



November 15, 2023

INVITATION FOR PROPOSAL

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 influential online news media to place online advertorials from December 11 to 23, 2023.

Interested companies may submit advertorial plan and quotation plus complete documentary requirements following the attached Terms of Reference on or before **November 23, 2023, 6:00 PM** to:

John Trexy N. Noveros
Foreign Tourism Officer
Philippine Department of Tourism-Korea
itnoveros@philippinetourism.co.kr


JOHN TREXY N. NOVEROS
Foreign Tourism Officer
PDOT Korea





TERMS OF REFERENCE

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|-------------------|---|--|
| I. PROJECT | : | “LOVE THE PHILIPPINES” BRANDING CAMPAIGN IN KOREA VIA PLACEMENT OF ONLINE ADVERTORIALS FOR THE WINTER SEASON 2023 |
| DATE | : | DECEMBER 11-23, 2023 |
| AD TYPE | : | ADVERTORIAL |
| TARGET | : | MAINSTREAM CONSUMER AND SPECIAL INTERESTS PUBLICATIONS |

II. BACKGROUND

The Coronavirus crisis has impacted the news industry worldwide, decreasing the sales of printed newspapers and boosting new business models such as subscriptions and memberships online. In Korea, online portals offer very convenient news packages of free news from multiple publishers therefore many Koreans are seeking various information including travel-related content through major portal sites such as NAVER, DAUM, and Google rather than printed news media.

In line with this, the Philippine Department of Tourism Korea will undertake **the “Love the Philippines” branding campaign via online news media (online advertorial) from December 11 to 23, 2023.**

III. PURPOSES / OBJECTIVES

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 influential online news media to place online advertorials from December 11 to 23, 2023.

1. Disseminate the “Love the Philippines” branding campaign of the Philippine Department of tourism among the Korean traveling public.
2. Push for more Korean tourist arrivals by promoting the winter packages to the Philippines under the “Love the Philippines” branding campaign.
3. Convey the positive reception for Philippine tourism through online/digital news media and encourage the Koreans to position the Philippines as an ideal travel destination especially for the winter season.
4. Reach target market segments like FIT including young families, friends, couples, avid leisure travelers, divers, golfers, and MZ generation and increase the destination awareness among the target segments by widely exposing and delivering information on Philippine tourism by leveraging various online/digital news media and communication channels.



Philippine Department of Tourism-Korea

Suites 102 & 801, Paiknam Bldg., Euljiro 1 (il)ga, Jung-gu, Seoul 04533, South Korea

Tel: (822) 598-2290 Fax : (822) 318-0520 Email: pdot@philippinetourism.co.kr Website: itsmorefuninthephilippines.co.kr



IV. ELIGIBILITY / QUALIFICATION

1. Korea-based company preferably in Seoul
2. With at least five (5) years of experience in PR and advertising industry
3. Experience in destination marketing is an advantage.
4. Experience with a National Tourism Organization (NTO) on similar projects in Korea will also be an advantage.

V. SCOPE OF WORK / DELIVERABLES

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

1. Advertorial placements in reputable mainstream consumer media channels, mainly online or digital format and related to travel, tourism, culture, fashion, cuisine, home and lifestyle, business, international relations/affairs, among others.
2. The media channels can also include publications catering to special interest groups like divers, golfers, education/ESL groups, MICE/incentive travel, etc. The media channels must capture Philippine tourism's target tourists especially the decision makers for overseas travel. Publication/s that can include **"Love the Philippines"** promo materials in print format or social media sites, will be given additional points in the evaluation of bid proposals.
3. Development of advertorial concepts/content/story will be focused on the Philippines winter packages that will generate interest among the publications' readers/audience and help in pushing them to book trips to the Philippines this winter 2023 to 2024.
4. Additional topics/contents/stories on dive, ESL, golf, cuisine, health and wellness, culture, etc. is welcome as long as they are relevant to the **"Love the Philippines"** branding.
5. Creatives for the content a must and need to be in accordance with the **"Love the Philippines"** branding.
6. Monitoring of media coverages and submission of reports as may be required by DOT-Korea will need to be submitted as per agreed deadline. Reports should also include an evaluation of the effectiveness and insights of the online advertorial campaign.
7. Translation of all online advertorial articles to English is required.
8. All necessary communications between DOT-Korea and media channels/companies/publications must be undertaken by the agency. Proactive and constant collaboration with the DOT-Korea and media channels will ensure that all advertorial campaign activities are well-synchronized and integrated.

VI. TIME FRAME AND SCHEDULE OF WORK

Schedule: All interested parties to submit advertising plan and quotation in English on or before November 23, 2023.

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|-----------------------------------|--|
| - November 15 ~ 23, 2023 | Submission of AD plan with quotation and supporting company documentary requirements |
| - November 24, 2023 | Evaluation of plans, agency selection |
| - November 28, 2023 | Issuance of Notice of Award, Issuance of Notice to Proceed |
| - November 29 ~ December 10, 2023 | Review of advertorial materials and contents |
| - December 11 ~ December 23, 2023 | Implementation of online advertorial campaign |



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VII. DOCUMENTARY REQUIREMENTS

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

1. **Company profile** – Description of company, past clients, past related engagements, etc.
2. **Proof of business operation** – Business registration, tax registration, etc.

VIII. BUDGET

Total budget allocation for the Online Advertorial Campaign is **US \$87,700.00** (inclusive of VAT). Payment of services will be made based on the agreed terms.

IX. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

1. Proposal quality (60%)
 - Advertorial plan and quotation
 - Compliance in Terms of Reference
2. Company standing based on company profile (40%)

