



8 November 2021

INVITATION TO BID

The Philippine Department of Tourism-Taiwan (PDOT-Taiwan) is in need of services of a well-experienced advertising company for the online, print and OHH advertising and booth consumer activation activities requirements of the Philippine Department of Tourism Taiwan relative to it's participation in the Taipei Tourism Expo 2021 and Kaohsiung International Travel Fair 2021.

Interested party may submit their proposal following the attached Terms of Reference on or before 6:00 PM, 15 November 2021 to:

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Taipei 114, Taiwan
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TERMS OF REFERENCE

ONLINE, PRINT, OOH ADVERTISING PLACEMENT AND BOOTH CONSUMER ACTIVATION ACTIVITIES RELATIVE TO PARTICIPATION IN THE TAIPEI INTERNATIONAL TRAVEL FAIR 2021 AND KAOHSIUNG INTERNATIONAL TRAVEL FAIRS

I. BACKGROUND:

The Philippine Department of Tourism Taiwan will actively participate in the upcoming travel fairs: Taipei Tourism Expo (TTE) and Kaohsiung International Travel Fair (KITF). These events are being held annually and considered as the biggest in northern and southern Taiwan, respectively. The event organizers are the associations of the travel agents in their respective areas and supported by various National Tourism Organizations such as DOT-Taiwan.

Though last year exhibitions' performances were not as par as compared to previous years due to current pandemic that continuously impacting the tourism and travel industry, PDOT Taiwan deemed it necessary to make representation in these travel fairs to show support to the industry associations and to sustain our presence in the market. In addition, PDOT Taiwan should also join all the events where our close competitors such as Thailand, Malaysia, Palau, Japan, and other NTOs are joining.

Despite of no actual/onsite sales generated from previous year's participation in travel fairs, these events will serve as venues for our consumer activation, platform for our market research/survey, venue to connect with consumers, and a place where we can secure a number of business leads through our key agents who will help us promote PH tourism products such as ESL and diving.

It is therefore necessary to engage an advertising agency who will place online and print advertising, and conduct consumer activation during the travel fairs to increase the market's engagement to PDOT Taiwan's social media accounts.

II. SCOPE OF WORK/DELIVERABLES

1. ONLINE AND PRINT ADVERTISING

A. Taipei Tourism Expo

[Philippine, Department of Tourism] 2021 Taipei Tourism Expo Project Media Plan						2021/10/15
Digital Online Media	Size	Estimated Impressions	Estimated CTR	Estimated Click	Period	Media Vaule in Total (Tax Included)
Facebook POST AD	1200*628 or 1080*1080	260,740	N/A	N/A	11/16-11/29(12:00)	\$70,400
Google Banner AD	300*250,728*90,160*600,120*600,320*50	214,545	0.55%	1,180	11/16-11/29(12:00)	\$23,600
Digital Online Media	Media Platform				Period	Media Vaule in Total (Tax Included)
Online Press Release (synchronized to publish at least 4 media platforms)	TR Omnimedia Travel				1 POST	\$97,000
	LINE Today Travel					
	Pchome Travel					
	HiNet Travel					
	Sina Travel					
	China Times LifeStyle					
	UDN Travel					
	Truemii Travel					
B2B Media	Size				Date	Media Vaule in Total (Tax Included)
Travel Rich Weekly E-Magazine	1 page Editorial Ads / H36.5cm x W24.5cm				-	Free of Charge
OOH MRT Media	Spedfication	Size		Period	Media Vaule in Total (Tax Included)	
MRT Chiang Kai-Shek Memorial Hall D-C02	B1 Concourse Level / Light Box *1 Unit	W380*H174(cm)		11/3-1/2	\$100,000	
Media Cost						
TOTAL (Tax Included)						\$291,000

