



## TERMS OF REFERENCE

**I. PROJECT TITLE:** PR Company for PDOT London Integrated Consumer Campaign and Special Events

**II. OBJECTIVE:**

To be able to assist in media and press information dissemination for the Philippine Department of Tourism-London's (PDOT-London) market development and marketing initiatives through various multi-channel, integrated online and offline activities and campaigns.

**III. BRIEF DESCRIPTION**

The Philippines Department of Tourism in London will be embarking on several projects in 2016 targeting both the travel trade and the consumers. These projects include:

**A. Integrated Consumer Campaign**

1. Rail Station Domination / Immersion Zones
2. Philippines Day at Trafalgar Square
3. Philippines Happy Hour (in selected pubs and clubs in London)
4. Amazon Kindle Campaign
5. Competition on ITV
6. Philippines App
7. Year-long Holiday Competition

**B. Travel Fairs**

1. Birmingham Dive Show
2. World Travel Market

**C. Travel Trade Development Activities**

1. Tour Operators Mega Famtrip
2. Twinning Program with Singapore Airlines
3. Joint Promotions Projects with the UK Travel Trade
4. Training and Seminars
5. E-learning
6. Networking Events
7. Marketing Support

**D. Digital Marketing Activities**

1. Social Media Campaign
2. Bloggers Evening
3. Blogger Trip
4. E-news

**E. Press Trips**

The services of a PR company in terms of press service and publicity activities are deemed necessary to ensure that correct and timely information on the Philippines' promotions efforts and activities reach the targeted audiences. Media assistance is also keen in terms of sourcing, selection and screening of media to be invited to the Philippines for press trips.

#### **IV. DELIVERABLES AND GUIDELINES**

PDOT-London needs the services of a PR Company that will be able to deliver PR service for the following:

##### **A. Integrated Consumer Campaign**

- Information dissemination and publicity hype through press releases on tri-media and digital platforms about each campaign:
  - a. Rail Station Domination / Immersion Zones
    - Two weeks before, during and one week after the activity
  - b. Philippines Day at Trafalgar Square
    - 30 days before, during and one week after the event
  - c. Philippines Happy Hour (in selected pubs and clubs in London)
    - 30 days before, during and one week after the event
  - d. Amazon Kindle Campaign
    - 30 days before, during and one week after the activity
  - e. Competition on ITV
    - 30 days before, during and one week after the activity
- Production and distribution of press and photo releases based on a schedule to be approved by PDOT
- Invitation of press for special press coverage and press events related to the event

##### **B. Travel Fairs**

- Media interview assistance – invitation, screening and documentation of interviews
- Travel trade meetings assistance - invitation, screening and documentation of meetings
- Production and distribution of press and photo releases based on a schedule to be approved by PDOT-London
- Invitation of press for special press coverage and press events related to the events
- Information dissemination and publicity hype through press releases on tri-media and digital platforms about the event

##### **C. Travel Trade Development Activities**

- Production and distribution of press and photo releases based on a schedule to be approved by PDOT
- Invitation of press for special press coverage and press events related to the events
- Information dissemination and publicity hype through press releases on tri-media and digital platforms about the activities as necessary and based on approved schedule by PDOT-London

##### **D. Digital Marketing Activities**

- Production and distribution of press and photo releases based on a schedule to be approved by PDOT-London
- Invitation of press for special press coverage and press events related to the events
- Information dissemination and publicity hype through press releases on tri-media and digital platforms about the activities as necessary and based on approved schedule by PDOT-London

##### **E. Press Trips**

- Sourcing and screening of media for press trips throughout the year
- Coordination with invited media
- Preparation of press trip briefing papers
- Reporting and documentation of the activity, media reach, media values, etc.
- Monitoring of commission release, publication, airing, as applicable
- Maintenance and submission of media data base

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

1. The main push for the PR 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 various strategically picked publications that are popular and credible 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 PR 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.

#### 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)

- April 15: Submission of proposals  
April 18: Selection of winning bid  
April 19: Initial meeting with PDOT-London  
April 24: First activity – Waterloo Station Domination

#### VII. BUDGET ALLOCATION:

The budget allocated for PR services for a 5-month contract duration (April 19, 2016 to September 18, 2016 to cover until Trafalgar Square event) is **GBP7,500.00** (approximately PHP495,000 @ GBP1 = PHP66), inclusive of VAT. Contract will be subject to evaluation on the third month and may be extended for another five 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.*

#### VIII. PAYMENT PROCEDURE

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