

TERMS OF REFERENCE (TOR)
HIRING OF DIGITAL PUBLIC RELATIONS (PR) AGENCY
FOR MANILA FAME OCTOBER 2019

I. BACKGROUND

The Center for International Trade Expositions and Missions (CITEM), the export promotion arm of the Department of Trade and Industry (DTI), is mandated to promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs, missions and other marketing initiatives. The Agency organizes professionally managed and locally held signature events as well as international trade fair participation in key cities worldwide.

As one of CITEM's signature events, Manila FAME is the Philippines' premier design and lifestyle event that promotes the country as a reliable sourcing destination for high-quality and design-oriented home, fashion, holiday, architectural and interior products.

Held for more than three decades, Manila FAME has helped in developing, nurturing and promoting globally-competitive small and medium enterprises (SMEs), exporters and manufacturers in the Philippines.

It has supported the livelihood of thousands of local small- and medium-scale enterprises and artisan communities through linkages with local designers to create new product collections and showcase in a professionally managed platform to exhibit their export products to the global market.

II. RATIONALE

Amid the rise of digital platforms and influencer marketing in promoting export-ready Philippine products, CITEM is ramping up its online and digital media initiatives in its trade fairs, missions and other marketing activities in order to sustain its position as a leading export promotion agency and better perform its mandate in building the brand of the Philippines as a premier sourcing destination for quality export products and services in the world.

Towards this digital thrust, CITEM recognizes the need to bolster its digital media promotions to fully harness the potential of emerging online platforms and tap relevant macro- and micro-influencers in strategically promoting Philippine products and services.

Thus, CITEM intends to hire a digital public relations agency to promote the 70th edition of Manila FAME on October 2019. The digital PR agency is expected to highlight Manila FAME and all its pertinent show components such as, but not limited to, Design Commune, Green Crafts and Artisans Village, through various multimedia content, media event, media guesting and invitation of digital influencers.

All promotional materials and activities of the hired digital public relations agency must be tied together with the communications strategy of CITEM and overall concept of Manila FAME as the country's premiere design and lifestyle show. This will ensure that activities and outputs of the digital public relations agency will be consistent with Manila FAME's tone and branding.

The digital PR agency must also present a digital promotion and multimedia content strategy that targets the CITEM's stakeholders in the conduct of Manila FAME. As such, the digital public relations agency is expected to plan and execute three targeted campaigns namely 1) international buyer campaign, 2) media campaign and 3) general public campaign.

III. OBJECTIVES

1. To widen Manila FAME's reach and strengthen its branding in various digital platforms in the Philippines as the country's premier source of quality export products and services.
2. To tap and inspire digital and media influencers to craft and publish multimedia content about Manila FAME and its stakeholders, particularly about the stories of Filipino craftsmanship and export products.
3. To conceptualize and execute a media event for the 70th edition of Manila FAME, which involves digital press and online influencers.
4. To strengthen CITEM's content-driven promotion to attract more buyers and visitors to sign up for Manila FAME.

IV. PERIOD OF ENGAGEMENT

The service firm shall be contracted from September to November 2019 or within a period of three (3) months upon awarding of bid by CITEM Bids and Awards Committee (BAC).

