

TERMS OF REFERENCE FOR MEDIA/ INFLUENCERS FAMILIARIZATION TRIP

The Philippine Department of Tourism Tokyo Office is in need of a reputable PR company for the implementation of a media/ influencers/ celebrity familiarization trip for Manila and Boracay on April, 2024.

This familiarization trip aims to highlight the new tourism campaign slogan and invite more Japanese to visit the Philippines and experience more than a thousand and one reasons why one will fall in love with the Philippines.

Below is the scope of work/ deliverables of the PR company:

I. SCOPE OF WORK/DELIVERABLES

- A. Invitation of media/ influencers/ celebrities that could provide the highest mileage for promotion of the new branding campaign
- B. Creation of an itinerary that will highlight the new branding campaign “LOVE the Philippines”
- C. Coordinating with a travel operator in preparing the logistics needed for the trip.
- D. Coordinating with hotels for the accommodation of the group.
- E. Monitoring of posts/ articles published for the familiarization trip.
- F. Preparation of SNS posts for DOT Japan Instagram.
- G. Submission of completion report in English prior to final payment.

II. PROJECT COST

The total project cost is **JPY 6,500,000 (inclusive of all taxes and travel expenses)**

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 three (3) years of experience in preparing and executing communication strategies on various public relations projects.
- C. The events management company needs to submit a company profile and list of projects handled in the past in Japan (for the past 3 yrs);

IV. DEADLINE FOR THE ACCEPTANCE OF PROPOSAL

Please submit proposals on or before March 1, 2024.