



June 15, 2023

REQUEST FOR QUOTATION

The Philippine Department of Tourism - London is inviting qualified companies/suppliers for digital marketing services in Spain for July to August 2023, in connection with the PDOT London's Digital Marketing Project for the Spanish market.

Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before June 30, 2023 to proposals@itsmorefuninthephilippines.co.uk, info@itsmorefuninthephilippines.co.uk or jing@itsmorefuninthephilippines.co.uk.

Thank you and we look forward to receiving your proposals.

Sincerely yours,

GERARD O PANGA

Tourism Attaché

Philippine Department of Tourism - London



TERMS OF REFERENCE

Project Title : Digital Marketing Project for Spain
Job Specification : Digital company that will provide strong digital presence for PH
Duration : July-August 023

I. BACKGROUND:

As part of the PDOT London's continued efforts to intensify promotional and marketing efforts in the Spanish market to position the Philippines as a top holiday destination in Asia for ~Spanish tourists, we propose to stage a Digital Marketing Project for the Spanish Market. This project will provide a platform for the Philippines to be visible and at the same time accessible to the Spanish travelers online. While all its neighbors and competitors in the region has established strong digital presence, the Philippines can very well stay on the game by sharing the stage and creating its own digital following in the Spanish market through a Digital Marketing Project.

II. PURPOSE / OBJECTIVES

The Department of Tourism (PDOT) needs the services of a digital company that can provide a customized digital marketing package for the country's tourism offerings. It is aimed to achieve the following;

- To sustain/ the Philippines' presence in the digital platform through continued features/ e-newsletters that provide updates about the Philippines;
- To provide an online platform for the Spanish travelers to access information about the Philippines anytime that they need travel-related information;
- To create a customized digital platform that will feature the various tourist destinations of the Philippines including specialized tourism products such as diving food, etc.;

III. CAPABILITY REQUIREMENTS

- Must be a Spain-based/ registered company
- Must be capable of providing the requirements of PDOT London
- Must be willing to provide the services on a send-bill arrangement

IV. DELIVERABLES/ REQUIRED SERVICES

1. Online Display, Newsletter (recurrent mailings)
2. Microsite
3. Online Display
4. Social Media Campaign
5. End of Campaign Report

V. CONTRACT DURATION

The above service contract duration is from June to August 2023 , or upon the issuance of the Notice to Proceed (NTP).

VI. BUDGET

The budget allocation for the above project is Three Thousand Euros (Euros3,000) inclusive of all applicable taxes.

Payment shall be processed upon the submission of the invoice and the report.

The winning quotation/ proposal will be based on the lowest proposed bid price and compliance to the required specifications of the requested product/s.

Prepared by:



GERARD O. PANGA

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Philippine Department of Tourism-London