



18 May 2023

INVITATION FOR PROPOSAL

The Philippine Department of Tourism-Korea is in need of a well-experienced company based in Korea engaged in Web/Mobile Site Enhancement / Updating / Maintenance, Social Media Management, and Digital Marketing Services for a 12-month engagement for Year 2023-2024. Attached is a copy of the Terms of Reference.

Interested companies may submit proposals based on the attached Terms of Reference on or before 25 May 2023, 5:00 PM to:

Philippine Department of Tourism-Korea
Suite 801, President Hotel, Euljiro 1-ga
Jung-gu, Seoul 04533 Korea
Tel no: (02) 598-2290 Fax: (02) 318-0520
Email: jake@philippinetourism.co.kr and lily@philippinetourism.co.kr


MARIA CORAZON JORDA-APO
Tourism Director
PDOT-Korea

TERMS OF REFERENCE

PROJECT: PDOT-Korea Web/Mobile Site Enhancement / Updating / Maintenance, Social Media Management and Digital Marketing Services for PDOT-Korea for the Year 2023-2024

DURATION: 12-month engagement in 2023-2024

BACKGROUND: The website and mobile customization are to be utilized by PDOT-Korea to market the Philippines and complement its promotion and communication strategies in South Korea. PDOT needs to continuously update & develop the database and contents for effective online marketing. The use social media channels and online marketing partners will be maximized to reach out to wider segment of the tourism market for the Philippines.

OBJECTIVES:

- To promote various tourist destinations and activities in line with DOT's It's More Fun in the Philippines campaign using the different online platforms (e.g., web/mobile site, and social media, and others.)
- To maximize the use of the web/mobile site 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 Management, 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 is accessible and responsive design on smartphones.
- Scanning and conversion of materials to pdf for downloading.
- Web and Database Hosting
- Email hosting with corresponding storage space as required by PDOT-Korea
- Chatbot maintenance

B. Content Updating of Web and Mobile Site

Features:

- Tourist Spot Directory – showcase popular tourist destinations with descriptions, activities, contact information, map and other relevant information.
 - i. Bohol
 - ii. Boracay
 - iii. Cebu
 - iv. Clark
 - v. Metro Manila

- vi. Palawan
 - vii. Ilocos
 - viii. Bicol
 - ix. Or any alternative destination as may be agreed between PDOT-Korea and the provider
- E-brochures for viewing and download
- C. Social Media Pages: Content creation/posting, 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 the PDOT Korea website is being updated on time.
 - Develop new contents to be pre-approved by PDOT Korea.
- E. Online Ad Placements and/or activation in various online media channels
- F. Power blogger/vloggers and influencers marketing
- G. Establish partnerships and recommend business implementations from identified PDOT-K travel stakeholders.
- H. Daily answering of inquiries received in email and social media pages of PDOT Korea.
- I. Daily posting of events/content on PDOT Korea social media pages and website. - create and manage rich content that attracts visitors to PDOT Korea social media pages
- J. Issue and Crisis monitoring in social media pages and website managed and controlled by PDOT.
- K. Identify trends and insights, and optimize performance based on the insights
- L. E-mail dispatch of Philippine tourism updates to members.
- M. Output and report generation. - provide accurate and detailed performance reports with professional analysis

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

Activity	Suggested Timeline
a. Website Management, Enhancement and Hosting	Web hosting - year-round Travel Planner Update- 3 rd Qtr 2023 Web enhancement – 4 th Qtr 2023
b. Content Updating of Mobile Site	1 st Qtr 2024
c. Social Media Pages: Content creation/posting, monitoring, and management of the following PDOT Korea Social Media Accounts	Weekly
d. Website Content Update and Development	Monthly

e. Online Ad Placements and/or activations 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 inquiries received in email and social media pages of PDOT Korea.	Daily
h. Daily posting of events/content on PDOT-Korea social media pages and website – create and manage rich content that attract visitors to DOT-Korea's 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.	Monthly
l. Output and report generation	Monthly and other special reports upon request

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. The target includes desktop, android, and iOS users.
- c. The site should be user-friendly and mobile responsive with a simple site map. Site contents should follow the DOT sitemap.
- d. The developer may utilize DOT/TPB photo archives and in the event of usage of non-DOT/TPB photos, the developer will be responsible for acquiring the copyrights and corresponding fee.
- e. The website design should be aligned with DOT campaign guidelines.
- f. Interactive, social networking and community-based applications popularized in Korea are encouraged.
- g. Webpage should be available in the Korean language; however, the 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 content and does not include downloadable materials.
- j. The developer is encouraged to recommend other IT applications to spruce up the website, particularly if the said format is highly popular in Korea.
- k. Cost does not include equipment for video streaming server and related equipment.
- l. The 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. Update and enhance the current website structure in line with DOT's current tourism campaign.
- o. The web/online marketing company shall support the new branding that will be developed and launched by the Department of Tourism and Tourism Promotions Board

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 the designation of an individual who will administer and manage the web/mobile site and social media pages.
- Presentation of web concept and online events.
- Presentation of apps concept to support the selected travel agents.

DOCUMENTARY REQUIREMENTS:

The web/online marketing company is required to submit the **Proposed Digital Marketing Strategy and Plan for June 1, 2023 to May 31, 2024** (PDOT-Korea’s 2023-2024 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 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)

TIMELINE:

- May 25, 2023, 5:00 pm** - submission of Proposal and complete documentary requirements
- May 26 - 28 - evaluation and approval of proposals
- May 29 - Issuance of Notice of Award
- May 30 - Issuance of Notice to Proceed
- May 31 - Contact Signing
- June 1 - Start of Engagement

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 **\$ 222,000.00: (\$ 80,000.00** to cover web/mobile/social media maintenance and management and **\$ 142,000.00)** to cover digital promo activations and marketing)

TERMS OF PAYMENT:

Payment of services will be issued monthly, after submission of invoice and outputs and after 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