

26 April 2021

INVITATION TO BID

The Philippine Department of Tourism-Taiwan (PDOT-Taiwan) is in need of services of a well-experienced Public Relation Agency (PR) for 2021. The PR Agency will focus on public relations and online/digital marketing campaigns to promote the Philippine Tourism and position the Philippines as essential or a must-visit destination in the Southeast Asia for the Taiwan Market.

Interested party may submit their proposal following the attached Terms of Reference on or before 6:00 PM, 3 May 2021 to:

Philippine Department of Tourism-Taiwan
2F., No. 55/57, Zhouzi Street, Neihu District
Taipei 114, Taiwan
Fax : +886 2 2658-2836
Email: philtour@ms57.hinet.net



HAZEL HABITO-JAVIER
Tourism Attache



TERMS OF REFERENCE

Web Maintenance – PDOT Taipei Website 菲律賓觀光

I. Project Description

The Philippines Department of Tourism office in Taiwan is proposing to continue engaging with the services of a Public Relation Agency (PR) for 2021. In line with our objectives, focusing on public relations and online/digital marketing campaigns to promote the Philippine Tourism and position the Philippines as essential or a must-visit destination in Southeast Asia for the Taiwan market.

II. General Information/Background

The Philippines Department of Tourism – Taipei is in search of a marketing and PR agency that can plan and execute an effective strategy for 2021, specifically focused on digital/mobile, travel-trade, and consumer/travelers, with the aim to strengthen awareness of the destination, drive forward the PH brand in new directions, and contribute to recovery of the market post-pandemic.

After the generating a milestone in 2019, this office thought that such feat can be carried out in 2020 through the help of a PR agency. While marketing plans and tactics are laid and prepared, this office and all global tourism organizations were caught unprepared by the pandemic. Indeed, we are in this unprecedented moment where everyone is doing its best to curb the negative spell brought about by the crisis. This office, together with the current PR agency are working closely to ensure that amid the crisis promotional plans (modest implementation) are still being implemented, that the Philippines is still viewed as a fun destination for the tourists particularly for the Taiwanese travelers.

Further, PDOT-Taipei looks forward to becoming more and more open to creative tactics and activations to push forth the recovery and gain the momentum of PH tourism in Taiwan amidst the pent-up demand for travel.

III. Objectives:

- a. Generate widespread, positive and on-message media coverage for the Philippines as a prime travel destination in Southeast Asia not limited to being simply an island destination;
- b. Build greater awareness in the Taiwan market about the unique experiences that the Philippines has to offer and enhance overall positioning as a prime tourist destination;
- c. Develop, strengthen relationships and connect our organization with key media people in Taiwan;

- d. Attain optimum media exposure and visibility not limited to travel, lifestyle, and leisure publications in Taiwan; and
- e. Synergize communication initiatives with the over-all Philippine tourism strategy.

IV. Scope of Work

Area Coverage : Taiwan
Duration/Implementation : Twelve months (May 10, 2021 – May 09, 2022)

Services to be delivered:

1. Preparation and distribution of press/news releases at least once a month for various online publications that are popular in Taiwan;
2. Compilation and monitoring the media value of media clipping reports both digital and print on a monthly basis;
3. Management of media enquiries and activities to include familiarization tour, news conferences and invitation of media to Philippine events etc.;
4. Build and leverage strong media relationships to get an insiders' view on how the industry evolved or progress;
5. Production of multimedia content to visually support the digital PR plan and attract more viewers;
6. Actively handle, maintain, and update social media accounts such as Facebook and YouTube of the PDOT -Taipei by creating content marketing in an interactive and innovative way using up to date technology on a regular basis (can be agreed later on the frequency of posting/updating of the social media accounts);
7. Provide market intelligence of other similar organizations (other NTOs) or tourism products;
8. Conduct research and evaluation on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to the success of an organization's aims;
9. Assistance during press conferences in terms of media invitation, preparation of media kits, coverage, seeding of press releases, preparation of briefing notes and other needed write-ups;
10. Coverage during DOT-Taiwan events, PR agency shall assign a writer to join in media coverages within Taiwan. Coverage to include traditional and new media;
11. Develop a strategy for foreseeable recovery of the market; and
12. Submit bilingual progress report not later than the 15th day of the succeeding month.

V. Initial Requirements

Submit a Media Plan Proposal for the year 2021

VI. Qualifications/Eligibility Criteria

The communication specialists' group must:

- a. have at least 3 years of experience in corporate communications
- b. have at least previously engaged with Tourism and/or hospitality companies
- c. have credible and competent management officers with vast experience in Public relations, Media Marketing (tri-media and digital media) and Corporate Communications
- d. Team must have at least 2 personnel excellent/proficient in English (written and oral) and Mandarin languages
- e. At least 2 experts (sufficient knowledge) of Philippine holiday destinations/Philippine Tourism highly preferred

VII. Cost

Retainers fee: NTD 135,900/monthly for 12 months

VIII. Terms of Payment

Payment will be done monthly one day after the submission of the progress report. If the payment date falls on a weekend or a holiday, payment will be made the following working day.

IX. Ownership and Special Conditions of the Contract

- All concepts and original materials produced including but not limited to, photos, videos, news articles, speeches, feature stories in conjunction with this project shall be owned by the Philippine Department of Tourism and Tourism Promotions Board with full exclusive rights on future use thereof both in the Philippines and internationally.
- All output of the service provider is subject for approval of DOT-Taiwan Director prior to release and any other form of publicity
- Contract ends upon completion of 12-month service.

X. Submission (Due Date)

Submit on or before May 03, 2021