



15 November 2021

INVITATION FOR PROPOSALS

The Philippine Department of Tourism Korea is in need of the services of a well- experienced company based in Korea engaged in professional conceptualization and placement of advertorials in print and online publications and/or digital platforms.

Interested companies may submit advertorial plan proposal and quotation plus complete documentary requirements, following the attached **Terms of Reference** on or before **22 November 2021 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 (cc: lily@philippinetourism.co.kr)

A handwritten signature in black ink, appearing to read "Maria Corazon Jorda".

MARIA CORAZON JORDA - APO
Tourism Director
Philippine Department of Tourism - Korea

TERMS OF REFERENCE

PROJECT: HIRING OF A COMPANY FOR PLACEMENT OF ADVERTORIALS December 1, 2021 - June 15 2022

Despite the continuous travel restrictions caused by COVID-19, there is a more positive outlook on international travel nowadays in view of the relaxing of entry restrictions in some countries.

South Korean health authorities said that it has achieved its goal of vaccinating 70% of its 52 million population on October 2021 paving the way to a phased return of normal activities. On November 1, Korea started its new 'Living with COVID-19' scheme, a process of gradually easing some of the social distancing rules that have been imposed for months

Given this, we hope that by early 2022, the situation will get better and the possibility of overseas travel by Koreans will resume by then. As the situation changes, it is necessary that we be proactive to communicate to the target market segments and position in the minds of our Korean audience that the Philippines is a safe travel destination under the new normal.

In this context, the Philippine Department of Tourism will embark on placement of advertorials to convey a positive reception for Philippine tourism thru print and online media and encourage the Korean public to make the Philippines their top-of-mind destination among Koreans. The advertorials also seek to reach target market segments like free independent travelers (young family, friends, couples, general leisure travelers), divers, golfers, youth, women and netizens (YWN) and the 20-40 age group/MZ generation.

OBJECTIVES

Increase awareness and create buzz among the target segments (who are pre-disposed to overseas travel) by widely exposing and delivering information on Philippine tourism (attractions, activities, new tourism products, safety protocols in destinations, etc.) using various media/PR communication channels.

ELIGIBILITY CRITERIA

The company must have the following qualifications:

- Korea-based company preferably in Seoul.
- With at least five (5) years of experience in planning and executing communication strategies on various public relations projects including tourism, particularly on advertorial content development and placement. An agency with experience in handling such services for national tourism board/organization or tourism agency/ministry particularly the Philippines is an advantage.
- The company may be a PR agency, marketing or advertising agency and the like.

SCOPE OF WORK / DELIVERABLES

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

1. Preparation of an Advertorial Plan detailing the rationale/objectives, target audiences, proposed topics, media list, target exposures/media mileage, cost estimates (inclusive of agency fee and all taxes) and schedule of activities -- from planning/ consultation with PDOT-Korea, negotiation with print/online publications and/or digital platforms (as to concepts/contents, target placement timeline, advertorial space, costs, etc.), and submission of outputs/ reports.
**** Proposed timing of placements may change during the actual plan execution depending on availability of ad slots, the volatile situation due to COVID-19, the possibility of lifting of travel restrictions of both governments of Korea and the Philippines, the resumption of international flights, and other relevant developments in the market.*
2. Advertorial placement on top/major print and online publications including but not limited to daily newspapers, mainstream consumer magazines/e-magazines, membership/club publications, transportation publications, department store publications, special interest publications, etc., and/or digital platforms (e.g. Naver, Yanolja, etc.). The company must be able to present profiles of top/major and reputable publications and /or digital platforms and must be able to establish the rationale for recommending the publications and/or digital platforms.
**** The bidding company will recommend the print publications and/or digital platforms including the actual advertorial content, placement timeline, cost, as well as the estimated exposures, media mileage and/or benefits to be generated*
3. Development of advertorial concepts/content/ story on various topics about the Philippines that will appeal to the Korean audience including but not limited to health and wellness, farm tourism, culture, arts & lifestyle, festivals, food/culinary tours, dive, surfing, golf, ESL, top-rated activities for identified market segments (family, couples, Gen MZ, youth, women and netizens, divers, golfers, etc.), adventure tours , community-based tourism, sustainable tourism and best practices, events, existing and/or new tour packages, tourism circuits, UNESCO heritage sites, health and safety protocols in the new normal, etc., with the overarching theme of "It's More Fun With You", "More Fun Awaits" or "It's More Fun in the Philippines".
4. Scheduling of the placement of advertorials and monitoring the exposure and outputs
5. Submit the final report on the advertorial results with proofs of required outputs (including but not limited to actual article in printed publications, screen captures of online advertorials, PR values, reach/exposure, etc.

DEADLINE FOR SUBMISSION OF PROPOSAL AND DOCUMENTARY REQUIREMENTS

Interested companies should submit the following requirements on or before **Monday, November 22, 2021, 5:00 PM:**

1. Advertorial Plan and Quotation (in English) for the period December 1, 2021 to June 15, 2022.
2. Company profile (Description of company, past clients, past related engagements)
3. Proof of business operation (Business permit/ business registration/ tax registration)

TIME FRAME /SCHEDULE

November 22, 2021	-	Submission of Advertorial Plan with cost quotation and supporting company documentary requirements
November 23-26, 2021	-	Evaluation of plans, agency selection
November 29, 2021	-	Issuance of Notice of Award
November 30, 2021	-	Issuance of Notice to Proceed
December 1, 2021-June 15, 2022	-	Preparations for and Implementation of advertorial plan

BUDGET

Total budget allocation for the project is **KRW 97,000,000.**

PAYMENT SCHEDULE:

Payment of services will be based on agreed payment terms between PDOT-Korea and the company.

Remittance of payment will be made by PDOT-Korea within 30 days after submission by the company of invoice and Terminal Report with proof of outputs and after PDOT-Korea has certified that all its required deliverables have been met.