

## **TERMS OF REFERENCE**

### **I. PROJECT TITLE: Integrated Marketing Services for PDOT – London**

### **II. OBJECTIVE:**

To be able to integrate, gather data, understand travel behavior of the market and apply creative solutions that local market responds to. Apply findings in creative solutions.

### **III. DELIVERABLES AND GUIDELINES**

A. PDOT-London needs the services of a Company that will be able to deliver the following:

#### **Social Media:**

- Content Management (FB, Twitter, Instagram, Pinterest)
- News and Promo Packages Information Updates
- Continuous Aesthetics and UX Improvement
- Trade and Consumer Monthly E-newsletter dissemination
- Targeted Consumer Social and Digital Advertising Professional Fee
- Blogger/social media trip best practice for content press trip
- Run and manage campaign generator tools and software application for consumer competitions

#### **Analysis:**

- Input all data gathered from various platform into SPSS tool for cross platform year-end analysis.

#### **Deliverables:**

- Communication Plan for the duration of the contract
- Weekly content plan for all platforms
- Daily posts (strategic content) on the PDOT UK Facebook page
- Daily tweet (once/day)
- Instagram picture share (once/month)
- Pinterest 3 pins (three/month)
- Average response time to 5 minutes for consumer concerns as community management
- eCRM communications via one Trade Newsletter (once/month)
- eCRM communications via one Consumer Newsletter (once/month)
- Campaigns (11 campaigns/competitions)
  - Set up/ Mechanics/ Instrumentation
  - Digital integration across all platforms
  - Campaign management
  - Contest monitoring
  - Answering contest concerns
  - Reporting and documentation

- Blogger Trip
  - Organize and manage trip for new content (airfare/accommodations not included)
  - Social media updates
    - Reporting and documentation
- Reporting
  - Monthly comprehensive report on all deliverables
  - Year end report and analysis, recommendation based on data and information, campaign results.

**KPI's:**

- **Social Media**
  - Increase FB, Twitter, Pinterest and Instagram fans by 50% from turnover to the end of the year.
  - Improve overall consumer engagement
    - Quality of posts
    - Tone and communication style to local linguistic
    - Responses, tags
    - Fun, engaging quality content distinctly Filipino with European flair, taste and cultural mindfulness.

B. The proponent, in its design and delivery of the service, shall adhere to the following guidelines:

1. The main push for the integrated campaign should drive towards positioning the Philippines as:
  - The “new exotic”
  - Latin country in Asia
  - Cool
  - Trendy
  - New must destinations to go to for long haul travel
  - Home to the “Most beautiful island in the world”
  - Easy
  - City of Smiles
  - Non-complicated
  - Relaxing
  - Accessible via direct flight and regular flights through Asian and Middle East Hubs
2. Depicted in social media platforms with content that are relevant to the UK market with quality selection of content such as:
  - Photographs
  - Testimonials
  - News/Articles
  - Creative Content
  - Booking links to partner OTA/TO's (Online Travel Agents/Tour Operators)
3. Proponent should be able to deliver services that will serve the purpose and objectives as indicated in this Terms of Reference.
4. The bidder should have expertise and experience relative to the service being required by PDOT London and should have a physical office based in the UK, preferably in London.

**IV. DOCUMENTARY REQUIREMENTS**

Bidders are required to submit the following together documents together with their proposal:

- Business Registration Document
- Latest Tax Certificate
- Company Portfolio including company background and relevant previous sample of work

#### **V. BUDGET ALLOCATION:**

The budget allocated for integrated marketing services for a 6-month contract duration (June to December, 2016) is **GBP15,000 or GBP2,500.00 per month** (GBP15,000 approximately PHP1,050,000 @ GBP1 = PHP70), inclusive of VAT. Contract will be subject to evaluation on the third and 5<sup>th</sup> months and may be extended for another six months)

*The winning bid, however, shall be determined by the Philippines Department of Tourism – London based on the proposal with the most acceptable design and advantageous financial cost, provided that the amount of the bid does not exceed the above said budget.*

#### **VI. PAYMENT PROCEDURE**

Payment will be on services rendered basis.