



## INVITATION FOR PROPOSAL

The Philippine Department of Tourism–Korea Office is in need of the services of a reputable company based in Korea engaged in professional online marketing that can conceptualize and execute the production for the **Love the Philippines Digital Advertising: Relaunching the Philippines as a destination for Korean Travelers.**

Interested parties may submit the proposals and quotation following the attached Terms of Reference on or before **28 August 2026, 5:00 PM** to:

Philippine Department of Tourism–Korea  
Suite 801, President Hotel, Euljiro 16  
Jung-gu, Seoul 04533 Korea  
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A handwritten signature in black ink, appearing to read "Erwin F. Balane", is written over a horizontal line.

**ERWIN F. BALANE, DPA**  
Tourism Attaché  
PDOT-Korea

18 August 2026



## TERMS OF REFERENCE

|                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>I. PROJECT:</b>  | <b>Love the Philippines Digital Advertising: Relaunching the Philippines as a destination for Korean Travelers</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>DATE:</b>        | <b>DIGITAL/ONLINE ADVERTISING</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>DESCRIPTION:</b> | September ~ December 2026<br>A boost in destination awareness through digital advertising has proven an effective, measurable tool for reaching and engaging today's global travelers, whose travel decisions are increasingly shaped by online content. Digital platforms provide highly targeted, data-driven marketing capabilities that enable the DOT to present the Philippines' unique destinations, culture, and experiences to specific audiences based on their interests, demographics, and travel behavior. This approach ensures broader reach at a lower cost than traditional media, with the added advantages of real-time performance tracking and the flexibility to adjust campaigns for maximum impact. |

## II. BACKGROUND

In line with the Philippine Department of Tourism – Korea's continuing efforts to strengthen the promotion of the Philippines as a preferred travel destination for the Korean market, the Department intends to undertake a campaign in for the upcoming winter season.

The campaign aims to relaunch and strengthen the Philippines' positioning among Korean travelers through a strategic combination of digital/online marketing initiatives which shall seek to increase destination awareness, generate interest and consideration, and encourage travel to the Philippines during the winter travel period.

The campaign shall be aligned with the Department's *Love the Philippines* branding and shall communicate the Philippines' diverse tourism offerings and experiences relevant to the Korean market.

To effectively implement the campaign, the Department intends to engage a qualified and experienced service provider/agency to conceptualize, develop, implement, and evaluate an integrated digital and on-ground tourism marketing campaign targeted at the Korean market.

## III. PURPOSES / OBJECTIVES

1. Convey the positive reception for Philippine tourism through digital/online platforms and stimulate Korean travelers to book their travel to the Philippines; and
2. Reach target market segments like FIT including young families, friends, couples, avid leisure travelers, divers, golfers, and MZ generation and increase the destination awareness among the target segments by widely exposing and delivering information on Philippine Tourism by leveraging various advertisement platforms.

## IV. SCOPE OF WORK / DELIVERABLES

### 1. Conceptualization and Development of Campaign Materials

Conceptualize, design, and produce creative materials, artworks, and other campaign tools necessary for the effective implementation of the campaign, in accordance with the approved campaign concept and requirements of the Department.

### 2. Creative Content Development

Develop and propose creative concepts and content in close coordination with PDOT–Korea, ensuring that all materials are consistent with the *Love the Philippines* branding,

brand guidelines, and overall campaign objectives. All creative materials shall be subject to the review and approval of PDOT–Korea prior to publication or deployment.

### 3. Digital Platform Identification, Media Placement, and Coordination

Identify and recommend appropriate digital/online platforms that effectively reach the target Korean market, and undertake the necessary coordination, reservation, media placement, and payment of advertisements.

The Agency shall negotiate and secure the best available rates and terms for the Department. The Agency may likewise recommend alternative or additional digital platforms, subject to the approval of PDOT–Korea, should the platforms initially identified or specified in the TOR be unavailable, unsuitable, or unable to meet the campaign requirements.

