

## TERMS OF REFERENCE

### “EATS MORE FUN IN THE PHILIPPINES” DIGITAL FOOD PROMOTION CAMPAIGN 2021

#### I. BACKGROUND:

The Philippine Department of Tourism and its marketing arm the Tourism Promotions Board are in need of a production and management company to develop, create and promote the Philippine food videos for the project entitled “Eats More Fun in the Philippines” digital food promotion campaign.

The project “Eats More Fun in the Philippines” aims to inspire and encourage the Japanese audience to learn about Philippine cuisine and explore the destinations in the Philippines through food.

#### II. OBJECTIVES

- To promote the Philippines in Japan through food and gastronomy
- To keep the Philippines top of mind among Japanese travelers especially during the period of pandemic
- To develop an exciting and creative social media contents about the Philippines focusing on culinary tourism products
- To utilize social media as an effective marketing tool and platform to reach Japanese tourist audiences
- To generate and gain positive media mileage and publicity through the PR activities that will be organized in line with this project

#### III. DELIVERABLES

1. Develop and produce nine (9) Filipino cooking demonstration high definition videos with 15-20 minutes maximum playtime.
2. Hire the services of Japanese celebrity influencers who can contribute to the project content and help generate reach, views, and engagement (Note: Rights to the videos should be owned by DOT Tokyo and can be used for its promotional activities in Japan.)
3. Recommend six Japanese social media influencers as understudy / talents for the project with 200,000 minimum followers on any of the following social media platforms: YouTube, Facebook and Instagram.
4. Coordinate with the three selected Japanese celebrities or influencers on their deliverables for this project to include but not limited to the following:
  - a. Perform professional services as talent during the video production and development
  - b. Provide professional services as social media influencer by carrying out the following activities:
    - Post the final video on their social media accounts and ensure that the content is accessible for at least a period of one year,
    - Invite their followers to like and comment their social media post about the project,
    - Post and disseminate the teaser videos on their social media accounts,
    - Submit analytics on the post/s, and
    - Use the following five hashtags for each post:
      - i. #ouchidefiripin
      - ii. #mottotanoshiphilippine
      - iii. #philippinefood
      - iv. #philippinetravel
      - v. #eatismorefuninthephilippines

(Note: Hashtags can be revised subject to approval of the DOT)

5. Develop a creative post in DOT official social media accounts such as Instagram, YouTube, Twitter, Facebook (two posts per video).
6. Boost DOT Facebook and Instagram posts for 30 days to achieve the following:
  - a. Total reach or cumulative views of all posts in all project registered accounts (DOT Official account and Celebrity accounts): Minimum of 500,000 impressions for a period of one month
  - b. Target demographics: 20's to 40's office ladies
  - c. Interests : Travel, food, spa, beaches and activities/ interests for the ladies market
  - d. Target location : Selected prefectures under the jurisdiction of DOT Tokyo or Nationwide Japan
  - e. Cumulative target clicks : 10,000
  - f. Hashtags : As indicated in item #3
  - g. Average rate of engagement (likes and comments): 10% based on DOT Tokyo Official account for a period of 30 days
7. Design a project microsite (campaign page) on the DOT Japan website.
8. Recommend an appropriate studio and manage its set-up to include theme and provision of décor. (Note: Provide a roundtrip delivery service should props be borrowed from DOT Office).
9. Coordinate with a Filipino chef based in Japan to assist in the activity such as preparation of the recipes and the final menus to include street food (otsumami), dessert, and heirloom cuisine to name a few examples. (Note: Menus or themes to be discussed after awarding of contract).
10. Prepare and submit script for approval of DOT Tokyo. The script should emphasize the tourism aspect of the food such as the culture and history and the destinations in the Philippines where they originated from such as Bicol Express, Lapaz Batchoy In Iloilo, Cebu's Lechon, Pampanga's Halo-halo, to name a few.
11. Provide and prepare the ingredients and cooking equipment.
12. Provide creative direction to the video and include relevant branding graphics and acknowledgement of institutional partners in the project.
13. Provide technical staff crew/ assistants for the shooting
14. Develop and prepare three press releases in Japanese and English about the project.
15. Provide 27 photos (3 pictures per video) for dissemination or posting in DOT Japan SNS accounts and for press releases.
16. Develop, promote, and disseminate the nine 30-second teaser videos through paid social media ad for a period of one week.
17. Provide and manage the distribution / shipment of the 60 gift packs for the winners of the campaign.
18. Arrange and coordinate make-up artist, costume, and subsistence for the influencer / talent during the video production.
19. Submit report to the DOT after successful completion of the project with proper documentation to include the following data or information:
  - a. Social media analytics of the posts (Influencers' posts and posts on DOT social media accounts)
  - b. Detailed tabulation of likes, comments and reach of the posts
  - c. Print screen of posts with English translation of the posts

#### **IV. TECHNICAL ELIGIBILITY**

- Must have 5 years of proven track record and experience in digital and social media promotion
- Must have experience and track record in video direction, development and production and preference will be given to company with portfolio on food video
- Must have a dedicated team for this project

**V. DOCUMENTARY REQUIREMENTS**

- Detailed proposal for the “Eats More Fun in the Philippines” digital campaign
- Detailed proposal that is responsive to the Terms of Reference
- Detailed financial proposal

**VI. TIME FRAME AND SCHEDULE OF WORK:**

<b>PARTICULARS</b>	<b>DATE</b>
1. Posting of the TOR	February 11, 2021
2. Submission of program concept	March 10, 2021
3. Presentation of program concept	March 11 and 12, 2021
4. Notice of Award/ Notice to Proceed	March 15, 2021
5. Submission of detailed plan	March 22, 2021
6. Meeting for the approval and adjustment of plan	March 25 and 26, 2021
7. Submission of Final Art (Video) Work First submission (three videos of influencer 1) Second submission (three videos of influencer 2) Third submission (three videos of influencer 3)	April 30, 2021 May 24, 2021 June 25, 2021
8. Social media promotion and other PR promotions campaign	May 1 to July 2021
9. Submission of report	August 6, 2021

**VI. PROJECT COST:**

JPY 8,780,000 (tax inclusive).

**VII. SELECTION CRITERIA**

The most responsive proposal and price effective bid will be selected.

**VIII. PAYMENT PROCEDURE**

Full payment after the successful delivery and completion of the project