

TERMS OF REFERENCE JOINT PROMOTION WITH AIRLINES FOR PROMOTION OF CEBU FLIGHTS

The Philippine Department of Tourism Tokyo Office is in need of a reputable PR company for a joint campaign with airlines for promotion of Cebu flights. This campaign will highlight the convenience, affordability and appeal of direct flights from Japan to Cebu, ultimately increasing the number of Japanese tourists visiting the region.

I. SCOPE OF WORK/DELIVERABLES

1. Strategize a comprehensive digital and social media marketing initiative designed to promote Cebu as a premier travel destination for the Japanese tourists. The campaign will include the following components:
 1. Digital Advertising
Targeted ads will be launched across popular social media platforms, Instagram and Facebook. These ads will showcase Cebu's stunning attractions and emphasize the convenience of direct flights, capturing the attention of Japanese travelers.
 2. Content Marketing
Engaging content will be created and shared to inspire Japanese tourists, including travel videos highlighting Cebu's beaches, culture, and activities.
 3. Influencer Marketing
Partnerships with well-known Japanese travel influencers will be established to create authentic, engaging content. Influencers will share their experiences exploring Cebu, visiting local attractions, and promoting the convenience of direct flights, driving interest among their followers.
 4. Special Promotional Offers
Collaboration with the airline will encourage the provision of special fares on flights from Japan to Cebu. These discounted fares will serve as a strong incentive for Japanese tourists to book their tickets and take advantage of the direct flight route.
 5. Dedicated Landing Page
A dedicated landing page will be created to highlight the campaign, featuring:
 - Special promotional fares from the airline.
 - Exclusive travel packages from partner travel agencies, combining flights, accommodations, and tours.
 6. Press Release
 - A press release will be issued to announce the campaign, providing key information about the initiative to media outlets, tourism websites, and potential travelers.
2. Coordinate with the airlines for the special packages
3. Monitoring of posts/ articles published for the campaign
4. Submission of completion report in English prior to final payment.

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II. PROJECT COST

The total project cost is **JPY 5,200,000** (inclusive of all taxes)

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.

IV. DEADLINE FOR THE ACCEPTANCE OF PROPOSAL

Please submit proposals on or before April 15, 2025