

## TERMS OF REFERENCE

### CHRISTMAS ACTIVATION DURING THE PHILIPPINE FESTIVAL 2025

#### I. BACKGROUND

The Philippine Festival 2025, to be held at Yoyogi Park, Tokyo, is Japan's largest Filipino community festival with an expected attendance of approximately 170,000 visitors over two days.

For 2025, the Philippine Department of Tourism – Tokyo (PDOT Tokyo) will mount a **Christmas-themed activation under the “Love the Philippines” campaign**, combining the warmth and festivity of a Filipino Christmas with the immersive cultural and tourism experiences that define the Philippines. This activation will transform the festival into a vibrant showcase of Philippine destinations, flavors, and traditions, while amplifying the campaign's brand visibility in one of Tokyo's busiest and most culturally influential public venues.

#### II. OBJECTIVES

The primary objectives of PDOT Tokyo's participation in the Philippine Festival 2025 are as follows:

- To stimulate travel interest among Filipino residents and Japanese attendees to visit the Philippines.
- To showcase the Philippines as a destination of warmth, festivity, and diversity through a Filipino Christmas theme.
- To serve as a large-scale out-of-home (OOH) advertisement for the **“Love the Philippines”** campaign.
- To introduce and generate interest in new tourism destinations and experiences across the Philippines, including wellness, gastronomy, and cultural tourism.

#### III. ALIGNMENT WITH THE “LOVE THE PHILIPPINES” CAMPAIGN

The activation fully supports the **“Love the Philippines”** campaign by reinforcing destination branding through:

- A **Christmas celebration atmosphere** that highlights Filipino traditions, hospitality, and culinary delights.
- Immersive, on-the-ground consumer engagement.
- Visual transformation of the booth and festival grounds with **Christmas-inspired “Love the Philippines” branding**.
- Multi-sensory experiences reflecting Philippine wellness, gastronomy, and culture.
- Social media-driven activities that increase brand reach and recall.

#### IV. PROJECT COMPONENTS

The PR company will be responsible for conceptualizing, designing, managing, and implementing the following:

##### A. Booth and Experience Zones

- **Consumer Activation Booth (5 booth spaces)** with functional layout, including:
  - Reception desk and brochure holders
  - Storage area for materials
  - Chairs and sufficient seating
  - Electrical outlets and heaters
  - Water dispenser
  - Booth assistants for two days

- **Experience Zones:**
  - **Wellness Zone:** Featuring traditional Filipino *hilot* massage and essences, promoting the Philippines as a healing and wellness destination.
  - **Filipino Christmas Gourmet Zone:** Sampling and showcasing Philippine coffee and traditional Christmas delicacies
  - **Love the Philippines Photo Area:** Encouraging social media sharing and engagement.
  - **Interactive Activities:** Games, giveaways, animators in Philippine traditional costumes, and destination presentations.

#### **B. Out-of-Home (OOH) Branding**

- Signage, banners, and **Christmas-themed** visuals throughout the event grounds carrying “**Love the Philippines**” branding

#### **C. Promotion and Media Engagement**

- Public Relations Campaign: Pre-event and on-site publicity to increase awareness among Japanese and Filipino audiences.
- Influencer Engagement: Invitation and coordination of relevant Japanese and Filipino influencers, lifestyle bloggers, and social media creators to cover the activation and share content with their audiences.
- Media relations support, including press release drafting and dissemination to Japanese lifestyle, travel, and culture media outlets.

#### **D. Support Services**

- Coordination and negotiation with the Philippine Festival Secretariat regarding PDOT participation, including booth rental payment.
- Printing, signage, and branding materials production.
- Booth dismantling and proper disposal of used materials.

### **VII. DELIVERABLES**

The contracted PR company is expected to deliver the following:

- Concept design and production of the PDOT activation booth.
- Management and implementation of experience zones and activities.
- Provision of manpower (animators, booth assistants, activity hosts).
- Branding and signage throughout the event space.
- Logistics support (transportation, obento, heaters, storage, dismantling).
- Post-event report with analytics, media coverage, and recommendations.

### **VIII. TIMELINE**

- **Planning & Concept Approval:** September 2025
- **Production & Preparation:** October 2025
- **Event Implementation:** November 29 to 30, 2025 (Philippine Festival, Yoyogi Park, Tokyo)
- **Post-Event Reporting:** December 2025

### **IX. BUDGET**

The total project cost is **JPY 5, 600,000 (inclusive of all taxes)** which is to be paid after the submission of an English report.

The PR company shall submit a **comprehensive financial proposal** including:

- Concept and design fees
- Production and logistics costs
- Manpower and support services

- Marketing and digital landing page development
- Contingencies

#### **X. EVALUATION CRITERIA**

The selection of the PR company will be based on:

- Creativity and alignment with **“Love the Philippines”** branding
- Demonstrated experience in large-scale festival activations and OOH branding
- Cost-efficiency and value for money
- Capacity to manage logistics and provide complete event support
- Proven track record with similar tourism and cultural campaigns

#### **XI. ELIGIBILITY**

- A. The events management company shall be a Japan based company and duly registered with the appropriate Japanese institutions;
- B. The events management company shall have at least five (5) years of experience in preparing and executing the communication strategies on various public relations projects, including tourism, in Japan and experience in National Tourism Organizations handling;
- C. The events management company needs to submit company profile and list of projects handled in the past in Japan (for the past 4 yrs);
- D. The events management company needs to identify the members of the team for the Philippines to include the experience and qualification for each member. At least one member of the team must be eloquent in English language (written and spoken);

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

Please submit your proposal on or before October 10, 2025