

PROPOSED TERMS AND REFERENCE

PROJECT: PUBLIC RELATIONS AGENCY FOR THE PHILIPPINE DEPARTMENT OF TOURISM-JAPAN (PDOT-J)

A. BACKGROUND

DOT Japan (Osaka and Tokyo Offices) needs the services of a PR company to complements its efforts in promotion the Philippines in Japan's lucrative tourism market. The PR Agency will be expected to develop and strengthen media relations that will intensify positive stories about the Philippines in the Japanese market through traditional, digital and social media channels and in so doing generate an optimistic media and public perception about the Philippines as tourism destination.

B. ELIGIBILITY CRITERIA

- The PR retainer shall be a Japan based company and duly registered with the appropriate Japanese institutions. Having a sub-office in Osaka and /or Tokyo will be an advantage;
- The PR retainer shall have at least five (5) years of experience in preparing and executing communication strategies for various public relations projects, including tourism, in Japan;
- The PR Agency is required to submit its company profile and list of projects handled in the past. A PR agency with previous experience in handling PR services for national tourism organizations and tourism-related enterprises is preferred;
- The PR Agency is required to identify the members of its team for the Philippines to include the experience and qualifications of each member. Dedicated staff should be able to communicate well in English and Nihongo languages. At least one member of the team must be eloquent in English language (both written and spoken);
- The PR Agency is required to submit details of the PR campaign proposal (Refer to Annex A for the proposed Work Program and Market Development Plan for PDOT Japan). Deadline for submission of the PR Proposal is on July 17, 2020.

C. SCOPE OF WORK/DELIVERABLES

The tasks listed below provide an extensive range of activities to be assigned to the Public Relations Agency hired for the purpose. PDOT (DOT Osaka and DOT Tokyo Offices) Japan would welcome recommendations that go beyond the activities listed below.

Category	Remarks
1. Strategic PR plan	One strategic plan (Note: The strategic plan must include the target publications (online and/or offline), target date of implementation or release and target audience or reader.)
2. Preparation of press articles (English and Japanese versions)	Development of press angles / stories for the duration of the contract.
3. Dissemination and distribution of DOT Japan press release with positive media pick up (100% release).	Active distribution of press articles and E-News to media contacts on a bi-monthly basis.
4. Development of DOT Media Corp partners to include the top Japanese major dailies.	Submission of media list with contact details (media companies who can be the recipients of press release articles) specializing on travel and lifestyle (online, print and mass media radio eg TV, radio).
5. Proactive pitching of Philippine tourism in various lifestyle and tourism media organizations.	Proactive media pitching which will result to network of contacts for possible partnership with DOT.
6. Organization of media (online, offline, print / magazine, TV, radio, internet based PR activities etc.) activities.	Organization of media activities in conjunction with DOT Activities or development of a separate PR /media related program. Example of these are fam trips, media event during JATA/PBM etc.
7. Invitation of media to cover events organized by DOT Japan	Invitation and confirmation of media companies (offline and online) to cover events that will be organized by DOT Japan. Personal attendance of PR representative/s may be required to assist media and/or develop news ideas.
8. Organization of media coverage and press conference for high level meetings participated in by the Department of Tourism Secretary	Invitation, confirmation, organization and attendance of media organizations in press conferences.
9. Prepare press release kit / materials for events as it relates to items #7 and #8 of this Terms of Reference	Dissemination and preparation of press kits / materials to media during events or as it relates to items # 7 and #8 of this Terms of Reference.
10. Monitoring of results as it relates to items #6, # 7 and # 8.	Provide highlight reports complete with documentation (photos/ video screenshots etc.) for items #6, #7 and # 8.
11. Provide tourism market intelligence report that is highly	Submission of competitors' PR/ media program or strategies for benchmarking or marketing

