



22 November 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 Love the Philippines Roll-Out in Taipei of the Department.

Interested party may submit their proposal following the attached Terms of Reference on or before 6:00 PM, 28 November 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

HAZEL HABITO-JAVIER
Tourism Attache

LOVE
THE PHILIPPINES



TERMS OF REFERENCE

I. PROJECT

LOVE THE PHILIPPINES ROLL-OUT IN TAIWAN (Phase I)
December 22, 2023 – January 2, 2024

II. BACKGROUND

Relative to the world-wide launch of the new Philippine Department of Tourism branding, LOVE THE PHILIPPINES, PDOT-Taiwan is rolling out the campaign to push and amplify this new message to position the Philippines as a tourism powerhouse through various promotional campaigns: consumer activations, out-of-home (OOH), and digital advertisements.

III. DESIRED RESULT

Raise brand awareness, develop a strong brand identity, and position the Philippines as a powerhouse tourist destination in Asia, and encourage Taiwanese loyalty to Philippine tourism.

IV. SCOPE OF WORK/DELIVERABLES

1. Christmas Consumer Activation in Taipei City
December 22, 2023 to January 2, 2024
 - a. Venue rental in an upscale commercial area in Taipei City, preferably in Xinyi District, with a minimum area of 43 square meters for 12 days, including power supply.
 - b. On-site design, installation, and construction of the Filipino-style Pavilion (Bahay Kubo) and Christmas Tree and Nativity Scene; entry and exit venue set-up and disassembly fees; including all the necessary structural technician fees; and safety certifications.
 - c. Internal Space Design, Layout, and Installation of an LED Wall (350W x 250H) with Interactive Game Programming and Audio Equipment
 - d. Daily consumer activation to include video shooting (same day edit video) and photography fee, distribution of Filipino traditional snacks (100 pcs 8 days, 200 pcs 4 days, total of 1,600 servings), service of an emcee,
 - e. New Year's Eve Live Band Performance (21:30–00:30H)
 - f. Production of materials to include on-site event card printing (3,000 pieces of Christmas post-card style) and gift production (1,000 pieces)
 - g. Design of the Event Website Landing Page
 - h. Dedicated daily manpower to include at least 1 event supervisor, 5–6 participants, and 1 security guard (evening shift)
 - i. All insurance fees.
 - j. Submit a complete accomplishment report within 10 days after the execution of the project, including video footage and photos of the 12-day event.

2. Re-Printing of existing Brochures and Paper Bag with Love the Philippines Logo

Boracay brochures	5000pcs
Philippine folding tourism Map	10000pcs
ESL big brochures	10000pcs
MNL	5000pcs
Dive	5000pcs
Paper bag	5000pcs

3. Out of Home (OOH Advertising)

版位規劃 / Media Type	戶外媒體 / Outdoor Media	刊期 / Publication Period
G05 燈箱 / G05 light box W 340 cm x H 150 cm	南港站 MRT Nangang Station	12/5-1/4
F-P08 燈箱 / F-P08 light box W 300 cm x H 150 cm	西門站 MRT Ximen Station	12/1-12/31
F-T25 燈箱 / F-T25 light box W 300 cm x H 150 cm	中山站 MRT Zhongshan Station	12/3-1/2
F-P09 燈箱 / F-P09 light box W 300 cm x H 150 cm	忠孝新生站 MRT Zhongxiao Xinsheng Station	12/4-1/3
A01 燈箱 / A01 light box W 308 cm x H 158 cm	南京復興站 MRT Nanjing Fuxing Station	12/4-1/3
F-P07 燈箱 / F-P07 light box W 300 cm x H 150 cm	忠孝敦化站 MRT Zhongxiao Dunhua Station	12/4-1/3
G03 燈箱 / G03 light box W 349 cm x H 159 cm	港墘站 MRT Gangqian Station	12/5-1/4

V. BUDGET

The approved budget ceiling is eight million two hundred ten thousand new Taiwan dollars (NT\$8,210,000.00). The amount includes all applicable taxes.

VI. PROJECT OFFICER/CONTACT PERSON

Luisa A. Llave
Administrative Officer
Department of Tourism Taiwan Office
Tel. # (+886) (2) 2658-2851
Mobile # +886 921070931

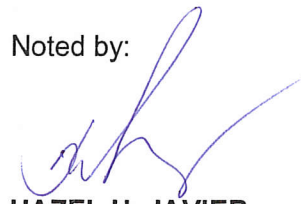
Daphne Tseng
Marketing Manager
Department of Tourism Taiwan Office
Tel. # (+886) (2) 2658-2861
Mobile # +886 912786858

NOTE: *The winning bid, however, shall be determined based on the proposal with the most advantageous financial package cost, provided that the amount of the bid does not exceed the above total budget.*

Prepared by:


LUISA A. LLAVE
Administrative Officer

Noted by:


HAZEL H. JAVIER
Tourism Attache