B. Kaohsiung International Travel Fair

【Philippine, Department of Tourism】2021 Kaohsiung Travel Fair Project Media Plan						
Digital Online Media	Size	Estimated Impressions	Estimated CTR	Estimated Click	Period	Media Vaule in Total (Tax Included)
Facebook POST AD	1200*628 or 1080*1080	303,703	N/A	N/A	12/7-12/20(12:00)	\$82,000
Google Banner AD	300*250,728*90,160*600,120*600,320*50	254,545	0.55%	1,400	12/7-12/20(12:00)	\$28,000
Digital Online Media	Media Platform				Period	Media Vaule in Total (Tax Included)
Online Press Release (synchronized to publish at least 4 media platforms)	TR Omnimedia Travel				1 POST	\$97,000
	LINE Today Travel					
	Pchome Travel					
	HiNet Travel					
	Sina Travel					
	China Times LifeStyle					
	UDN Travel					
Truemii Travel						
B2B Media	Size				Date	Media Vaule in Total (Tax Included)
Travel Rich Weekly E-Magazine	1 page Editorial Ads / H36.5cm x W24.5cm				-	Free of Charge
OOH LED Media	Location	Specification			Period	Media Vaule in Total (Tax Included)
Kaohsiung City Hanshin Arena Shpping Plaza Area	No. 2, Bo'ai 3rd Rd., Zuoying Dist., Kaohsiung City	30 sec(s) - 1,530 times for 15 days 6 times per hour/AM06:00-PM23:00/17 hours per day			12/6-12/20	\$84,000
Media Cost						
TOTAL (Tax Included)						\$291,000

2. BOOTH CONSUMER ACTIVATION

A. Taipei Tourism Expo

Taipei Tourism Expo Consumer Activation Activities				
活動項目 Activity	內容說明 Description	執行長度 Duration	數量 Quantity	備註 Note
Sari Sari Store	菲律賓進口飲料 Drink	4天 (Day)	240份(pcs)	一天一場: 60份/場 1 session per day / 60 sets of snack and beverage per session per day
	菲律賓製餅乾點心 Snack (內容物價值隨機混搭)		240份(pcs)	
	場佈道具 (Set Staging)		1式(Set)	
Pinball	彈珠台租借 (Pinball Rental)	4天 (Day)	1座 (pcs)	一天兩場: 30份/場 60份/日 - One session per day - estimated 30pcs per session and 60pcs per day
	彈珠台底圖設計與輸出 (Pinball Visual Design & Wrap)		1式(pcs)	
	製作物運費 Delivery (含取貨與送回計作一趟 - Round-Trip)		1趟 (Trip)	
Fun Puzzle	拼圖道具設計與製作 Puzzle Design & Production	4天 (Day)	6(set)	一天兩場: 30份/場 60份/日 - One session per day - estimated 30pcs per session and 60pcs per day
	遊戲台底圖設計與輸出 (Visual Design & Wrap)		1式(pcs)	
Others	活動主持人1名 (Event Host)	4天 (day)	1名 (ppl)	每日工作時間:10.30am - 4.30pm (中間休息30分鐘) Daily Working Hours: 10.30am - 4.30pm (30 mins lunch break inclusive)
	現場活動製作物設計與製作 Promotional Collaterals Design & Production		1式(set)	活動節目表易拉展*1、展場宣傳手舉牌*1、手持立牌*4 Program Rundown Standee*1, Hand-holding Signage*1, Hand-holding board*4
	音響器材 (無限麥克風*1支、擴大機) audio equipment (wireless MIC*1 pcs, amplifier)		1式 (set)	

PR Handle Charge	人力：專案監督*1名 Manpower- Project Supervisor *1	4天 (day)	1位 (ppl)	
	工讀生招募與教育訓練 PT Staff Recruitment & Training		1回 (time)	
	出動行政支出: 交通費、住宿費與其他項目雜支 Administrative Expense : transportation, accommodation and other miscellaneous etc.		1式(pcs)	
	新聞稿撰寫與媒體連繫 Press Release Drafting and Distribution		1回 (time)	
	活動結案報告製作 Final Report Preparation		1式(pcs)	
B2B news report	旅奇週刊單頁報導 TravelRich Weekly magazine *1 spread report		1期(Vol.) Special offer for free	
[News Release] arrange to expose on 3-6 news channels include TravelRich.com	news on Travelrich.com		3-6 news clips Special offer for free	
	Travelrich's news on TR Omnimedia			
	Travelrich's news on Pchome			
	Travelrich's news on LINE TODAY			
	Travelrich's news on Hinet.com			
	Travelrich's news on Sina			
		Total (tax included)		\$208,000

