



TERMS OF REFERENCE

I. PROJECT: PHILIPPINE DESTINATIONS CONSOLIDATED AND INDIVIDUAL BROCHURES

II. DESCRIPTION

The Tourism Promotions Board, through PDOT-London, is looking for a qualified company that will be able to produce Philippine destinations consolidated and individual brochures which will be used for various projects and campaigns

III. OBJECTIVES

- Uplifting the visual/written representation of the Philippines through the use of a European/International editorial-style layout/design
- Presenting the latest information about the Philippines
- Creating a contemporary stylish, cool and inspiring promotional tool
- Producing a more cost-efficient promotional material

IV. DELIVERABLES AND SCOPE OF WORK

DELIVERABLES:

An all-in-one editorial-style (1) consolidated destinations brochure and (2) individual destinations leaflets which will be used to promote the best of what the Philippines has to offer as a travel destination for holidays, meetings, incentives, conventions, events and exhibitions.

A. Consolidated Brochures

1. Proposed content:

The proposed consolidated brochure will be in a magazine-style publication which may include the following proposed sections:

- Welcome Message
- Feature on current/relevant Philippine travel topics/trends
- Features on key destinations: Cordillera, Ilocos, Central Luzon, Metro Manila, Southern Luzon, Palawan, Bicol, Cebu, Bohol, Eastern/Western Visayas, Boracay, Siargao, Negros province, Davao, Mindanao
- Philippine facts/guide
- Directory
- Maps
- Sample fun itineraries

Important: Final destinations and outline/sections will be decided in consultation with PDOT London. Chosen supplier needs to obtain sign off from PDOT London before finalizing production.

2. Format

Size: 220mmx 220mm, total 58 pages including cover
Print finish: full colour
Paper: 100 gsm on Silk matte / matte high quality paper
Binding: Hi-spec book-bound finish
Quantity: 10,000 pcs

Important: The above may be subject to change in order to produce the best final results. Final format specs should be agreed with PDOT London before finalization.

B. Single Destination Versions

1. Proposed content:

The proposed single destination brochure will be printed in a hi-spec / creative finished product and to contain the following components

- Destination photos as appropriate
- Destination write-ups
- Fast facts/guide
- Contact details
- Maps
- Sample fun itineraries
- All branding elements according to guidelines
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Important: Final destinations and content will be decided in consultation with PDOT London. Chosen supplier needs to obtain sign off from PDOT London before finalizing production.

2. Format

Size: A5, total 6 pages, folded
Print finish: full colour
Paper: 100 gsm on Silk matte / matte high quality paper
Quantity: Total of 8,000 pcs (1,000 pcs per destination)

Important: The above may be subject to change in order to produce the best final results. Final format specs should be agreed with PDOT London before finalization.

SCOPE OF WORK:

The supplier will cover the following:

- Research and preparation of destination editorials / write-ups, artworks and mocks, editing and design. Supplier to ensure the validity and correctness of all information and photo rights of all materials to be included in the final product.
- Provision of photographs. Supplier, may in some reasonable instances, request the assistance of PDOT London / TPB in providing photos
- Consultation with PDOT London on all stages of preparation and production and getting of sign-offs from PDOT London as necessary and before final production/printing
- Production of initial copies of materials as specified herein

- Transfer/Delivery of all raw materials and editable print ready materials. Copyright should be transferred to PDOT London and TPB upon delivery of services.

V. TIMELINE

26 November:	Submission of Proposals
26-28 November:	Evaluation and Selection of Winning Supplier
3 December:	Mock-up presentation, followed by 2-4 weeks of implementation, editing and design
21 December	Design Approval and sign-off
29 December	Print Delivery deadline

VI. DOCUMENTARY REQUIREMENTS

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

- Business Registration Document
- Company Portfolio including company background and relevant previous sample of work
- Latest Tax Certificate / Proof of Filing
- Proposal including design mocks, sample paper/material and other specs as necessary

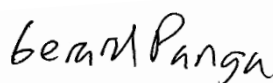
VII. BUDGET

GBP26,000 (inclusive of VAT) to include content writing, editing, design, printing and delivery.

VIII. PAYMENT PROCEDURE

100% upon full delivery of the service

Prepared by:



GERARD O. PANGA

Tourism Attaché

Philippine Department of Tourism – London