



21 September 2023

## INVITATION TO BID

The Philippine Department of Tourism-Taiwan (PDOT-Taiwan) is in need of services of a well-experienced advertising company for the conceptualization and execution of the 2023 Tactical Promotional Plan of the Department.

Interested party may submit their proposal following the attached Terms of Reference on or before 6:00 PM, 03 October 2023 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)

A handwritten signature in black ink, appearing to read "Hazel Habito-Javier".

**HAZEL HABITO-JAVIER**  
Tourism Attache

**LOVE**  
THE PHILIPPINES



## TERMS OF REFERENCE

### 2023 Tactical Promotional Plan for the Philippines Department of Tourism

#### I. Project Description

In line with the Philippines Department of Tourism's (PDOT) mandate to promote the Philippines internationally, particularly in Taiwan, PDOT Taipei will conduct a tactical campaign to heighten awareness of Philippine destinations and products among Taiwanese nationals. Taking advantage of the active revenue outbound travels from Taiwan, this office will embark on an extensive tactical promotion using the most popular social media platforms in the country and in partnership with travel influencers or key opinion leaders (KOLs), who will help boost our brand into the minds of Taiwanese nationals, support our partner agents, airlines, and Philippine stakeholders endorsing their services, and leverage against our direct competitors in the market.

#### II. Background

In view of the Philippines Department of Tourism-Taipei's desire to transform people's ideas of a 'paradise' into a real desire to visit and experience it, this office is increasingly open to innovative approaches and activations to accelerate Philippine tourism recovery in Taiwan and capitalize on the pent-up demand for travel. Hence, we need a company that will help us achieve and concretize our goal through onsite activations and active engagement on various social media platforms.

#### III. Objectives

- Strengthen awareness of Philippine tourism products and destinations.
- Provide engaging, authentic Philippine experiences in different key destinations.
- Ensure that the Philippines continues to be one of the top-of-mind destinations among the Taiwanese post-pandemic.
- Contribute to market recovery and expansion.

#### IV. Scope of Work

Area Coverage	:	Taiwan
Duration/	:	Three (3) months
Implementation	:	digital marketing promotion and onsite activation

#### V. Service to be delivered:

- A. Conduct two LINE TRAVEL Live Stream
  1. One hour for each live stream
  2. Includes host and planning execution/design/copywriting
  3. Each live stream includes the following owned-media promotions
    - a. Editorial (selected articles or recommended itineraries)
    - b. LINE Travel - Slide Banner
    - c. Official Account - content push broadcast
    - d. Official account - interactive games
- B. Creation of video contents featuring top PH destinations and products
  1. Collaboration with well-known Taiwanese Key Opinion Leaders (KOLs) for the video contents featuring the different tourist destinations (Cebu & Bohol, Boracay, and Palawan) in the Philippines.
  2. Facilitation of the video shootings in the different Philippine destinations (Cebu & Bohol, Boracay, and Palawan) in the Philippines.
  3. Launching of the videos through conduct of video premier in a reputable venue which accommodating 70 pax.
  4. Create a landing page to promote the event, KOL's videos, and Philippine's travel products.
- C. Deliver the advertisements to promote the event.

1. Digital Ads such as Google Display Network Banner and Facebook Ads
  2. Out of home advertising (OOH) such as Taipei District eBus Shelter Network or LED in Taipei, Taichung, and Kaohsiung City.
- D. Media exposures
1. At least 2 digital media arrangement with over 8,000,000 exposures with 30,000 clicks.

## **VI. Initial Requirements**

Submit a Promotion Plan on or before October 3, 2023

## **VII. Qualifications/Eligibility Criteria**

### **The Integrated Marketing Agency must:**

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

## **VIII. Budget**

The budget allocation is Four Million Three Hundred Seventy Nine Thousand Seven Hundred Forty One New Taiwan Dollars (NT\$ 4,379,741) including all taxes and surcharges.