

TERMS OF REFERENCE FOR MEGA MEDIA/ INFLUENCERS FAMILIARIZATION TRIP

The Philippine Department of Tourism Tokyo Office is in need of a reputable PR company for the implementation of a 5-day media/ influencers/ celebrity familiarization trip for the Philippines to be held between July 2024 to 2nd day of August 2024.

This familiarization trip aims to highlight the new tourism campaign slogan “LOVE THE PHILIPPINES” 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

- 1 Invitation of media/ influencers/ celebrities that could provide the highest mileage for promotion of the new branding campaign
 - 1.1 Average of 30,000 followers for all the participants in Instagram, Tiktok, Twitter and Youtube
 - 1.2 KPI: at least 3 posts and 1 story per day in Instagram, 3 Twitter posts/ for Youtubers: minimum of 1 post in Instagram and 1 youtube post)
- 2 Creation of an itinerary that will highlight the new branding campaign “LOVE the Philippines”
 - 2.1 Destinations: Manila, Cebu, Bohol, Boracay, Siargao, Clark, Iloilo and Palawan
 - 2.2 Convergence in Manila on Day 4
- 3 Arrangement for the necessary logistics
 - 3.1 Coordinating with a travel operator in preparing the logistics needed for the trip.
 - 3.2 Coordinating with hotels for the accommodation of the group.
 - 3.3 Coordinating with the airlines for the bookings of the participants
 - 3.4 Program for the convergence on Day 4 including preparation of venue, sound system and food and beverages. The program must also include presentation of the videos of each destination in a wide screen and projector.
- 4 Monitoring of posts/ articles published for the familiarization trip.
- 5 Preparation of SNS posts for DOT Japan Instagram.
- 6 Submission of completion report in English prior to final payment.
- 7 Preparation of a landing page for the mega
- 8 Preparation and dissemination of a pre-departure press release and post press release.
- 9 Documentation
 - 9.1 One videographer/ photographer per destination
 - 9.2 One video per destination to be shown during the convergence in Manila (3 minutes). Videos

should have the same color settings.

- 9.3 One video per destination (edited) for DOT Japan use (no limit on the usage) (1 minute to 1 minute and 30 seconds). First submission: two weeks after the fam trip. Second submission: three weeks after. Final submission: one month after the trip.
- 9.4 Raw files to be submitted on a hard disk before or during the submission of the final report.

II. PROJECT COST

The total project cost is **JPY 40,000,000 (inclusive of all taxes and travel expenses)**

III. ELIGIBILITY

- 1 The PR company shall be a Japan-based company and duly registered with the appropriate Japanese institutions;
- 2 The PR company shall have at least three (3) years of experience in preparing and executing communication strategies on various public relations projects.
- 3 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 June 10, 2024.