



October 16, 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 (online advertorial) for two (2) months from November 1 to December 31, 2023.

Interested companies may submit advertorial plan and quotation plus complete documentary requirements following the attached Terms of Reference on or before **October 24, 2023, 6:00 PM** to:

Sean Park
Marketing Manager
Philippine Department of Tourism-Korea
sean@philippinetourism.co.kr

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


JOHN TREXY N. NOVEROS
Foreign Tourism Officer
PDOT Korea





TERMS OF REFERENCE

I. PROJECT	:	PLACEMENT OF THE ONLINE ADVERTORIALS FOR THE WINTER SEASON
DATE	:	NOVEMBER 1, 2023 ~ DECEMBER 31, 2024 (TBC)
AD TYPE	:	Online PR and Advertising
TARGET	:	Influential Online News Media

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 in 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 **a branding campaign via online news media (online advertorial) for two (2) months – November 1, 2023 to December 31, 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 (online advertorial) for two (2) months from November 1, 2023 to December 31, 2023.

1. 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.
2. 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.

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 the Department on similar projects in Korea will also be an advantage,



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



V. SCOPE OF WORK / DELIVERABLES

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

1. Preparation and development of all articles, feature stories, and press release materials for the online advertorial campaign
2. Monitoring media coverages and submission of coverage reports and other executive reports which may be required by DOT-Korea. Reports should also include an evaluation of the effectivity and insights of the implemented online advertorial campaign.
3. Translation of all online advertorial articles and other related materials as required by DOT-Korea
4. All necessary communications between DOT-Korea and online news media companies.
5. Proactive and constant collaboration with DOT-Korea and online news media companies to ensure that all PR and online advertorial campaign activities are well-synchronized and integrated.

Examples of Exposure Channels

1. Online Newspapers
 - Digital Chosun: a daily online publication (<http://digitalchosun.dizzo.com>)
 - Korea Travel Times: a travel trade publication (www.traveltimes.co.kr)
 - Travie: a travel publication (www.travie.com)
 - Global Travel News: a travel trade publication (www.gtn.co.kr)
 - Travel Daily: a daily travel online publication (www.traveldaily.co.kr)
 - Discovery News: a daily travel online publication (www.discoverynews.kr)
 - Tour Korea a daily travel online publication (www.tournews21.com)
 - TTL News: a daily travel online publication (www.ttlnews.com)
 - Travel Leisure+/Job Post: a daily travel online publication (www.itplus.com)
2. Online Magazines
 - Single Magazine: @singlesmagazine: 2.3M followers
 - Marie Claire: @marieclairekorea: 2.3M followers
 - Elle Korea: @ellekorea: 2.2M followers

VI. TIME FRAME AND SCHEDULE OF WORK

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

- October 16 ~ 24, 2023	Submission of AD plan with quotation and supporting company documentary requirements
- October 25, 2023	Evaluation of plans, agency selection
- October 27, 2023	Issuance of Notice of Award
- October 30, 2023	Issuance of Notice to Proceed
- November 1, 2023 ~ December 31, 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 for two (2) months is **KRW 55,000,000**. (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%)



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