#### Target Digital Advertising Channels and Platforms

The indicative channels and platforms are provided below and shall serve as the minimum reference for the proposed media strategy. The Agency shall be responsible for identifying the most appropriate platforms, ad formats, placements, and targeting strategies based on the campaign objectives and target audience. The indicative platforms are not intended to limit the Agency's proposed media mix, and the Agency may recommend alternative or additional platforms that can provide comparable or greater reach, engagement, and value for money, subject to the approval of PDOT–Korea.

| Advertising Channel                             | Indicative Platforms                                                                   | Possible Ad Formats                                                                | Target Device              |
|-------------------------------------------------|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------------|
| <b>Search Engines</b>                           | Naver, Kakao, Google Display Network (GDN), and other relevant search/display networks | Search Ads, Display Ads, Rolling Banners, Network Banners, etc.                    | PC / Mobile                |
| <b>Metasearch / Travel Platforms</b>            | Naver Travel and other relevant travel/metasearch platforms                            | Display Banners, Search Ads, Sponsored Listings, Travel Content, etc.              | PC / Mobile                |
| <b>OTT / Online Video Platforms</b>             | Netflix, YouTube, and other relevant OTT/video platforms                               | Video Ads, Pre-roll/Mid-roll Ads, Display Ads, Banner Ads, Sponsored Content, etc. | PC / Mobile / Connected TV |
| <b>Mobile Payment / Digital Wallet Services</b> | Kakao Pay, Naver Pay, Toss Pay, and other relevant digital payment platforms           | Display Banners, In-App Ads, Sponsored Content, Targeted Promotions, etc.          | Mobile                     |

### 4. Submission of Terminal Report

The Agency shall prepare and submit a comprehensive Terminal Report upon completion of the campaign, documenting the implementation, outputs, performance, and results of all campaign activities undertaken.

The Terminal Report shall include, but shall not be limited to, the following:

- a. Executive Summary of the campaign, including objectives, target market, key strategies, and major activities undertaken;
- b. Campaign Implementation Report detailing the activities, timelines, platforms, placements, and other campaign components implemented;
- c. Creative Materials and Advertisements used during the campaign, including screenshots, copies, links, or other appropriate documentation of the actual placements;

- d. Media Placement Report indicating the platforms, ad formats, placement periods, number of placements, and other relevant media details;
- e. Campaign Performance and Analytics, including available key performance indicators (KPIs) such as impressions, reach, clicks, click-through rate (CTR), video views/completions, engagement, conversions, and other relevant metrics, as applicable to the platforms used;
- f. Audience and Targeting Data, if available, including relevant demographic, geographic, behavioral, or other audience insights;
- g. Assessment of Campaign Results, including an evaluation of the effectiveness of the campaign in achieving its stated objectives and identification of significant observations and insights;
- h. Recommendations for future digital tourism marketing campaigns targeting the Korean market; and
- i. Supporting Documentation, including platform-issued reports, proof of placement, screenshots, links, and other relevant documents as may be required by PDOT–Korea.

## VI. TIMELINE AND REQUIREMENTS

1. Comprehensive Implementation Plan and Cost Proposal
2. Proposed Media Plan
3. Company Profile and Registration Documents

### Expected Timeline:

- |                                 |                                                                                 |
|---------------------------------|---------------------------------------------------------------------------------|
| ▪ 28 August 2026                | Deadline for submission of bids                                                 |
| ▪ 31 August 2026                | Evaluation of Proposals, presentation of agencies as maybe needed for selection |
| ▪ 01 September 2026             | Issuance of Notice of Award                                                     |
| ▪ 02~03 September 2026          | Contract Signing and Issuance of Notice to Proceed                              |
| ▪ 03~11 September 2026          | Pre-Implementation and Campaign Preparation                                     |
| ▪ 15 September~31 December 2026 | Campaign Implementation                                                         |

## VII. ELIGIBILITY / QUALIFICATIONS

1. Korea-based company, preferably with an established office or operations in Seoul;
2. The service provider must have at least three (3) years of demonstrated experience in advertising, digital marketing, media planning, or related services;
3. Experience in destination marketing, tourism promotion, or travel-related advertising campaigns shall be considered an advantage;
4. Previous experience in providing advertising, digital marketing, destination promotion, or related services to a National Tourism Organization (NTO), government tourism agency, or similar public-sector tourism organization in Korea shall be considered an advantage; and
5. The service provider must have the technical, creative, financial, and operational capability to effectively plan, implement, monitor, and report on digital advertising campaigns targeting the Korean market.

## VIII. APPROVED BUDGET AND TERMS OF PAYMENT

The budget allocation for the project is Fifteen Million Pesos (**PHP15,000,000.00**) only inclusive of all taxes and other applicable fees. Payment of services will be based on agreed payment terms between PDOT-Korea and the other party. Payment is to be released after the company's submission of the invoice with the corresponding deliverables and PDOT-Korea's issuance of certification that deliverables are complete and acceptable.

The payment or contract price shall be denominated in United States Dollars (USD) and shall be equivalent to the winning bid price in Philippine Pesos (PHP), converted using the applicable exchange rate determined by the Central Office.