significant for the promotion of Philippine tourism in Japan.	intelligence.
12. Media monitoring, daily e-news clippings with English translations of exposure content and advertising values	Monthly report indicating media value, intelligence report, documentation and action plan to counter negative publicity, if necessary.
13. PR handling involving critical issues and / or crisis situations to minimize the impact	Development of press statement and action plan to counter negative publicity.
14. Tactical media management / initiatives (advertorial and news placement to publicize DOT activities or to counter negative media publicity and ensure media release of PR articles.	Positive media coverage in a print or online magazine or newspaper with national circulation (Note: PR proposal to have a statement on the tactical media it plans to implement for the duration of contract with positive release or coverage. DOT should be consulted the media platforms or outlets proposed for this activity and on the draft message or article before final implementation. DOT can be billed upon presentation of proof of release.)
15. Travel for consultation	Attendance in two (2) offsite meetings for planning of PR activities (This is required for PR agency, if based in Tokyo, to travel to meet DOT field office in Osaka or vice versa to Tokyo, if the PR Agency is based in Osaka)
16. Translation of English articles produced by DOT Japan	Translation and editing of English articles in Japanese.
17. Submission of reports in English and media contact list and Executive Summary at the end of the contract highlighting accomplishments.	Compilation of report per month complete with documentation such as copy of a magazine, newspaper, clippings, screenshot of digital media placement and screen shot of film/tv/music video etc. The PR company is required to submit an executive summary of its PR accomplishment for the year and media contacts, highlighting major accomplishments among others.

D. PROJECT BUDGET

The following is the project cost:

- A. **JPY 9,119,040** inclusive of all taxes (for 5 months)
- B. **JPY 4,000,000** inclusive of all taxes (for tactical initiatives/ad) (Note: This budget is the maximum allowable cost that PR agency can bill DOT as it relates to item # 14 of “Scope of Work / Deliverables.”)

TOTAL: JPY 13, 119,040 (inclusive of tax)

E. SCHEDULE OF ACTIVITIES

- Approval of Budget requirements and certificate of availability of funds from the Tourism Promotions Board
- July 7 – Posting of TOR
- July 14 – Pre-conference bid (consultation on what is required)
- July 17 – Submission of financial and strategic proposal
- July 22 – Presentation of bid proposal (TBC)
- July 30 – Awarding

F. SCHEDULE OF PAYMENT

AGENCY shall furnish its invoice to DOT-Japan on a monthly basis on or before the tenth (10th) day of each following month in for the services delivered during the preceding month that have become payable.

G. PERIOD COVERED

August 1, 2020 to December 31, 2020

H. SELECTION CRITERIA

Criteria	Percentage rate
1. Creativity, responsiveness and overall PR strategy of the bid proposal	20%
2. Profile and experience of the company	30%
3. Professional capacity and experience of assigned staff	30%
4. Accessibility and availability of support team	10%
5. Pricing	10%
TOTAL	100%

DOCUMENTARY REQUIREMENTS

Please submit the following documents (**3 COPIES: 1 copy for Osaka, 2 copies for Tokyo as Secretariat**) on or before July 14, 2020 in a sealed envelope:

1. Proposal (Strategic business plan)
2. Financial proposal
3. Company registration with Securities Commission (copy)
4. List of clients and projects handled in the past five years

(NOTE: Please highlight projects with National or Local Tourism Organizations)

Format

Name of Company: _____

Accomplished by: _____

Designation : _____

Date Accomplished _____

Signature _____

Clients (Company name / List from latest projects)	Year project was implemented (inclusive date)	Nature of Project e.g. PR retainer, launch,

Above data must be verifiable.

5. Project team and their relevant experience

Please send your proposal to the following address:

DOT TOKYO OFFICE

MR. NIEL P. BALLESTEROS
 Tourism Attaché
PHILIPPINE EMBASSY / TOURISM SECTION
 5-15-5, Roppongi
 Minato-ku, Tokyo 106-8537
 Tel: (03) – 5562-1583
 Fax: (03) – 5562-1593

DOT OSAKA OFFICE

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 Tourism Attaché
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 Work Phone: (816) 6251 2400