

31 January 2023

INVITATION TO BID

The Philippine Department of Tourism-Taiwan (PDOT-Taiwan) is in need of services of a well-experienced Public Relations Agency (PR) for 2023. The PR Agency will focus on public relations, online/digital marketing campaigns, and consumer activation campaigns to promote the Philippine Tourism and position the Philippines as essential or a must-visit destination in the South East Asia for the Taiwan market.

Interested party may submit their proposal following the attached Terms of Reference on or before 6:00 PM, 09 February 2023 to:

Philippine Department of Tourism-Taiwan
2F., No. 55/57, Zhouzi Street, Neihu District
Taipei 114, Taiwan
Fax : +886 2 2658-2836
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HAZEL HABITO-JAVIER

Tourism Attache



TERMS OF REFERENCE

PR Agency 2023

I. Project Description

The Philippines Department of Tourism office in Taiwan proposes to retain the services of a public relations firm until 2023. In line with our objectives, we are focusing on public relations and online/digital marketing campaigns to promote Philippine tourism and to position the Philippines as an essential or a must-visit destination in Southeast Asia for the Taiwan market.

II. General Information/Background

The Department of Tourism office in Taiwan is in search of a marketing and PR agency that can plan and execute an effective strategy for 2023, specifically focused on digital and trade, with the aim to increase awareness of the destination and attract more travelers from the Taiwan market.

After generating a milestone in 2019, this office thought that such a feat could be carried out in 2023 with the help of a PR agency. While marketing plans and tactics are laid out 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 their best to curb the negative spell brought about by the crisis. This office in particular, together with the current PR agency, is working closely to ensure that amid the crisis, promotional plans (with modest implementation) are still implemented and that the Philippines is still viewed as a fun destination for tourists, particularly for Taiwanese travelers.

III. Objectives:

1. 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;
2. Build greater awareness in the Taiwan market about the unique experiences that the Philippines has to offer and enhance its overall positioning as a prime tourist destination;
3. Develop, strengthen relationships, and connect our organization with key media people in Taiwan;
4. Attain optimum media exposure and visibility, not limited to travel, lifestyle, and leisure publications in Taiwan; and
5. Synergize communication initiatives with the over-all Philippine tourism strategy.

IV. Scope of Work

Area Coverage : Taiwan

Duration : Twelve months (February 16, 2023 – February 15, 2024)

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; (B2C - to media, & B2B

- agents, airlines, associations.) at least 2 news release a month for different objective
- Preparation and distribution of press/news release once a month
 - Send/distribute press release to 30-50 key media in Taiwan.
2. Compilation and monitoring of the media value of media clipping reports, both digital and print, on a monthly basis;
 3. Maintain and develop relationships with the media through networking, coordination, and organization of press visits on a regular basis, thus connecting or linking DOT with the media;
 - Coordination relative to media gathering (including press and KOLs) on a quarterly basis to develop strong bilateral communications (inclusive of execution costs)
 - KOLs Advisory Keep an eye on popular KOLs and cultivate relationships for future collaborations and collaborations.
 - Conduct of media interviews, press conferences, and promotion events.
 - Assist in the sending of invitations and press releases.
 4. Management of media enquiries and activities to include familiarization tour, news conferences and invitation of media to Philippine events etc.;
 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, namely the DOT Website, Facebook, and YouTube, for the PDOT on a monthly basis in order to provide destination and content marketing in interactive and innovative ways using up-to-date technology, to wit:
 - Subscriptions, hosting, server, and domain name rental fees for PDOT Taiwan social media accounts
 - Planning posts: 2 posts per week or 8 posts per month, 96 posts per year, on all PDOT social accounts;
 - uploading of tourism promotional films to all media accounts
 - Material Creation (live streaming and an introduction vlog with KOLs, etc.; production costs exclusive)
 - Social media event planning
 7. Provide market intelligence on other similar organizations (NTOs) or tourism products on a monthly basis or when the need arises per instruction of the Central Office (HQ).
 - Travel data report for Taiwan to Southeast Asian countries
 - Data report on web search interest and trend in the Philippines, as well as other pertinent responses from competitors (other NTOs)
 - Provision of market intelligence on other similar organizations or tourism products

8. Participation in Consumer Travel Fairs:
 - a. Participation in Taichung International Travel Fair
 - Philippine Booth including booth space rental and booth construction (2 booth space, 4 counters, stockroom)
 - Conduct of consumer activation activities in the booth (cost of execution, hosts, train fares, meals, and accommodation of one PR staff included)
 - b. Participation in Tainan International Travel Fair
 - Philippine Booth including one (1) booth space rental and rental of tables and chairs (cost of execution, train fares, meals, and accommodation of one PR staff included)
 - c. Participation in ROC Association Fall Travel Expo in Taipei
 - Philippine Booth including two (2) booth space rental and rental of tables and chairs (cost of execution, train fares, meals, and accommodation of one PR staff included)
 - d. Assistance in the participation in Taipei Tourism Expo 2023 and Taiwan International Travel Fair:
 - Conduct of consumer activation activities in the booth
9. Conduct research and evaluation on a continuing basis and develop programs of action and communication to achieve the informed public understanding necessary to the success of an organization's aims:
 - Conduct of surveys during travel fairs (execution cost included)
10. 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.
11. Assistance to other events and activities such as roadshow, sales, missions, dive events, and as the need arises.
 - Search of venues, accommodations , and transportations
 - Assist in negotiating rates or rental fees
12. Coverage during DOT-Taiwan events necessitates that the PR agency assign a writer to participate in Taiwan media coverage. Traditional and new media coverage (execution cost included).
13. In charge of the translation of documents such as speeches, presentations, news, and other pertinent documents necessary in Philippine tourism promotions.
14. Submit bilingual progress report not later than the 15th day of the succeeding month.

V. Initial Requirements

Submit a Media Plan Proposal for one year (February 16, 2023- February 15, 2024)

VI. Qualifications/Eligibility Criteria

The group of communication specialists must:

- have at least 5 years of solid track record in PR works and experience in the preparation and execution of successful communication strategies/campaigns.
- have at least previously engaged with tourism and/or hospitality companies.
- have a good knowledge of Philippine holiday destinations, which is highly preferred.
- have credible and competent management officers with vast experience in public relations, media marketing (multi-media and digital media), and corporate communications.
- must have a good command or fluent in English conversation, writing, and interpretation.
- have a wide and good understanding of domestic, regional, and global the travel and tourism industry.
- required to submit its company profile and list of PR projects handled in the past five years. Preference will be given to PR agency with previous experience on tourism and travel related projects.
- The PR Agency is required to identify the members of its team and a short background of their experience and qualifications. A staff dedicated for this project should be able to communicate proficiently in English.

VII. Cost

Total Contract Price is NTD 2,724,000, staggered in 12 months at NTD227,000

VIII. Terms of Payment

Payment will be made on a monthly basis, 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, and 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 to approval by the DOT-Taiwan Director prior to release and any other form of publicity.
- The contract expires at the end of the 12-month service period.

X. Submission (Due Date) February 09, 2023, 6:00 PM