




November 13, 2023

INVITATION FOR PROPOSAL

The Philippine Department of Tourism Korea is in need of the services of a well-experienced professional company based in Korea engaged in the business of professional advertising via digital/online platforms for one (1) month from December 1 to December 31, 2023.

Interested companies may submit advertising plan and quotation plus complete documentary requirements following the attached Terms of Reference on or before **November 20, 2023, 6:00 pm** to:

John Trexy N. Noveros
Foreign Tourism Officer
Philippine Department of Tourism-Korea
itnoveros@philippinetourism.co.kr
pdot@philippinetourism.co.kr


JOHN TREXY N. NOVEROS
Foreign Tourism Officer
PDOT Korea





TERMS OF REFERENCE

- I. PROJECT :** “LOVE THE PHILIPPINES” BRANDING CAMPAIGN IN KOREA VIA DIGITAL/ONLINE ADVERTISING FOR THE WINTER SEASON 2023
- DATE :** DECEMBER 1 ~ DECEMBER 31, 2023 (TBC)
- AD TYPE :** DIGITAL/ONLINE ADVERTISING

II. BACKGROUND

In line with the Philippine Department of Tourism – Korea’s effort to intensify Philippine tourism promotions in Korea, the PDOT Korea will undertake a “Love the Philippines” Branding Campaign via Digital/Online Platforms and in Korea for this winter season.

III. PURPOSES / OBJECTIVES

The Philippine Department of Tourism Korea is in need of the services of a well-experienced professional company based in Korea engaged in the business of professional advertising via digital/online platforms for one (1) month from December 1 to December 31, 2023.

1. Convey the positive reception for Philippine tourism through digital/online platforms and stimulate Korean travelers to book their travel to the Philippines.
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. ELIGIBILITY / QUALIFICATION

1. Korea-based company preferably in Seoul
2. With at least three (3) years of experience in advertising industry
3. Experience in destination marketing is an advantage
4. Experience with National Tourism Organization (NTO) on similar projects in Korea will also be an advantage

V. SCOPE OF WORK / DELIVERABLES

Following are the services for digital/online ad placements required by the Philippine Department of Tourism Korea:





1. Conceptualization of creatives, production of artworks, and other tools as maybe necessary.
2. Creatives for the content can be proposed with coordination with PDOT-Korea and must be in accordance with the "Love the Philippines" branding.
3. Scout for digital platforms and handle the coordination, reservation, placement of ads, and payment based on the best-negotiated rate and terms. The agency may also recommend alternative online platforms if the ones identified below are not available.

Ad Channels	Platform	Ad Format	Device
Search Engines	Naver, Daum, Kakao, Google Display Network (GDN) or Cauly, etc.	PC rolling banner, Network banner, etc.	PC/ Mobile
Metasearch Engines	Expedia, Skyscanner, Yanolja, Kayak, etc.		
OTAs	Booking.com, Agoda, HotelsCombined, etc.		
Mobile Payment/Digital Wallet Service	Kakao Pay, Naver Pay, etc.		
Digital Market Place	Gmarket, Coupang, etc.		

VI. TIME FRAME AND SCHEDULE OF WORK

Schedule: All interested parties to submit advertising plan and quotation in English on or before November 20, 2023.

- November 13 ~ 20, 2023 - Submission of AD plan with quotation and supporting/ company documentary requirements
- November 21 ~ 23, 2023 - Evaluation of plans, presentation of agencies as maybe needed, and agency selection
- November 24, 2023 - Issuance of Notice of Award, Issuance of Notice to Proceed
- November 25 ~ 30, 2023 - AD platform booking, development of AD materials, etc./
- December 1 ~ 31, 2023 - Approval / Preparations for implementation
Implementation of advertising campaign

VII. DOCUMENTARY REQUIREMENTS

Interested companies should submit the following support documentary requirements together with the advertising plan and quotation within the timeframe set above:

1. **Company profile** – Description of company, past clients, past related engagements, etc.
2. **Proof of business operation** – Business registration, tax registration, etc.

VIII. BUDGET





Total budget allocation for the "Love The Philippines" Branding Campaign via digital platforms for the winter season is **US \$375,800** (inclusive of VAT).

IX. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

1. Proposal quality (60%)
 - Advertising plan and quotation (frequency of ads, content, utilization of budget)
 - Compliance in Terms of Reference
2. Company standing based on company profile (40%)

