

28 September 2021

INVITATION TO BID

The Philippine Department of Tourism-Taiwan (PDOT-Taiwan) is in need of services of a well-experienced Online Advertising Maintenance Company for the website maintenance requirement of the Philippine Department of Tourism Taiwan relative to its advertising and marketing promotion.

Interested party may submit their proposal following the attached Terms of Reference on or before 6:00 PM, 08 October 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

PROJECT: Maintenance of PDOT Taiwan Website and Mobile and Online Marketing for PDOT-Taiwan

DURATION: 12 Months upon receipt of Notice to Proceed and Signing of Contract

BACKGROUND:

The website and mobile application are to be utilized to market the Philippines and complement its promotion and communication strategies of its tourism campaigns in Taiwan. PDOT needs to maintain & develop contents for online marketing and web database.

OBJECTIVES:

- To promote the Philippines and its events to the Taiwan population.
- To develop & design the current website structure in line with DOT's tourism campaign.
- To strengthen the current mobile app by updating existing content in terms of new locations, destinations, and directory.
- To promote various tourist destinations in line with DOT's It's More Fun in the Philippines campaign using the different online platforms, website, mobile app and social media.
- To serve as PDOT's official website portal for information dissemination.

ELIGIBILITY CRITERIA

Online Advertising Agency must have at least five (5) years of experience in preparing, executing web/mobile design development, and maintenance of online marketing projects specifically in the tourism industry. DOT-Taipei highly prefers an agency with previous experience in handling website development, maintenance, web/mobile design, and online marketing.

To ensure that DOT-Taipei website ranks well on search engines and attracts higher numbers of visitors, Website maintenance agency/designers must be well-conversant/familiar with search engine optimization techniques. They must coordinate well with our office or content providers (DOT official PR agency and other DOT offices) to ensure updated supply of high-quality, original content that reflects popular search terms.

They must also ensure that their designs are easy for search engines to navigate and index.

SCOPE OF WORK:

- a. Maintenance of Website Design, Development and Hosting (continuous update)
 - Design, layout of contents and special features
 - Mandarin Version
 - Translate website contents in Mandarin language (maximum 70 pages excluding downloadable materials to be provided by PDOT)
 - Website maintenance and update
 - Domain Registration
 - Website accessible to smartphones.
 - Scanning and conversion of materials to pdf for downloading.
 - Web and Database Hosting
- b. Content Updating of Mobile Application
Features:
 - Tourist Spot Directory – showcase popular tourist destinations with description, contact information and map.
 - i. Bohol
 - ii. Boracay
 - iii. Cebu
 - iv. Clark
 - v. Davao
 - vi. Metro Manila
 - vii. Palawan
 - viii. Subic
- c. Website Content Update and Development
 - Ensure that PDOT Taiwan website is being updated in a timely manner
 - Develop new contents to be pre-approved by PDOT Taiwan
- d. Placement of advertisement thru enhance engagement by GDN banner or keywords
- e. Monthly Output and report generation- provide accurate and detailed performance reports with professional analysis

GENERAL SPECIFICATIONS:

- a. The target market is the Taiwan internet and smartphone users
- b. Media formats to be utilized should be available in Taiwan. Target includes desktop and mobile users.

- c. Site should be user friendly and mobile responsive with a simple site map. Site contents should follow the DOT sitemap.
- d. Developer may utilize DOT/TPB photo archives and in the event of usage of non-DOT/TPB photos, the developer will be responsible in acquiring the copy rights and corresponding fee.
- e. Website design should be aligned with DOT's "It's More Fun in the Philippines" and other campaigns.
- f. Interactive, social networking and community-based applications popularized in Taiwan are encouraged
- g. Webpage should be available in Mandarin language; however, internet event participation will be limited to Taiwan nationals/ residents
- h. Webpage should have a monitoring mechanism, one for the general visitors and visitor traffic.
- i. Translation will be limited to only web contents and does not include the downloadable materials.
- j. Developer is encouraged to recommend other IT applications to spruce the website, particularly if said format is highly popular in Taiwan.
- k. Cost includes equipment for video streaming server and related equipment
- l. The team handling this project should have at least one person permanently assigned/responsible for the regular monitoring and updating of the website.

Technical Requirement:

- 5-year record on marketing webpage and mobile app development preferably tourism industry.
- 5- year experience with online projects servicing the Taiwan market
- Composition of team members, particularly designation of an individual who will administer and manage the social media pages.
- Presentation of web concept and online events.
- Presentation of apps concept to support the selected travel agents.

The total budget for the twelve (12) month engagement is Six Hundred Eighty Thousand New Taiwan Dollar (NT\$ 684,000.00) or monthly fee of Fifty Seven Thousand New Taiwan Dollars (NT\$57,000.00)