



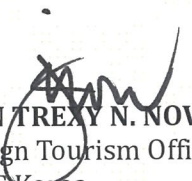
31 May 2024

INVITATION FOR PROPOSALS

The Philippine Department of Tourism-Korea requires the services of a well-experienced company based in Korea engaged in Web/Mobile Site Maintenance for a 1-month engagement (June 2024). Attached is the copy of the Terms of Reference.

Interested companies may quotations following the attached Terms of Reference on or before **05 June 2024, 3:00 PM** to:

Philippine Department of Tourism-Korea
Suite 801, President Hotel, Euljiro 16
Jung-gu, Seoul 04533 Korea
Tel no: (02) 598-2290 Fax: (02) 318-0520
Email: pdot@philippinetourism.co.kr and jtnoveros@philippinetourism.co.kr


JOHN TREXY N. NOVEROS
Foreign Tourism Officer
PDOT-Korea



TERMS OF REFERENCE

PROJECT: PDOT-Korea Web/Mobile Site Maintenance for June 2024

DURATION: 1-month engagement

BACKGROUND: The website and mobile customization are to be utilized by PDOT-Korea to market the Philippines and complement its promotion and communication strategies in South Korea . PDOT needs to continuously update & develop the database and contents for effective online marketing. The use social media channels and online marketing partners will be maximized to reach out to wider segment of the tourism market for the Philippines

OBJECTIVES:

- To promote various tourist destinations and activities in line with DOT's campaign using the different online platforms (e.g., web/mobile site, and social media, and others.)
- To maximize the use of the web/mobile site as PDOT's official portal for information dissemination and marketing channel.

ELIGIBILITY CRITERIA

Web Agency shall have at least five (5) years of experience in preparing and executing web/mobile design & development and online marketing projects specifically in the tourism industry. An agency with previous experience in handling website development and maintenance and web/mobile design and online marketing for the travel industry is an advantage. Agency/company to bid must be based in South Korea.

SCOPE OF WORK:

- A. Website Management, and Hosting
- B. Content Updating of Web and Mobile Site
- C. Social Media Pages: Content creation/posting, monitoring, and management of the following PDOT Korea Social Media Accounts:
- D. Website Content Update and Development
 - Ensure that the PDOT Korea website is being updated on time
 - Develop new contents to be pre-approved by PDOT Korea
- E. Online Ad Placements and/or activation in various online media channels
- F. Power blogger/vloggers and influencers marketing
- G. Daily answering of inquiries received in email and social media pages of PDOT Korea
- H. Daily posting of events/content on PDOT Korea social media pages and website. - create and manage rich content that attracts visitors to PDOT Korea social media pages
- I. Issue and Crisis monitoring in social media pages and website managed and controlled by PDOT
- J. Identify trends and insights, and optimize performance based on the insights
- K. E-mail dispatch of Philippine tourism updates to members.
- L. Output and report generation. - provide accurate and detailed performance reports with professional analysis

GENERAL SPECIFICATIONS:

- a. The target market is the Korean internet and smartphone users
- b. Media formats utilized should be available in Korea targeting desktop, android, and iOS users

- c. The site should be user-friendly and mobile responsive with a simple site map. Site contents should follow the DOT sitemap
- d. The developer may utilize DOT/TPB photo archives and in the event of usage of non-DOT/TPB photos, the developer will be responsible for acquiring the copyrights and corresponding fee
- e. The website design should be aligned with DOT campaign guidelines
- f. Interactive, social networking and community-based applications popularized in Korea are encouraged
- g. Webpage should be available in the Korean language; however, the internet event participation will be limited to Korean (South) residents
- h. Webpage should have a monitoring mechanism, one for the general visitors and visitor traffic
- i. Translation will be limited to only web content and does not include downloadable materials
- j. The developer is encouraged to recommend other IT applications to spruce up the website, particularly if the said format is highly popular in Korea
- k. Cost does not include equipment for video streaming server and related equipment
- l. The team must have a Korean in the team assigned permanently for this project
- m. Promote the Philippines and its events to the Korean population
- n. Update and enhance the current website structure in line with DOT's current tourism campaign
- o. The web/online marketing company shall support the new branding that will be developed and launched by the Department of Tourism and Tourism Promotions Board

TECHNICAL REQUIREMENTS:

- 5-year record on marketing webpage and mobile app development preferably tourism industry
- 5-year experience with online projects servicing the Korean market
- Composition of team members, particularly the designation of an individual who will administer and manage the web/mobile site and social media pages.
- Presentation of web concept and online events.
- Presentation of apps concept to support the selected travel agents.

DOCUMENTARY REQUIREMENTS:

The web/online marketing company is required to submit the Proposed Digital Marketing Strategy and Plan for **June 5 to 30, 2024** and a detailed company profile that should include the following:

- a. description of the company
- b. past clients and referrals
- c. past engagements and achievements
- d. organizational structure
- e. qualifications and experience of employees to be assigned to the team to handle the Philippines account
- f. proof of business operation issued by the Korean Government (business permit/business registration or tax registration certificate)

TIMELINE:

June 5, 2023	<ul style="list-style-type: none"> -Submission of Proposal and complete documentary requirements -Evaluation and approval of proposals -Issuance of Notice of Award / Notice to Proceed -Issuance of Notice to Proceed -Start of Engagement
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BUDGET

The estimated budget for the engagement is **\$2,000.00** for June 2024.

TERMS OF PAYMENT:

Payment of services will be after submission of invoice and outputs and after PDOT-Korea has certified that all deliverables and supporting documents.

EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- | | | |
|---------------------------------------|---|------------|
| 1. Proposal Quality | - | 60% |
| - Digital Marketing Strategy and Plan | | |
| - Compliance in TOR | | |
| 2. Company Standing | - | 40% |
| - based on Technical Requirements | | |