vast experience in public relations, media marketing (tri-media and digital media), and corporate communications.

**VII. Cost**

Total Contract Price is Five Million Five Hundred Seventy-Three Thousand Six Hundred Ninety New Taiwan Dollars (NTD 5,573,690,00) inclusive of all taxes.

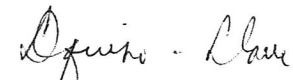
**VIII. Terms of Payment**

For the OOH and Collateral and give-aways, payment will be done upon submission of billing.

For the retainers fee as Public Relations (PR) agency, payment will be on a monthly basis after the submission of the progress report.

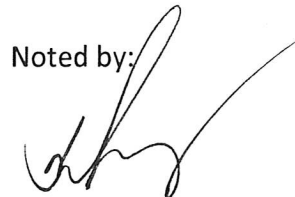
**IX. Submission (Due Date) January 25, 2024, 6:00 PM**

Prepared by:



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Noted by:



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