



PASUGUAN NG PILIPINAS

EMBASSY OF THE PHILIPPINES

SEOUL

18 December 2017

INVITATION FOR PROPOSALS

The Philippine Department of Tourism-Korea is in need of the services of a well-experienced PR agency based in Korea with a dedicated team to execute the public relations campaign of the Philippine Department of Tourism-Korea to support its promotions and communication strategies in 2018. Previous experience with the Department of Tourism on similar undertaking would be preferred.

Interested companies may submit PR plans and quotations following the attached Terms of Reference on or before December 26, 2017 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

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TERMS OF REFERENCE

PROJECT: HIRING OF PR AGENCY FOR THE PHILIPPINE DEPARTMENT OF TOURISM – KOREA

BACKGROUND

To complement its promotion and communication strategies on its tourism campaign – “It’s More Fun in the Philippines” in South Korea, DOT needs to undertake a public relations campaign to ensure widest information dissemination to all its target market about Philippine tourism;

Part of the public relations campaign is to expand the market by diversifying target segmentation to include potential market for new users (new geographic segments, new demographic segments, etc.) highlighting new attractions of existing destinations and reinforcing media relations in Korea,

In this context, PDOT Korea proposes to procure services of a PR agency in Korea with the overall objective to ensure free flow of information to the media in order to create an environment supportive of the projects undertaken by PDOT Korea. The PR agency shall also extend strategic support to PDOT Korea in its efforts to create a positive reception – in print, broadcast and digital media for the Philippines thru various promotional and related activities.

The PR agency is expected to assign a dedicated PR team for the purpose comprising specialists in the fields of media relations and dissemination of information issued by PDOT.

ELIGIBILITY CRITERIA

The PR agency shall have at least five (5) years of experience in preparing and executing the communication strategies on various public relations projects including tourism. Need to submit company profile and list of events handled in the past five years. A PR agency with previous experience in handling PR services for national tourism board/organization or tourism agency/ministry is an advantage.

The professional team that would be assign to serve PDOT Korea shall have experience of tackling critical issues and or crisis situations related to the print and electronic media.

The PR agency is required to submit details of the proposed PR campaign proposal to include the experience and qualification, of each team member. (Refer to Annex A for the proposed 2018 Work Program of PDOT Korea). *Deadline for submission of PR Proposal is on **December 26, 2017.***

Supplier must be Korea based.

SCOPE OF WORK/DELIVERABLES

The PR Agency to be hired has the following deliverables:

The tasks listed below provide an extensive range of activities to be assigned to the Public Relations Agency hired for this purpose. PDOT Korea would welcome recommendations that go beyond the activities listed below.

- Strategic PR planning and consultation
- Public relations project development and execution
- Publicity activities including regular press releases (total of 100) and 3-4 feature articles
- Media relations and equity handling
- Proactive media pitch including research and conceptualization of new publicity opportunities
- Organization of media familiarization programs (minimum of 7) for one year
- Daily media monitoring and daily e-news clippings
- Monitoring and management of crisis/issues situations
- Translation of media coverage or articles as required by DOT-Korea
- Public relations activity through monthly and executive reports
- Media monitoring of DOT-Korea Office initiated media invitational programs
- Submission of media database per quarter
- Submission of activity/monthly report
- Other related public relations support and services as may be required by DOT

Included in the AGENCY's undertaking to render the services enumerated under paragraph 3 above are the following specific obligations, to wit:

- Make immediate action on emerging situations including periodic review of existing communication strategies and initiatives; counter acting negative publicity, if any; perceived sources of other information that will enhance the effectiveness of the communication strategy.
- Provide other information such as current market trends, competition and other activities as may be considered necessary;
- Prepare or supervise the preparation of all press materials for events/projects in accordance with applicable specifications and time requirements of DOT-Korea;
- Preparation of minutes of media consultations, relevant presentations and other important meetings
- Analysis of issues and concerns related to the media coverage received
- Analysis of most common queries received from the media and how they were addressed
- Key media visits every month

- Endeavor to make all purchases of related services and materials at the most advantageous terms and conditions to DOT-Korea.

