



PASUGUAN NG PILIPINAS

EMBASSY OF THE PHILIPPINES

SEOUL

19 November 2019

INVITATION FOR PROPOSALS

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 and OOH platforms and Cable TV for **three (3) months** from December 2019 to February 2020.

Interested companies may submit advertising plan and quotation plus complete documentary requirements following the attached **Terms of Reference** on or before **25 November 2019 at 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) 3180520
Email: pdot@philippinetourism.co.kr and lily@philippinetourism.co.kr

MARIA CORAZON JORDA-APO
Tourism Director and Attache

TERMS OF REFERENCE

- I. PROJECT TITLE : BRANDING CAMPAIGN IN KOREA VIA ONLINE AD, BUSAN OOH AND CABLE TV ADVERTISING FOR THE 2019-2020 WINTER SEASON
- DATE : December 1, 2019 – February 29, 2020
- TYPE OF CAMPAIGN : Online Advertising, OOH Advertising, Cable TV Advertising

II. BACKGROUND

In line with the Philippine Department of Tourism-Korea's efforts to intensify Philippine Tourism promotions in Korea, the PDOT-Korea in cooperation with the Department of Tourism will undertake a Branding Campaign via Online Platforms, OOH(Out-of-Home) Platforms in Busan and Cable TV Channels for this winter season.

III. PURPOSES / OBJECTIVES

The DOT-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 and OOH platforms and Cable TV for **three (3) months** from December 2019 to February 2020. A company with previous working experience with the travel industry (Airlines, NTOs, travel agencies, etc.) on similar advertising projects in Korea will be an advantage.

IV. SCOPE OF WORK / DELIVERABLES

Following are the services required by the Philippine Department of Tourism:

- A. Online advertising** - in popular digital and social media platforms and OTAs in Korea such as Google, Naver, Kakao, Skyscanner and other similar media
- B. OOH in Busan** – LEDs in KTX Busan Station or Seomyon Business District or in other identified alternative available strategic spots in Busan to be agreed with PDOT.
- C. Cable TV** – Popular and appropriate cable TV channels in Korea such as MBC Drama, JTBC, OtvN, etc.

V. TIME FRAME AND SCHEDULE OF WORK

All interested proponents to submit Advertising Plan and Quotation **on or before November 25, 2019 at 5:00 PM.**

The following timeframe will be followed:

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|--|--|
| - November 19 ~ 25, 2019 | Submission of AD plan with quotation and documentary requirements |
| - November 26 ~ 27, 2019 | Evaluation of proposals and awarding of contract |
| - November 28 -30, 2019 | Development of campaign banner and other AD materials/Approval/Preparations for Implementation |
| - December 1, 2019 ~ February 29, 2020 | Implementation of advertising |

VI. DOCUMENTARY REQUIREMENTS

Interested companies should submit the following documentary requirements together with the Advertising Plan and Quotation within the set timeframe:

1. Company profile (Description of company, past clients, past engagements)
2. Proof of business operation (business permit/business registration/tax registration)

VII. BUDGET

Total budget allocation for the Branding AD Campaign via Online, OOH platforms in Busan and Cable TV Channels for three (3) months is **KRW 231,300,000.**

VIII. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

1. Proposal Quality
 - Advertising Plan and Quotation
 - Compliance in Terms of Reference
2. Company Standing based on company profile