B. Kaohsiung International Travel Fair

Kaohsiung International Travel Fair Activation Activities				
活動項目 Activity	內容說明 Description	執行長度 Duration	數量 Quantity	備註 Note
Sari Sari Store	菲律賓進口飲料 Drink	4天 (Day)	240份(pcs)	一天一場: 60份/場 1 session per day / 60 sets of snack and beverage per session per day
	菲律賓製餅乾點心 Snack (內容物價值隨機混搭)		240份(pcs)	
	場佈道具 (Set Staging)		1式(Set)	
Pinball	彈珠台租借 (Pinball Rental)	4天 (Day)	1座 (pcs)	一天兩場: 30份/場 60份/日 - One session per day - estimated 30pcs per session and 60pcs per day
	彈珠台底圖設計與輸出 (Pinball Visual Design & Wrap)		1式(pcs)	
	製作物運費 Delivery (含取貨與送回計作一趟 - Round- Trip)		1趟 (Trip)	
Fun Puzzle	拼圖道具設計與製作 Puzzle Design & Production	4天 (Day)	6(set)	一天兩場: 30份/場 60份/日 - One session per day - estimated 30pcs per session and 60pcs per day
	遊戲台底圖設計與輸出 (Visual Design & Wrap)		1式(pcs)	
Others	活動主持人1名 (Event Host)	4天 (day)	1名 (ppl)	每日工作時間:10.30am - 4.30pm (中間休息30分鐘) Daily Working Hours: 10.30am - 4.30pm (30 mins lunch break inclusive)
	現場活動製作物設計與製作 Promotional Collaterals Design & Production		1式(set)	活動節目表易拉展*1、展場宣傳手舉牌*1、 手持立牌*4 Program Rundown Standee*1, Hand- holding Signage*1, Hand-holding board*4
	音響器材 (無限麥克風*1支、擴大機) audio equipment (wireless MIC*1 pcs, amplifier)		1式 (set)	

PR Handle Charge	人力：專案監督*1名 Manpower- Project Supervisor *1	4天 (day)	1位 (ppl)	
	工讀生招募與教育訓練 PT Staff Recruitment & Training		1回 (time)	
	出勤行政支出： 交通費、住宿費與其他項目雜支 Administrative Expense : transportation, accommodation and other miscellaneous etc.		1式(pcs)	
	新聞稿撰寫與媒體連繫 Press Release Drafting and Distribution		1回 (time)	
	活動結案報告製作 Final Report Preparation		1式(pcs)	
B2B news report	旅奇週刊單頁報導 TravelRich Weekly magazine *1 spread report		1期(Vol.) Special offer for free	
[News Release] arrange to expose on 3-6 news channels include TravelRich.com	news on Travelrich.com		3-6 news clips Special offer for free	
	Travelrich's news on TR Omnimedia			
	Travelrich's news on Pchome			
	Travelrich's news on LINE TODAY			
	Travelrich's news on Hinet.com			
	Travelrich's news on Sina			
		Total (tax included)		\$208,000

III. TECHNICAL ELIGIBILITY

1. Have at least 3 years of experience in corporate communications
2. Have at least previously engaged with Tourism and/or hospitality companies
3. Have a good knowledge of Philippine holiday destinations, highly preferred
4. Have credible and competent management officers with vast experience in Public relations, Media Marketing (tri-media and digital media) and Corporate Communications

VI. BUDGET:

The budget allocation are as follows:

1. Place Advertising (Online, Print and OOH) – NT\$ 582,000 (tax inclusive)
2. Booth Consumer Activation – NT\$ 416,000 (tax inclusive)

VIII. SELECTION CRITERIA

The most responsive proposal and price effective bid will be selected.

IX. PAYMENT PROCEDURE

Full payment upon delivery and successful completion of the project to the satisfaction of DOT Taiwan