AGENCY COMPENSATION/BUDGET

US\$7,000 per month inclusive of all applicable taxes

PERIOD COVERED: January-December 2018

For more details, kindly contact:

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WORK PROGRAMME FOR CY 2018/2019

OFFICE: Philippine Department of Tourism -KOREA

PROGRAM/ PROJECT TPB	BRIEF DESCRIPTION	ACTIVITIES	PERFORMANCE INDICATOR/ TARGET	PERIOD COVERED	SOURCE OF FUND	
					DOT	TPB
I. TRAVEL TRADE FAIRS AND CONSUMER PROMO EVENTS						
1. Hana Tour International Travel Show (HITS)	Participation in the annual event organized by Hanatour	-B2B Meeting: first day of the fair is for agencies. They will have the meeting and will update the market - Cultural show: During the fair the Cultural performance is shown for public - Lucky Draw: Request sponsorship for the gift certification for Lucky Draw during the fair	a. Visitors: 100,000 b. Reservation: 34,978 c. On-site Sales: KRW 26.8 billion			X
2. Korea World Travel Fair (KOTFA)	Participation in the annual travel fair organized by KOTFA	- Flyer: Request the Package from the travel agencies and airline - Cultural show: During the fair the Cultural performance is shown for public - Lucky Draw: Request sponsorship for the gift certification for Lucky Draw during the fair		June		X
3. Busan International Travel Fair (BITF)	Participation in the annual travel fair organized by KOTFA	- Flyer: Request the Package from the travel agencies and airline - Cultural show: During the fair the Cultural performance is shown for public - Lucky Draw: Request sponsorship for the gift certification for Lucky Draw during the fair		June 14-17		X
4. Mode Tour International Travel Show (MITS)	Participation in the annual event organized by Modetour	-B2B Meeting: first day of the fair is for agencies. They will have the meeting and will update the market - Cultural show: During the fair the Cultural performance is shown for public - Lucky Draw: Request sponsorship for the gift certification for Lucky Draw during the fair		September 7-10		X
5. Seoul International Lantern Festival	Participation in the annual lantern festival organized by Korea Tourism Organization	- Flyer: Request the Package from the travel agencies and airline - Online event: Create online event to encourage the public - Lucky Draw: Request sponsorship for the gift certification for Lucky Draw during the fair		November		X
6. Hana Tour International Travel Show (HITS) in Busan	Participation in the annual event organized by Hanatour	-B2B Meeting: first day of the fair is for agencies. They will have the meeting and will update the market - Cultural show: During the fair the Cultural performance is shown for public - Lucky Draw: Request sponsorship for the gift certification for Lucky Draw during the fair		November		X
II. SALES PROMOTIONS, SALES PRESENTATION AND TRADE EVENTS						
1. PHILIPPINE SALES MISSION 2018	Conduct of B2B meetings between Philippines Travel Trade representatives and Korean counterparts and Philippines tourism representatives to update Korean travel trade with the new developments in Philippines tourism industry.	- B2B Meeting: Invite 100+ travel agencies and they have meeting with the private sectors from the Philippines - Cultural show: During the dinner reception the cultural performance is shown for entertainment - Lucky Draw: The participated private sectors and airlines provide the gift certification for lucky draw for visitors		December		X

PROGRAM/ PROJECT	BRIEF DESCRIPTION	ACTIVITIES	PERFORMANCE INDICATOR/ TARGET	PERIOD COVERED	SOURCE OF FUND	
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2. PHITEX 2018	Invite Korean agents to PH for travel exchange (TRAVEX) with Philippine sellers and familiarization tour	- B2B Meeting: invite 30+ travel agencies and visit the Philippines - Post tour: After 2days B2B meeting the travel agencies go post tour for 4-5 days		September		X
3. Support to Culture and Tourism Events at ASEAN Korea Centre	Participation/Assistance in the culture and tourism promotion project of ASEAN- Korea Center (ASEAN seminar/workshops/meetings and culture and tourism promotion activities)	a. ASEAN Culinary Festival b. ASEAN Tourism Promotional Pavilion (Provision of materials) c. ASEAN Tourism Promotion Video Contest d. ASEAN Travel Mobile Application (updating only) e. ASEAN Tourism capacity building workshop		January May July-August		X
4. Philippine National Day Celebration	Provision of assistance to the celebration of the Philippine Independence Day	- Cultural show: During the dinner reception the Cultural performance is shown for entertainment - Lucky Draw: Request sponsorship for the gift certification for Lucky Draw		June		X
III. FAMILIARIZATION TOURS/INVITATIONAL PROGRAM						
1. Travel Trade invitational Program	Conduct of familiarization trips for Travel trade agencies.			Year-round		X
IV. JOINT PROMOTIONS WITH TRAVEL TRADE/TRADE SUPPORT						
1. Joint Promotion a. top travel agents/ Marketing partnership	Provision of support/incentives to top travel agents selling the Philippines (e.g. brochure support, home TV shopping, etc.)			Year-round		X
b. Airlines/ Marketing partnership	Joint promotional activities with partner airlines	joint promote with 9 airlines		Year-round		X
	Blogger fam tour project with Cebu Pacific Air	- Sarigao: February - Manila: April - Palawan: June - Cebu: July - Boracay: November		Year-round		X
V. MARKETING COMMUNICATIONS						
1. Media Fam Tours	Eliminate negative images of nightlife and safety by highlighting advantages of good environment, proximity, beautiful sites, hospitality, etc.	Enhance multi-media invitationals to maximize exposure of Philippine attractions; - Movie/Drama - TV programs - Celebrities and opinion leaders - Bloggers and social influencers - Newspapers - Travel magazines		Year-round		X

