



24 April 2021

INVITATION FOR PROPOSALS

The Philippine Department of Tourism Korea is in need of the services of a well- experienced company based in Korea engaged in professional conceptualization and placement of advertorials in both print and online media.

Interested companies may submit advertorial proposal and quotation plus complete documentary requirements, following the attached **Terms of Reference** on or before **April 30, 2021 at 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: amy@philippinetourism.co.kr and lily@philippinetourism.co.kr

MARIA CORAZON JORDA - APO
Tourism Director
Philippine Department of Tourism - Korea

TERMS OF REFERENCE

PROJECT: HIRING OF PR AGENCY FOR PLACEMENT OF ADVERTORIALS

Despite the continuous travel restrictions caused by COVID-19, there is a more positive outlook on international travel nowadays. As an example, the recent survey of Incheon International Airport Corporation (IIAC) reported that 70 % of Koreans stated that they intended to travel overseas after being vaccinated.

Other positive news is that the long-anticipated inoculation of the COVID-19 vaccine in Korea just started last February. According to the Korean government's plan, Korea hopes to achieve herd immunity by November 2021. Given this, we hope that by the last quarter of this year or early next year, the situation will get better and the possibility of overseas travel by Koreans will resume by then. As the situation changes, it is necessary that we be proactive to communicate to the target market segments and position in the minds of our Korean audience that the Philippines is a safe travel destination under the new normal.

In this context, the Philippine Department of Tourism will embark on placement of advertorials to convey a positive reception for Philippine tourism thru print and online media and encourage the Korean public to make the Philippines their top-of-mind destination post-pandemic.

OBJECTIVES

Increase awareness and boost online buzz among the target segments (who are pre-disposed to overseas travel) by widely exposing and delivering information on Philippine destinations using various media/PR communication channels.

ELIGIBILITY CRITERIA

The PR agency must have the following qualifications:

- Korea-based company preferably in Seoul.
- With at least five (5) years of experience in planning and executing communication strategies on various public relations projects including tourism. A PR agency with previous experience in handling PR services for national tourism board/organization or tourism agency/ministry particularly the Philippines is an advantage.

SCOPE OF WORK / DELIVERABLES

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

1. Advertorial placement in the following preferred media channels:

A. PRINTED ADVERTORIAL

Media	Exposure
Chosun Ilbo	1 full page printed newspaper, online

B. ONLINE ADVERTORIAL

Consumer Travel Media	Exposure
Tour Times	Online, Webpage Banner
Travel Information News	Online, Webpage Banner
Tour Korea	Online, Magazine (Monthly)
Travel Daily	Online, Daily Newsletter, YouTube
Travel Times	Online, Print (Weekly), Naver Post
AB Road	Online, Magazine (Monthly), Naver Post

*** PR Company may negotiate additional media and/or alternative reputable ones in case of non-availability of advertorial slots in the above list*

2. Development of advertorial concepts/content/ story on various topics about the Philippines that will appeal to the Korean audience including but not limited to sustainable tourism practices, destinations, culture and heritage , food, tourist activities, environmental protection etc.
3. Negotiation with media
4. Scheduling of the placement of advertorials and monitoring the exposure
5. Submit the final report on the advertorial results with proofs of required outputs (including but not limited to actual newspaper print, screen captures of online advertorials, PR values, reach, etc.)

DEADLINE FOR SUBMISSION OF PROPOSAL AND DOCUMENTARY REQUIREMENTS

Interested companies should submit the following requirements on or before **Friday, April 30, 2021, 5:00 PM:**

1. Advertorial Plan and Quotation (in English)
2. Company profile (Description of company, past clients, past related engagements)
3. Proof of business operation (Business permit/ business registration/ tax registration)

TIME FRAME /SCHEDULE

- | | |
|------------------------------|---|
| - April 30, 2021 | Submission of Advertorial Plan with quotation and supporting company documentary requirements |
| - May 3-7, 2021 | Evaluation of plans, agency selection |
| - Within May-September, 2021 | Preparations for and Implementation of advertorial placements
<i>(* Depending on availability of advertorial slots and appropriate timing based on market situation)</i> |

BUDGET

Total budget allocation for the project is **KRW 46,000,000.**

PAYMENT SCHEDULE:

Payment of services will be made based on the agreed terms.