V. SCOPE OF WORK AND DELIVERABLES

Scope of Work	Deliverables
<p>Build on CITEM's communications and publicity plan to develop and publish online press releases/articles, photos, videos and other multimedia content targeted for seeding to digital publications and online influencers* to strategically promote Manila FAME in the Philippines and in major export countries.</p> <p><i>*Each influencer invited to the event must at least have 10,000 followers on any of their social media accounts.</i></p>	<p>The digital PR agency must submit a multimedia content plan that can target three (3) main stakeholders of Manila FAME, namely, international buyers, media and influencers, and general public.</p> <p>For the duration of three (3) months, this plan should be segmented into three phases: pre-event, during the event, and post-event promotions and must be in line with CITEM's Management and Co-Studio, which is Manila FAME's creative director. The digital content plan should also include rates for online media placement, publications and multimedia material.</p> <p>At the minimum, the digital PR agency must identify and publish at least two (2) multimedia contents every week for three (3) months based on approved content plan for the duration of the campaign in two (2) separate influential online design and lifestyle publications in the Philippines or any of the major export countries, including, but not limited to, the USA, Japan, Canada, Australia and the European Union.</p> <p>The digital PR agency should also submit a monthly report on key performance indicators to measure success, progress and gauge the success of their campaign.</p>
<p>Conceptualize, organize and manage a media preview to promote Manila FAME, its theme and show components to relevant quad-media network and digital influencers.</p>	<p>The digital PR agency must conceptualize, execute and document a media event targeted to quad-media outlets and digital influencers to promote the 70th edition of Manila FAME based on the logistics provided by and in coordination with the events management and production outfit contracted by CITEM. The contracted digital PR agency shall invite its quad-media media network and digital influencers to attend the media event. They must secure the attendance of, at least, 50 quad-media guests and online media influencers in the preview.</p>

	In coordination with CITEM and events management and production outfit, the contracted digital PR agency shall be responsible for the program flow, script and narrative, as well as shoulder the expenses in procurement of one-hundred twenty (120) media tokens and producing the multimedia content necessary to promote Manila FAME in the media preview. The digital PR agency shall conceptualize a program that can cater to at least 120 media guests.
Tap relevant digital press and online influencers to promote the 70 th edition of Manila FAME.	Identify and secure the attendance of, at least, 50 quad-media guests and online media influencers during the Manila FAME show to actively promote the event. Each influencer must publish at least one (1) pre-event post on their online platform or social media page/s and, at least, (2) onsite posts (with geotagging) on their online platform or social media page/s.
Turnover of press release and other multimedia assets to CITEM. Submit accomplishment and debriefing report.	The contracted digital PR agency shall submit to CITEM all its multimedia content made as part of the contract. It must also submit a report on its deliverables, as well as provide analysis and recommendations on how CITEM can improve its digital marketing promotions based on the digital publicity campaign developed for Manila FAME.

VI. RESPONSIBILITIES OF CITEM AND DIGITAL PR AGENCY

DIGITAL PR AGENCY

1. Designate two (2) project coordinators to ensure the timely delivery of outputs and coordination with CITEM, through the Communications Management Division (CMD), during the contract period.
2. Submit a multimedia content and digital publicity strategy three (3) working days after the award of contract. The multimedia content and digital publicity strategy must include the (1) multimedia content deliverables and timeline; and (2) the concept, strategy and target quad-media guests and digital influencers for the media preview. The multimedia content and digital publicity strategy should also be in line with Manila FAME's marketing communications (MarComm) brief and is subject for review and approval of CITEM Management.
3. Ensure consistency of messaging of the Media Preview based on Manila FAME's branding and messaging.
4. Provide and shoulder all costs of necessary personnel, facilities, accommodation, production equipment and setup, and conduct all necessary preparatory and other activities to accomplish the agreed scope of work and deliverables, i.e., event planning and coordination and AVP production. The contracted digital PR agency should stay within the provided budget under the contract;
5. Regularly coordinate with CITEM and contracted events management and production outfit for Manila FAME during project duration to discuss activities, issues, and other concerns related to the event;
6. Submit a weekly update detailing work progress, issues and concerns, and recommended next steps in relation with the project at no additional cost to CITEM;
7. Provide meals & accommodation for their onsite staff for the whole duration of the contract at no cost to CITEM;
8. All event preparations and proceedings should be treated with full confidentiality and may not be shared by any other party aside from CITEM; and
9. An initial draft of the post-event report should be submitted to CITEM within 10 days after the event, full and final post-event report with full event documentation should be submitted to CITEM with 30 day

after the event. Final post-event report should be submitted as a printout with a printable document file in a USB drive.

CITEM

1. Provide a marketing communications (MarComm) brief to enable the digital PR agency to craft a multimedia content and digital publicity strategy;
2. Review and approve all materials and deliverables produced by the digital PR agency;
3. Provide at least two (2) support staff to coordinate with the digital PR agency;
4. Provide necessary pre-work and post-work files, materials, information and necessary resources to the team leader of documenters;
5. Provide inputs and direction on the desired documentation output after the initial report has been submitted;
6. Issue a Certificate of Completion within ten (10) working days upon approval of the full post-event report, full text of the documentation report for the full payment of the services.