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<p>2. PR and Publicity</p> <ul style="list-style-type: none"> - Celebrity endorser - PR company retainers - Media relations & Media updates - Giveaways - Advertisorials 	<ol style="list-style-type: none"> 1. Provide and coordinate accurate and positive information about the Philippines to with various communication vehicles 2. Introduce new destinations to diversify markets 	<p>Appoint a celebrity endorser to promote new attractions and emerging destinations - Aggressively promote newly developed travel destinations / highlight new attractions of the existing travel destinations by developing celebrity's video / brochures, media interview, SNS exposure, etc.</p>		Year-round		X
<p>3. Tri-Media Ad Campaigns</p>	<ol style="list-style-type: none"> 1. Adopt ad plan to reach out to divers level of consumers and increase awareness of the Philippines 2. Implement more focused marketing efforts that will highlight the Philippines' best attractions and counter competitors' larger marketing budget 3. Develop a brand image that portrays the Philippines as an unique destination with a variety of experiences all year-round 	<ol style="list-style-type: none"> 1. Video / TVC: TVC channels will be selected by viewership and target relevance <ul style="list-style-type: none"> - Cable TV & IPTV – MBC Every1, MBC Drama, - PC / Mobile – O!leh IPTV, Youtube, SMR(Smart Media Rep.), Facebook Autoplay 2. OOH(Out-Of-Home) Media: OOH will be selected by traffic and strategic location <ul style="list-style-type: none"> - Subway Screenshot - Seoul Station LED - COEX Digital Media Tunnel - Gangnam Station Gate Vision - Bus Wrap AD 3. Print / Magazine: Travel magazines will be selected by readership and travel related interest <ul style="list-style-type: none"> - Magazine – Lonely Planet, AB Road, Tour de Monde, Go On 4. Online Advertisement: Online channels will be selected by exposure and target relevance <ul style="list-style-type: none"> - GDN (Google Display Network) - Kakao Story / Kakao Talk (PC) - Naver Rolling / Naver Mobile - Daum, Cauly, Pikicast, Skyscanner, Facebook 		<p>April – June (3 Months)</p> <p>October – December (3 Months)</p>		X
	<p>Advertising in Busan</p>	<ol style="list-style-type: none"> 1. Building Billboard in Busan 2. PSD 3. Subway station and Busan KTX 4. Local Newspaper (Busan Ilbo...) 		<p>April – June (3 Months)</p> <p>October – December (3 Months)</p>		X
<p>4. Production of Collaterals in Korean</p>		<p>Production of detailed Philippine map, destination brochures, niche brochures and special event collaterals</p> <p>Production of Giveaway</p>		Year-round		

