



November 13, 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 Out-of-Home (OOH) for one (1) month from December 1 to December 31, 2023.

Interested companies may submit advertising plan and quotation plus complete documentary requirements following the attached Terms of Reference on or before **November 20, 2023, 6:00 pm** to:

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


JOHN TREXY N. NOVEROS
Foreign Tourism Officer
PDOT Korea



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



TERMS OF REFERENCE

- I. PROJECT** : **“LOVE THE PHILIPPINES” BRANDING CAMPAIGN IN KOREA VIA OOH (OUT-OF-HOME) ADVERTISING FOR THE WINTER SEASON 2023**
- DATE** : **DECEMBER 1 ~ DECEMBER 31, 2023 (TBC)**
- AD TYPE** : **OOH (OUT-OF-HOME) ADVERTISING**

II. BACKGROUND

In line with the Philippine Department of Tourism – Korea’s effort to intensify Philippine tourism promotions in Korea, the PDOT Korea will undertake a “Love the Philippines” Branding Campaign via OOH (Out-of-Home) advertisement in Korea for this winter season.

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 OOH advertisement for one (1) month from December 1 to December 31, 2023.

1. Convey the positive reception for Philippine tourism through OOH advertisement 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 advertisement platforms.

IV. ELIGIBILITY / QUALIFICATION

1. Korea-based company preferably in Seoul
2. With at least three (3) years of experience in 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 for out-of-home (OOH) ad placements required by the Philippine Department of Tourism Korea:



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2. Creatives for the content can be proposed with coordination with PDOT-Korea and must be in accordance with the “Love the Philippines” branding.
3. Scout for spaces and handle the coordination, reservation, placement of ads, and payment of spaces based on the best-negotiated rate and terms. The agency may also recommend alternative spaces/platforms if the ones identified below are not available.
 - 3.1. **Subway Platform Screen Doors (PSD)** – Stations with a large number of commuters and floating population such as Jamsil Station, Seoul Station, City Hall Station, etc. (or other stations preferably in Line 2)
 - 3.2. **Subway Train Wrapping** – Wrap one or two trains of subway with Philippine images (“Love the Philippines”) for a certain period of time
 - 3.3. **Bus AD (wrapping)** – Buses traveling to areas with many offices and workers such as Gangnam, Gwanghwamun, etc.
 - 3.4. **Bus Shelter AD (LED or Light box)** – Core commercial and transportation areas in Seoul with a large floating population
 - 3.5. **Express Bus Terminal (LED or Light box)** – Express bus terminals that serve as transportation hub in Seoul, departing a wide range of destinations across Korea and conveniently connected to the subway system or KTX, making it easily accessible for travelers such as Express Bus Terminal in Gangnam, Seoul Station, etc.
 - 3.6. **Digital Media Tunnel (Samsung Station to COEX)** – A long media tunnel consisting of a number of LED panels in the section connecting Samsung Station and COEX
 - 3.7. **Other Out-of-Home (OOH) Platforms**

VI. TIME FRAME AND SCHEDULE OF WORK

Schedule: All interested parties to submit advertising plan and quotation in English on or before November 20, 2023.

- November 13 ~ 20, 2023 - Submission of AD plan with quotation and supporting/ company documentary requirements
- November 21 ~ 23, 2023 - Evaluation of plans, presentation of agencies as maybe needed, and agency selection
- November 24, 2023 - Issuance of Notice of Award, Issuance of Notice to Proceed
- November 25 ~ 30, 2023 - AD platform booking, development of AD materials, etc./ Approval / Preparations for implementation
- December 1 ~ 31, 2023 - Implementation of advertising campaign



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VII. 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, etc.
2. **Proof of business operation** – Business registration, tax registration, etc.

VIII. BUDGET

Total budget allocation for the “Love The Philippines” Branding Campaign via OOH for the winter season is **US \$250,500** (inclusive of VAT).

IX. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

1. Proposal quality (60%)
 - Advertising plan and quotation (frequency of ads, content, utilization of budget)
 - Compliance in Terms of Reference
2. Company standing based on company profile (40%)