VII. QUALIFICATIONS AND TECHNICAL EVALUATION

QUALIFICATIONS (90% passing score)	Documentary Requirements	POINTS
i. Proof of Services Offered (30 points)		
• Proof of previous digital campaigns with online press release and multimedia content	Company portfolio	15 points
• Proof of media launch/event organizing experience, which included online influencers		15 points
ii. Extent of Media and Influencer Network (25 points)		
• Proof of previous or ongoing engagement with international digital press/media networks	List of media and influencer partners or photo documentation with media and online influencers	10 points
• Proof of previous or ongoing engagement with national and regional digital press/media networks		5 points
• Proof of previous or ongoing engagement with online influencers		10 points
iii. Campaigns Experience and Portfolio Credentials (45 points)		
<ul style="list-style-type: none"> International or local lifestyle- and fashion-related campaign the PR agency has launched within 5 years: At least 3: 15 points At least 2: 10 points At least 1: 5 points None: 0	Company portfolio	15 points
<ul style="list-style-type: none"> International or local award by an award-giving body in existence for at least 5 years At least 2: 10 points At least 1: 5 points None: 0 points	Award List or Photo Documentation	10 points

<ul style="list-style-type: none"> International or local campaign launched by the PR agency in partnership with government entities: <p>At least 4: 20 points</p> <p>At least 3: 15 points</p> <p>At least 2: 10 points</p> <p>At least 1: 5 points</p> <p>None: 0</p>	Company portfolio	20 points
Total		100

Only the bidder/s with a passing score of 90 points shall proceed with the opening of the Financial Bid. The contract shall be awarded to the lowest calculated and responsive bidder.

VIII. PAYMENT TERMS

The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Date of Payment	Payment %
Upon approval of digital PR campaign and timelines. (Target date of submission is on the third week of September.)	Thirty (30) working days after approval of digital PR campaign.	20%
Submission of documentation on CITEM's media preview with the minimum required number of digital press and online influencer attendance. (Target date of submission is on the third week of October.)	Thirty (30) working days after submission of media preview documentation.	30%
Submission of accomplishment report and future digital strategy recommendations. (Target date of submission is on the second week of November.)	Thirty (30) working days after submission of final post-event Manila FAME report and turnover of multimedia assets via external HDD.	50%
Total		100%

IX. ESTIMATED BUDGET

The above expense shall be charged to the PR & Publicity/Online Promotion program under Manila FAME October PPMP with a total maximum budget allotment of Nine Hundred Fifty Thousand Pesos (Php 950,000.00).

X. Other Terms and Conditions

1. The Agency estimate Approved Budget of Contract (ABC) for the project is Nine Hundred Fifty Thousand Pesos (Php 950,000.00) inclusive of all applicable taxes, commissions, bank charges and other fees as may be incurred in the process.

2. All multimedia content and original materials (raw and edited) conceptualized and produced in conjunction with this digital PR campaign shall be owned by CITEM, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally. This should be submitted to CITEM in a portable hard drive/s provided by the winning bidder.

3. All material/s produced by the winning bidder should be original and aligned to CITEM's mandate.
4. All and each of the multimedia content and original materials produced during the period of engagement shall be amenable to edits at no cost to the CITEM for a maximum of 5 revisions. Segments of this digital PR campaign not implemented for whatever reason shall also be revised or modified by the winning agency and at no cost on the part of CITEM and for the purpose of modifying said segment(s) for future implementation.
5. The winning agency shall be subject to the assessment by CITEM according to the effectiveness of delivery of any part or phase of the campaign. CITEM reserves the right to terminate the services of the winning agency should any part of the deliverables be unsatisfactory.

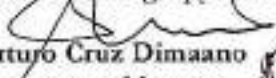
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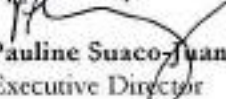
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