PROGRAM/ PROJECT	BRIEF DESCRIPTION	ACTIVITIES	PERFORMANCE INDICATOR/ TARGET	PERIOD COVERED	SOURCE OF FUND	
					DOT	TPB
5. Web Maintenance and Online Marketing and Social Commerce maintaining	<p>1. Website maintenance and updating of travel related informations to ensure FITs and repeat visitors</p> <p>2. Develop a variety of online promotions to integrate the FIT travel trend</p>	<p>1. Maximize internet promotions using social networking sites to target impulse travelers: Facebook, Instagram, Twitter, Kakao Story, etc.</p> <p>2. Partner with service providers to customize itineraries and promote new products like eco tour packages, water sports activities, STTs, honeymoon, etc.</p> <p>3. Online feedback - Collect visitors' feedback about their experiences in the Philippines to upgrade information and services</p> <p>4. Social Commerce maintaining- c/o with Rakso CT</p>	Year-round	Year-round		X
6. Philippine Showroom	<p>The Philippine Showroom, which opened in July 2012, continues to serve as a one-stop-shop for travel information about the Philippines. With its new LED window graphic display and window display graphics, it still remains to attract a large foot patrol of about 155,782 people daily in its very busy and prime location in Seoul. It serves as a venue for joint promotions with travel trade partners (airlines, hotels/resorts, etc.) and as venue for lectures on Philippine tourism and culture, photo shoots and interviews highlighting Philippine tourism as well as the services that PDOT provides for travelers.</p>	<p>1. FIT Seminar - This program will give the FITs a more detailed information about the Philippines. Every session, a different topic/Philippine destination will be discussed by our invited speakers from the Airlines or Hotels/Resorts. The seminar will be conducted in Korean language.</p> <p>2. Philippine Culture and Language Lecture Program - This program for elementary school children, which started in the summer of 2014, is organized every Saturday of July and August. It will be conducted in English and aims to promote the Philippines and its culture and language, and at the same time to promote English as second language and the Philippines as a prime ESL learning destination.</p> <p>3. Philippine Parol Making Program - This program will give middle and high school students a glimpse of what the Christmas season in the Philippines is like during the winter ESL classes. Like the Philippine Language and Culture Lecture program, this will be conducted in English and also aims to promote the Philippines and its culture, and at the same time to promote English as second language and the Philippines as a prime ESL learning destination. This program will run in October/ November.</p>	Year-round	January - December 2018		X
7. TV Show	Sponsor Korean TV Show	<p>Recommended TV Programme</p> <p>1. KBS 'Battle Trip'</p> <p>2. tvN 'New Journey to the West Season 4'</p> <p>3. tvN 'Youth Over Flowers'</p> <p>4. MBC '1 live Alone'</p> <p>5. JTBC 'Carefree Travelers'</p>				
SUB TOTAL						

PROGRAM/ PROJECT	BRIEF DESCRIPTION	ACTIVITIES	PERFORMANCE INDICATOR/ TARGET	PERIOD COVERED	SOURCE OF FUND	
					DOT	TPB
DOT						
1, BRAND ACTIVATION THRU EVENT MARKETING						
- e.g Healing Café, One Philippines Consumer Event, etc	A 3-day branding event activation campaign which will be a tie-up and marketing partnership of the DOT Korea and Mode Tour and sister company "Go On" magazine represented by Myoung Moon.	<p>It will be composed of 3 elements: Healing Café, Live broadcasting, and Traditional cultural experience.</p> <p>Healing Café: visitors can rest and enjoy brief massage or aroma therapy. Free drinks such as Philippine tropical fruit juice will be offered when visitors participate in trivia quizzes, games, Philippine dances, or other on-site activities.</p> <p>Live broadcasting: Four representative images of tourist destinations of the Philippines (sun beaches, luxury resorts, diving, golf course, etc.) through FB Live in real time</p> <p>Traditional culture experience: Philippine contemporary music, folk dance performance, cuisine, delicacies, souvenirs, etc. will be provided for the target audience to hear, see, taste, touch, and experience first hand.</p>		May	X	
- Healing Café	Join promo with the Tom N Toms, a prominent coffee franchise company in Korea for 9 days total.	<p>1) Store video advertisement 2 weeks of video advertising (30 seconds muted video)</p> <p>2) Online SNS Campaign Outline: Instagram Certified Shot Event including new menu (+Possible to share opinion on desired destination as a comment) Promote through TOMS blog, Facebook, and cafe TOM N TOMS Official Instagram: https://www.instagram.com/tomtomts_coffee TOM N TOMS Official Blog: http://tomtomtsblog.com</p> <p>3) TOM STAGE Show Location : TOM N TOMS BLACK STORE@ Chungye Gwangjang (Philippine Carol Song before the main show + Including own events) PDOT Carol Song show can be mentioned together with the TOMSTAGE press release</p> <p>- A busking concert at the TOM N TOMS Black Store @ Cheonggye in even-numbered months - Video Ad, Online promotion (SNS), Press release, PR, etc - Live broadcast on 'Culture TV' by the Ministry of Culture, Sports and Tourism - Live broadcast on 'TOM N TOMS' Korea official facebook</p>		March	X	
Tom N Toms Co-Marketing						

