28 January 2020

REQUEST FOR PROPOSAL

The Philippine Department of Tourism - Korea is in need of a well-experienced company based in Korea engaged in web and mobile design, development and maintenance and online/mobile marketing for the year 2020.   Attached is the Terms of Reference.

Interested companies may submit proposal on or before Febuary 12, 2020, 5:00 pm to:

> Philippine Department of Tourism-Korea
> Suite 801, President Hotel, Euljiro1-ga
> Jung-gu, Seoul 04533 Korea
> Tel no: (02) 598-2290 Fax: (02) 3180520
> Email: pdot@philippinetourism.co.kr and lily@philippinetourism.co.kr

MARIA CORAZON JORDA-APO
Tourism Director

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

<div align="center">

TERMS OF REFERENCE

</div>

PROJECT: Website and Mobile Re-design/Re-development/Maintenance, Social Media Management and Online Marketing Services for PDOT-Korea for the Year 2020

DURATION: March – December 2020

BACKGROUND: The website and mobile customization and app are to be utilized to market the Philippines and complement its promotion and communication strategies for its tourism campaign – "It's More Fun in the Philippines" in South Korea. PDOT needs to re-develop & re-design these facilities and continuously update & develop the database and contents for effective online marketing.

OBJECTIVES:

- To promote various tourist destinations in line with DOT's It's More Fun in the Philippines campaign using the different online platforms, website, mobile app, and social media.
- To maximize the use of the website as PDOT's official portal for information dissemination and marketing channel.

ELIGIBILITY CRITERIA

Web Agency shall have at least five (5) years of experience in preparing and executing web/mobile design & development and online marketing projects specifically in the tourism industry. An agency with previous experience in handling website development and maintenance and web/mobile design and online marketing for the travel industry is an advantage. Agency/company to bid must be based in South Korea.

SCOPE OF WORK:

A. Website Re-Design, Re-Development, and Hosting

- Design, layout of contents and special features
- Korean Version
- Translate website contents in Korean language (maximum 70 pages excluding downloadable materials to be provided by PDOT)
- Website maintenance and update
- Domain Registration
- Website accessible to smartphones.
- Scanning and conversion of materials to pdf for downloading.
- Web and Database Hosting
- Chatbox maintenance

B. Content Updating of Mobile Application
   Features:
- Tourist Spot Directory – showcase popular tourist destinations with description, contact information, and map.
  - i. Bohol
  - ii. Boracay

       iii. Cebu
       iv. Clark
       v. Davao
       vi. Metro Manila
       vii. Palawan
       viii. Subic
       ix. Or any alternative destination as may be agreed between PDOT-Korea and the provider

C. Social Media Pages: Creation, monitoring, and management of the following PDOT Korea Social Media Accounts:

    i.   Facebook
    ii.   Twitter
    iii. Naver Café and Naver Blog
    iv. YouTube
    v.   And other forms of social media sites that may become popular to Koreans and deemed necessary by PDOT.

D. Website Content Update and Development
    ➢ Ensure that PDOT Korea website is being updated in a timely manner.
    ➢ Develop new contents to be pre-approved by PDOT Korea.

E. Online Ad Placements to various online media channels.

F. Power blogger and micro-influencers marketing

G. Daily answering of inquiry received in email and social media pages of PDOT Korea.

H. Daily posting of events/content in PDOT Korea social media pages and website.- create and manage a rich content that attracts visitors to PDOT Korea social media pages

I. Issue and Crisis monitoring in social media pages and website managed and controlled by PDOT.

J. Identify trends and insights, and optimize performance based on the insights

K. E-mail dispatch of Philippine tourism updates to members.

L. Output and report generation.- provide accurate and detailed performance reports with professional analysis

The above services will be delivered in accordance with the following timeline, subject to finalization with the winning bidder before contract signing:

Activity	Timeline
a. Website Re-Design, Re-Development and Hosting	Web hosting - year-round Travel Planner Update- 1st Qtr Web redesign/redevelopment – 2nd Qtr
b. Content Updating of Mobile Application	3rd Qtr 2020
c. Social Media Pages: Creation, monitoring and management of the following PDOT Korea Social Media Accounts	Monthly
d. Website Content Update and Development	Monthly
e. Online Ad Placements to various online media channels.	Year-round (schedule depending on availability of media channel slots and workplan of PDOT-K)
f. Power blogger and micro-influencers marketing	Year-round (schedule depending on availability of bloggers and influencers and workplan of PDOT-K)
g. Daily answering of inquiry received in email and social media pages of PDOT Korea.	Daily
h. Daily posting of events/content in PDOT Korea social media pages and website.- create and manage a rich content that attracts visitors to PDOT Korea social media pages	Daily
i. Issue and Crisis monitoring in social media pages and website managed and controlled by PDOT.	Daily
j. Identify trends and insights, and optimize performance based on the insights	Monthly
k. E-mail dispatch of Philippine tourism updates to members.	Quarterly
l. Output and report generation	Monthly

GENERAL SPECIFICATIONS:

a. The target market is the Korean internet and smartphone users (85% of the population are smartphone users)

b. Media formats utilized should be available in Korea. Target includes desktop, android and iOS users.

c. Site should be user friendly and mobile responsive with a simple site map. Site contents should follow the DOT sitemap.

d. Developer may utilize DOT/TPB photo archives and in the event of usage of non DOT/TPB photos, the developer will be responsible in acquiring the copy rights and corresponding fee.

e. Website design should be aligned with DOT's "It's More Fun in the Philippines campaign".

f. Interactive, social networking and community based applications popularized in Korea are encouraged

g. Webpage should be available in Korean language; however, internet event participation will be limited to Korean (South) residents

h. Webpage should have a monitoring mechanism, one for the general visitors and visitor traffic.

i. Translation will be limited to only web contents and does not include the downloadable materials.

j. Developer is encouraged to recommend other IT applications to spruce up the website, particularly if said format is highly popular in Korea.
k. Cost does not include equipment for video streaming server and related equipment
l. Team must have a Korean in the team assigned permanently for this project.
m. Promote the Philippines and its events to the Korean population.
n. Re-develop & re-design the current website structure in line with DOT's new tourism campaign.
o. Strengthen the current mobile app by updating existing content in terms of new locations, destinations, spots, and directory.

TECHNICAL REQUIREMENTS:

- 5-year record on marketing webpage and mobile app development preferably tourism industry.
- 5-year experience with online projects servicing the Korean market
- Composition of team members, particularly designation of an individual who will administer and manage the social media pages.
- Presentation of web concept and online events.
- Presentation of apps concept to support the selected travel agents.

DOCUMENTARY REQUIREMENTS:

The web/mobile/online marketing company is required to submit the **Proposed Digital Marketing Strategy and Plan for March-December 2020** (PDOT-Korea's 2020 workplan and programs to be provided to interested companies upon request) and a **detailed company profile that should include the following:**

a. description of the company
b. past clients and referrals
c. past engagements and achievements
d. organizational structure
e. qualifications and past experience of employees to be assigned to the team to handle the Philippines account
f. proof of business operation issued by the Korean Government (business permit/business registration or tax registration certificate

*Deadline for submission of Proposal and complete documentary requirements is on **February 12, 2020, 5:00 pm.***

PRESENTATION OF PROPOSALS

A one-on-one presentation before DOT-Korea officers will be scheduled (if necessary) once the bid is deemed eligible.

BUDGET

The estimated budget for the engagement is **$ 183,700.00:**   (**$ 72,600** to cover web/mobile/social media maintenance and management and **$111,100** to cover digital promo activations and marketing)

TERMS OF PAYMENT:

Payment of services will be issued monthly, every 15th day of the succeeding month, once PDOT-Korea has certified that all deliverables and supporting documents for the preceding month are met.

EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

1. **Proposal Quality** - **60%**
   - Digital Marketing Strategy and Plan
   - Compliance in TOR

2. **Company Standing** - **40%**
   - based on Technical Requirements

01-28-2020