



November 13, 2020

INVITATION FOR PROPOSALS

The Philippine Department of Tourism-Korea is in need of a well-experienced Social Listening Tool management company based in Korea that provides subscription, monitoring, data analysis and management for one (1) year.

Interested companies may submit proposal and quotation following the attached Terms of Reference on or before November 20, 2020, 5:00 pm to:

Philippine Department of Tourism-Korea
Suite 801, President Hotel, Euljiro1-ga
Jung-gu, Seoul 04533 Korea
Tel no: (02) 598-2290 Fax: (02) 318-0520
Email: pdot@philippinetourism.co.kr and lily@philippinetourism.co.kr

A handwritten signature in black ink, appearing to read "M. Corazon Jorda-Apo".

MARIA CORAZON JORDA-APO
Tourism Director
PDOT-Korea

TERMS OF REFERENCE

PROJECT: SOCIAL LISTENING TOOL SUBSCRIPTION, MONITORING, ANALYSIS AND MANAGEMENT for PDOT-Korea (2020 – 2021)

DURATION: December 2020 – November 2021

BACKGROUND: As part of the recovery process due to the losses brought by COVID 19 pandemic, DOT-Korea will avail of the services of a Korean company that provides for social listening tool subscription, monitoring, analysis and management to ensure that post-pandemic recovery projects and activities of the Department will be in sync with real-time market trends.

Social listening takes a broader look at the overall social landscape. It allows to monitor keywords and mentions, understand more about target market, discover new insights, and engage with audience to see what they are talking about, identify top influencers and potential brand ambassadors in tourism, and content research to see what is and is not working.

With social listening, PDOT-Korea can track real time the overall image of the Philippines as perceived by Koreans in the social media, create content our audience wants to see, generate ideas for future campaigns, improve our customer experience, and drive to strategic marketing and promotion decisions.

OBJECTIVES:

To engage the services of a Social Listening Tool Management company in Korea that will:

- provide best performance for social learning based on rich data sources
- predict trends and provide in-depth insights into data using artificial intelligence (AI).

ELIGIBILITY CRITERIA

PDOT-Korea shall procure the services of a well experienced Social Listening Tool management company based in South Korea, with at least five (5) years in operation, that can provide for subscription, monitoring, data analysis and management for PDOT-Korea for one year.

SCOPE OF WORK:

A. Data Source Coverage

- Facebook
- Twitter
- Instagram
- YouTube
- Google Plus
- Cafés, Communities and other platforms

B. Provide the following:

1. **Social Listening Tool:** Web-based application access that can track the abovementioned platforms for mentions and conversations as determined by PDOT-Korea. The access shall be provided to PDOT-Korea for a period of one year. The tool should allow PDOT-Korea to create and customize in its dashboard additional information or trends that PDOT-Korea can derive based on actual experience and situations happening in the environment/ market realtime.
2. **Historical Data:** The Social Listening Tool should be able to provide up to the last three (3) years' worth of data.
3. **Trend Analysis:** Identify trends that AI has determined to be the most statistically significant among topics to capture insights and signals.
4. **Competitor Analysis:** Evaluate Social Key Performance Indicators (KPIs) for key competitive brands to determine who is the Winner of Social Conversion. In addition, with this, provides data to benchmark social marketing and promotions of competing brands and uses them to develop its own brand marketing messages.
5. **Influencer Analysis:** Collect brand-managed Influencers to track their performance across SNS. Discover new Influencers favorable to brands and suggest ways to utilize their influence.
4. **Brand/Product Awareness & Health:** Measure 'Share of Voice' to estimate awareness online – Social Media, Blog, Forum, News etc. And explore the factors of satisfaction & dissatisfaction with the Philippine travel experience through emotional analysis
5. **Campaign Analysis:** Analyze the social response and ripple effect of campaigns. Measure Engagement Rate, the percentage of users exposed to the campaign, and measure Marketing Activity based on Media Value converted to USD by campaign topic and sub-attributes.
6. **Top Hashtags:** In relation to the brand, the top hashtags that consumers actually use are identified, and hashtags that can be used for marketing.
7. **Media Wall:** Check in one place what images and videos are becoming viral in relation to brands and products.
8. **Customer Sentiment:** Monitor Sentiment Share and Trend, which have a major impact on brand reputation, and manage consumer need detection and customer experience.
9. **Crisis Management:** Easily identify keywords subject to crisis management and help them search for themselves at any time so that they can quickly identify fraudulent issues. It also monitors customer responses quickly and easily, and helps strategic crisis management by identifying factors that affect Brand Health.
10. **Supplemental Tourism Market Trends and Competitor Data:** Provide information on the top tourism source markets of the Philippines and the top competitors of the Philippines in Korea, and other related information.
11. **Monthly Output and Report Generation:** Provide accurate and detailed performance reports with professional analysis.

DOCUMENTARY REQUIREMENTS:

- a. description of the company
- b. past clients and referrals
- c. past engagements and achievements
- d. organizational structure
- e. qualifications and past 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)

*Deadline for submission of Proposal and complete documentary requirements is on **November 20, 2020, 5:00 pm.***

PRESENTATION OF PROPOSALS

A one-on-one presentation before DOT-Korea officers will be scheduled (if necessary) once the bid is deemed eligible.

BUDGET

The estimated budget for the engagement is Seventy Million One Hundred Eighty Thousand Korean Won (**KRW 70,180,000.00**) to cover one year subscription, data analysis, maintenance and management.

TERMS OF PAYMENT:

Payment of services will be based on agreed terms in consideration of the company's prevailing business practice and Philippine government's accounting, auditing and procurement procedures.

EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

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| 1. Proposal Quality | - | 60% |
| 2. Company Standing | - | 40% |