PROGRAM/ PROJECT	BRIEF DESCRIPTION	ACTIVITIES	PERFORMANCE INDICATOR/ TARGET	PERIOD COVERED	SOURCE OF FUND	
					DOT	TPB
Marketing Partnership with Airlines				TBA		
2. MARKET DEVELOPMENT						
A. Young Generation	Video contest- there are many young generation who can make the video clipping. They shoot the video clip while they are traveling in the philippines and upload the social media that many people can watch it.	Promote at the Universities in Korea and invite travel in the Philippines which the selected 5 teams by different themes such as friends-Boys, Girls, siblings and couples etc. The registration also goes through the digital method. They have to upload video they shot the reason why they want to go to the Philippine and the brief travel plan. PDOT Korea provides them the tour package included meals, airtickets and accommodation. But the itinerary are based on the participants' plan. After tour, they have to post their travel video clipping on the social media.		December	X	
B. Diving	Philippine Dive Contest - Develop and support scuba-diver event that can establish the Philippines as a world-class dive venue	A tie-up dive contest with Surf X, one of the biggest amateur divers café in Korea. PDOT Korea selects divers of Surf X(10 pax) and arrange dive tours(4N6D) to different dive spots in the Philippines. The participants are required to take underwater photos and upload on their SNS channels. After the tours, PDOT Korea also holds an underwater photo exhibition in Seoul with photos taken by the participants.		November	X	
C. ESL content				March	X	
				September/ October	X	

PROGRAM/ PROJECT	BRIEF DESCRIPTION	ACTIVITIES	PERFORMANCE INDICATOR/ TARGET	PERIOD COVERED	SOURCE OF FUND	
					DOT	TPB
		<p>3. Joint Promo with an Agent selling Philippine ESL schools - Joint promotions, close coordination, and provision of assistance to the ESL Agents to boost the sales and arrivals of the ESL market to the Philippines</p> <p>4. ESL Seminar - This program will give the prospect ESL students a more detailed information on the courses offered by the ESL schools in the Philippines. Every session, a short demo teaching will be conducted by our invited speakers from an ESL school. The seminar will be held at the Philippine Showroom.</p>		Year-round	X	
D. Expats		<p>1. It's More Fun in the Philippines Play at Yongsan Lanes Bowling Center - The joint promotions with Yongsan Lanes Bowling Center in the Yongsan US Base is being continued this year to reach out to a larger part of the Yongsan Army Base population. PDOT-Korea produced new promotional materials which were all set up at the Yongsan Lanes Bowling Center. Each player who will bowl for a minimum of three games is entitled to one raffle stub. Winners will get the chance to win 4-days/3-nights tour package to the Philippines inclusive of airfare and accommodations. Six (6) raffle draws are scheduled every two months. Featured destinations include Boracay, Bohol, Cebu, Manila, Palawan, and Legazpi.</p> <p>2. Joint Activities with the Non-Commissioned Officers' Association (NCOA) - Participation and provision of support to the activities of the associations inside the army base (NCOA, Yongsan Lanes Bowling Centre, etc.)</p> <p>3. Joint Promotions with a Travel Agency inside the US Army Base selling Philippine tour packages Joint promotions, close coordination, and provision of assistance to the Travel agency to intensify travel of the expats market in the US Base to the Philippines</p> <p>4. FIT Seminar for Expats - This program will give the Expat FITs a more detailed information about the Philippines. Every session, a different topic/Philippine destination will be discussed by our invited speakers from the Airlines or Hotels/Resorts. The seminar will be conducted in English and will be held at the Philippine Showroom.</p> <p>5. Expat Bloggers in Korea Fam Tour - To promote the good image of the Philippines not only to Koreans but to the Expats in Korea as well, a fam tour every quarter will be conducted to directly target Expat family and FIT markets which would hopefully result in creating demand for travel.</p>		Year-round	X	
		<p>Shopping Ambassador Social Media Contest - An integrated social media event to promote the Philippines as a modern, luxurious and diverse shopping destination</p>		Year-round (Second Friday, every other month)	X	
E. Family		<p>A shopping contest that involves 3 phases - Pre-qualification, On-site shopping and Exposure</p> <p>Pre-qualification: PDOT Korea launches a "Shopping Ambassador" contest to recruit participants for the event. Candidates should have strong online presence in the fields of fashion, lifestyle, shopping & travel. The ambassador selection will be an event to boost online noise and keep interests to the Philippines during the whole campaign period.</p> <p>On-site shopping: Once the Shopping Ambassadors (10 pax) are selected, they travel Manila for 3N4D. During the trip, they are required to use the given budget (USD 500 / pax) to purchase at least one unique item of Philippine culture at the designated Philippine souvenirs shops.</p> <p>Exposure: Ambassadors are also required to create interesting online contents and document their entire shopping experiences in the Philippines, which will be used for social media promotions.</p>		March, May, August, and October	X	

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					DOT	TPB
F.Cruise	Promoting cruise ships with weekly regular ports of calls to Philippines	This involves educational seminars for Travel agents fam tours to media and travel agents and consumer activation.			X	