

18 April 2022

## INVITATION TO BID

The Philippine Department of Tourism-Taiwan (PDOT-Taiwan) is in need of services of a well-experienced advertising company for the culinary promotion requirement of the Philippine Department of Tourism Taiwan relative to its tactical promotion of Philippine Cuisine.

Interested party may submit their proposal following the attached Terms of Reference on or before 6:00 PM, 25 April 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](mailto:philtour@ms57.hinet.net)



**HAZEL HABITO-JAVIER**

Tourism Attache



## TERMS OF REFERENCE

### 2022 Promotional Plan for the Philippines Department of Tourism

#### I. Project Description

In line with DOT's KAIN NA promotions, this office will conduct a tactical promotion promoting Philippine cuisine to heighten the awareness and appreciation of Filipino cuisines among the Taiwanese nationals. Taking advantage of the sluggish outbound travels from Taiwan, the local people are extremely engaged in domestic tourism, staycations and dining out. Thus, this is a timely endeavor that we push forth Philippine cuisines to serve as a destination marketing enabler.

#### II. Background

The Philippines Department of Tourism - Taipei is searching for a company that can help us implement the promotion of Philippine culinary in Taiwan through a mobile food truck.

Furthermore, PDOT-Taipei anticipates being increasingly open to innovative approaches and activations in order to accelerate the recovery of PH tourism in Taiwan and capitalize on the pent-up demand for travel.

#### III. Objectives

- A. Strengthen awareness of Philippine culture through gastronomy
- B. Provide engaging authentic Philippine food experience in different cities in Taiwan
- C. Ensure that the Philippines continues to be one of the top-of mind destinations among the Taiwanese post pandemic
- D. Contribute to market recovery

#### IV. Scope of Work

Area Coverage	: Taiwan
Duration/	: 14 days for cooperating with food/drink trucks.
Implementation	digital marketing promotion

#### V. Service to be delivered

- A. Cross-industry Collaboration
  - 1. Collaboration with two well-known Taiwanese dining trucks, requiring one food truck and one drink truck for a 14-day event in and around Taipei.

2. During the event, two cooperative dining trucks must be painted in the image of the Philippines.
3. During the event, two Filipino dishes and two Filipino cocktails or beverages will be launched with the collaborative dining trucks. (Meals and cocktails need to be supplied for more than 50 servings per day.)
4. During the event, online and offline marketing activities should be implemented to draw people's attention from the crowded area in Taipei.
5. The event's venues are primarily in crowded areas of Taipei City and New Taipei City.
6. The event hours are 2 hours on weekdays and 4 hours on weekends.
7. The food and drink truck must have two or three personnel to serve the consumers

**B. Media arrangement**

8. At least 2 digital media arrangement with over 5,000,000 guaranteed exposures.

**VI. Initial Requirements**

Submit a Promotion Plan on or before April 25, 2022

**VII. Qualifications/Eligibility Criteria**

**Food/Drink Truck must:**

- a. The food truck's tonnage must be at least 3.49 tons, and the drink truck's tonnage must be at least 1.9 tons.

**The Integrated Marketing Agency must:**

- b. Have at least 10 years of experience in corporate integrated marketing communications.
- c. Have at least previously engaged with Tourism and/or hospitality companies.
- d. Have credible and competent management officers with vast experience in Advertising, Media Marketing (digital media).
- e. Must have a dedicated team who will focus on design.
- f. The team must have at least 1 personnel excellent/proficient in English (written and oral) and Mandarin languages.

**VIII. Budget**

The budget allocation is in NT\$ 1,400,000.