

TERMS OF REFERENCE

I. PROJECT TITLE: Philippines Mobile App

II. OBJECTIVE :

To set-up a self-promoting and information sharing mobile app for the Philippines Department of Tourism (PDOT) in the United Kingdom. The aim is to provide mobile friendly features and functionalities targeted specifically for the British and other European travelers coming to the Philippines.

III. FEATURES AND FUNCTIONALITY:

The main concept functions of the mobile app shall be to:

a. Integrate Consumer Campaigns audience from offline activities to drive online, which enables the Philippines Department of Tourism to gather consumer data to understand audience better and gather, segment and build a communications strategy for further consumer marketing endeavours.

b. Be a platform for disseminating consumer facing content to entice brand awareness, brand engagement, brand building and create brand loyalty for conversion and retention.

c. Be a platform for digital consumer activations and various creative solutions for the brand to create a tasteful audience with the guidelines for aspirational feel-good and positive content such as:

- Hip
- Cool
- Trendy
- New must destinations to go to for long haul travel
- Home to the “Most beautiful island in the world”
- Easy
- Happy
- Non-complicated
- Relaxing

Depicted in various collections and strategically designed UX with a clean, European feel interface filled with PDOT owned and selection of third party links to:

- Photographs
- Videos
- Music
- Blogs
- Travel Guides
- Testimonials
- News/Articles
- Creative Content
- Booking links to partner OTA/TO's (Online Travel Agents/Tour Operators)

IV. DELIVERABLES AND GUIDELINES

- Proponent should be able to deliver an app that will serve the purpose and objectives and will have the features and functionalities as indicated in this Terms of Reference.
- 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.
- The proponent, in its design and delivery of the service, shall adhere to the following guidelines:
 - The look and feel should be similar (but not duplicating content) with the PDOT site www.itsmorefuninthephilippines.co.uk
 - Download should be available on the PDOT website, App Store and Google Play Store/Android app stores.
 - The font, pantone, images are existing and will follow “branding guidelines” based on global branding directives from our head office.
 - Content, images, videos, articles are provided and already on hand, except for the additional things that will make it a “great” app, not just a good travel app, like an interactive map specifically for a persona/category. The app is expected to be the platform for bringing positive messages, image and sense of recall for the Philippines as a tourism destination.
 - The bidder is expected to prepare and deliver an app according to industry best practice
 - Target date to deliver the functional app is **April 22, 2016**.
- The proponent should be in close coordination and consultation with PDOT London Office during the design and conceptualisation of the the app to ensure its suitability and timely delivery.

V. 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

VI. TIMEFRAME (2016)

March 31:	Submission of proposals
April 1 to 18:	Preparation of the app (including regular consultation meetings with PDOT London
April 19:	Presentation of the app to PDOT London
April 19 to 21:	Work on needed revisions/enhancements/etc., as needed
April 22:	Functional app should be ready for download
April 24:	Official launch of the app in conjunction with the Waterloo Station Domination

VII. BUDGET ALLOCATION:

Maximum budget allocated for the development of the mobile application is **GBP7,500.00** (XE conversation rate 1GBP= 66.66PHP or equivalent of Php500,000.00), inclusive of VAT, which will cover the development man hours to render services for the above mentioned. Software, tools and third party applications and other requirements that may be necessary to deliver the services required shall be included in the stated budget allocation.

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

To be negotiated with supplier but as much as possible, should be on services rendered basis.