

## **TERMS OF REFERENCE FOR THE PR/ EVENT MANAGEMENT COMPANY FOR A “LOVE THE PHILIPPINES CAMPAIGN” IN TOKYO**

In June 2023, the Philippine Department of Tourism has unveiled a new tourism campaign slogan, “Love the Philippines”, replacing the 11-year-old “It’s More Fun in the Philippines” brand in a bid to offer not only fun, but also meaningful travel experience.

The new campaign aims to reflect the changing travel landscape where tourists of the post-pandemic seek to travel for meaningful and real-world experiences.

In view of this, PDOT Tokyo requires the services of a PR/ event management company to do a branding / marketing campaign that will highlight the new tourism campaign slogan and invite more Japanese to visit the Philippines and experience the more than a thousand and one reasons why one will fall in love with the Philippines.

### **I. SCOPE OF WORK/DELIVERABLES**

Formulation and execution of a strategic promotional and marketing plan that will highlight “Love the Philippines” brand which will include:

1. Ad placement on the train Yamanote Line or other train lines depending on its availability and/or an OOH in prominent areas in Tokyo that have high foot traffic such as Shinjuku, Shibuya and Ginza. This will include the design and layout for the materials that will be used in the OOH.
2. Collaboration with online travel agencies that will offer special packages to the Philippines. Information of these special packages will be included in the OOH materials.
3. Digital activation with the participating online travel agencies that will highlight the campaign
4. Negotiating with LDH Inc. regarding the participation of Alan Shirahama in the campaign as the DOT’s tourism ambassador
5. Production of promotional materials that will be used in the campaign including giveaways/ novelty items and flyers/ postcards that will be distributed during activation activities
6. Preparation and dissemination of press releases to promote the campaign
7. Designing and uploading of a landing page in the DOT Japan webpage including banners.
8. Producing and implementing an activation activity that will highlight the campaign in December.
9. Implementing activation activities during the Philippine Festival that will promote the special packages by online travel agents. This will include:
  - a. Designing the Philippine booth with the following elements:
    - i. Branding and experience zone that will highlight the traditional hilot
    - ii. Photowalls and interactive activities
    - iii. Functional reception areas with reception desk, brochure display stand, electrical outlet and hand sanitizer
  - b. Hiring of four booth assistants

- c. Coordinating with the Philippine Festival organizers in highlighting the “Love the Philippines” campaign during the event
10. Submission of daily reports during the entire duration of the campaign period.

## **II. PROJECT COST**

The total project cost is **JPY 158,000,000 (inclusive of all taxes and other costs)** which is to be paid after the satisfactory execution of the plan and submission of an English report.

## **III. ELIGIBILITY**

- A. The PR company shall be a Japan-based company and duly registered with the appropriate Japanese institutions;
- B. The PR company shall have at least five (5) years of experience in preparing and executing communication strategies on various public relations projects, including tourism, in Japan, and experience in National Tourism Organizations handling;
- C. The PR company needs to submit a company profile and list of projects handled in the past in Japan (for the past 4 yrs);

## **IV. DEADLINE FOR THE ACCEPTANCE OF PROPOSAL**

Please submit the proposals in English on or before November 13, 2023.