



December 17, 2020

INVITATION FOR PROPOSALS

The Philippine Department of Tourism – Korea is in need of the services of a well-experienced professional company based in Korea engaged in the business of professional advertising via popular digital media platforms, particularly **Naver**, and influential newspapers (or magazines) for one (1) month from **February 8 to March 8, 2021**.

Interested companies may submit advertising plan and quotation plus complete documentary requirements following the attached **Terms of Reference** on or **before January 5, 2021 at 5:00 PM** to:

Philippine Department of Tourism – Korea
Suite 801, President Hotel, Euljiro1-Ga
Jung-Gu, Seoul, Korea (04533)
Tel no: (02) 598-2290 Fax: (02) 318-0520
Email: pdot@philippinetourism.co.kr and lily@philippinetourism.co.kr

MARIA CORAZON JORDA-APO
Tourism Director
Philippine Department of Tourism – Korea

TERMS OF REFERENCE

I. PROJECT TITLE	:	TACTICAL MEDIA PLACEMENTS AND ADVERTISING OPPORTUNITIES VIA NAVER 2021
DATE	:	FEBRUARY 8 - MARCH 8., 2021 (TBC)
TYPE OF CAMPAIGN	:	Online Advertising
ITEM	:	Naver AD (with support advertorials in newspapers (or magazines))

II. BACKGROUND

In line with the Philippine Department of Tourism-Korea's efforts to intensify Philippine Tourism promotions in Korea, the PDOT-Korea will undertake a branding campaign via Naver, Korea's prevailing and most popular search engine, for the 1st Quarter of the year 2021.

The branding campaign will entail online placement for one(1) month – February 8 to March 8, 2021 – thru 1) diverse Naver advertising channels both in PC and mobile platforms and 2) supporting advertorials in influential Korean newspapers or magazines to be exposed via Naver portal.

III. PURPOSES / OBJECTIVES

The DOT-Korea is in need of the services of a well-experienced professional company based in Korea engaged in the business of professional advertising via popular digital media platform, particularly Naver and influential newspapers (or magazines), for one (1) month from February 8 to March 8, 2021. An advertising company with previous experience with the Department on similar projects in Korea will be an advantage.

IV. SCOPE OF WORK / DELIVERABLES

Following are the services required by the Philippine Department of Tourism:

Online advertising via Naver

Platform	AD Format	Device
Naver Rolling	PC rolling banner	PC
Naver Mobile	PC bottom banner / Network banner	PC / Mobile
Newspaper or magazine	Advertorial (to be exposed via Naver)	PC / Mobile

V. TIME FRAME AND SCHEDULE OF WORK

Schedule: All interested parties to submit advertising plan and quotation in English on or before January 5, 2021.

- December 18~ January 5, 2021 Submission of AD plan with quotation and supporting company documentary requirements
- January 6-8, 2021 Evaluation of plans, agency selection, issuance of Notice of Award
- January 11, 2021 Issuance of Notice to Proceed (TBC)
- January 12-February 7, 2021 Naver booking / Development of campaign banner and other AD materials/Approval/Preparations for Implementation
- February 8-March 8, 2021 Implementation of online advertising campaign

VI. DOCUMENTARY REQUIREMENTS

Interested companies should submit the following support documentary requirements together with the Advertising Plan and quotation within the timeframe set above:

1. Company profile (Description of company, past clients, past related engagements)
2. Proof of business operation (business permit/business registration/tax registration)

VII. BUDGET

Total budget allocation for the Tactical Media Placements and Advertising Opportunities via Naver for one (1) month is KRW 74,000,000. (inclusive of VAT)

VIII. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

1. Proposal Quality (60%)
 - Advertising Plan and Quotation
 - Compliance in Terms of Reference
2. Company Standing based on company profile (40%)