



Republic of the Philippines
Tourism Infrastructure & Enterprise Zone Authority

TERMS OF REFERENCE

**For the
PROCUREMENT OF CONSULTANCY SERVICES
For
TIEZA's BRAND BUILDING, DIGITAL MEDIA AND COMMUNICATION STRATEGY**

I. RATIONALE AND OBJECTIVES:

Branding is considered a legitimate government activity.¹ What was once exclusive to private companies is now a strategy for public governance.² A coherent and cohesive branding for government translates into programs with clarity and consistent communication with its stakeholders. This can result in increased trust from citizens that they can rely on good service provided by the government. This sense of trust also encourages wider participation of the public in products, projects and services offered by a particular government agency or unit.³

With TIEZA's several products such as travel tax, tourism infrastructure, assets and tourism enterprise zones, a well-crafted branding can enhance the value of these products.

Effective branding also creates a sense of community in the workplace, with personnel rallying behind a common and clear direction.

Digital Media is a platform to convey an agency/ unit's branding to the public. The use of Digital Media, particularly Social Media is now a strategy for government to engage its citizens, providing a personalized and more accessible way to disseminate information and receive feedbacks. Some of the benefits of utilizing social media for government are identified to be:

- Opportunity to present and clarify accurate key issues



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- Creating a channel in which the citizens can be engaged in platforms they are already using
- Sharing critical information expeditiously during emergencies
- Providing information on agency initiatives, events, announcements and actions
- Receiving immediate feedback on messages that resonate with the citizens.

Utilization of digital media ultimately contributes to increased transparency of government, enhanced availability of information and improved engagement with the citizenry.

How do we translate this to TIEZA needs?

TIEZA has a multitude of mandates that include: travel tax administration, development of tourism infrastructure projects, designation and regulation of Tourism Enterprise Zones, operation and management of assets and other functions under PD 564 that are consistent with RA 9593. Each mandate has different requirements for information dissemination, as much as each has a different set of clients---- from taxpayers, national and local government agencies, hotel/ resort clients to lessees/ concessionaires, investors and other stakeholders. There is a need to have a platform where citizens can effortlessly monitor TIEZA activities, request action and send feedbacks, that would hopefully translate to a more responsive and service-oriented government agency.

Utilizing digital/social media for TIEZA may also correct misperceptions on the utilization of travel tax, considering that many of our airline passengers still attribute this tax to airport fees. Even the constant issue of the abolition of travel tax may also be addressed positively through this channel.

Recognizing also the challenges of engaging the citizens in digital/ social media, TIEZA aims to tap the expertise and experience of practitioners in this new media to optimize the benefits of utilizing digital/ social media for TIEZA, its stakeholders and the general public.

Through a consolidated study of TIEZA's digital assets such as websites, images, documents, write-ups and social media accounts, we aim to have a digital media and communication strategy that can timely, clearly and consistently convey the intended message to TIEZA stakeholders.



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The services procured shall also take into account the new branding issued by the National Government and TIEZA's mother agency, the Department of Tourism, ensuring the alignment of TIEZA with these new directions.

II. CONTRACT DURATION

The contract term shall be for 20 weeks including the finalization of brief by TIEZA and the Service Provider, commencing from the date of contract, and excluding periods for review and approval by TIEZA.

III. SCOPE OF WORK

A. Brand Strategy

1. Market Research – Industry Discovery and Market Sizing Information
2. Exploratory and Brand Equity Research via in-Depth Interviews
3. Brand Essence – Insightment plus Workshop
4. Concept Testing – Imagery/Post-Campaign Evaluation and Monitoring
5. Branding Implementation

B. Digital Media Strategy -Laydown of Mandates

C. Concept Testing

IV. DELIVERABLES AND SCHEDULE

Consultants are expected to deliver the Main Scope of Work: Brand Strategy, Digital Media and Communication Strategy

ITEM	SERVICE	DESCRIPTION	SCHEDULE
	BRAND STRATEGY		
1.	Industry Discovery and Market Sizing Information	Output: Inception Report	4 weeks
2.	Exploratory and Brand Equity Research	Learnings as inputs in: (1) Developing TIEZA's brand and communications strategies (2) As insight "download" for TIEZA brand forum/ summit Output: Analysis Report	4 weeks
3.	Brand Essence Insightment Workshop	Strengthens TIEZA brand and assist in the development of unique and creative branding designs and relevant content for TIEZA communications Output: Workshop and Report	3 weeks



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DIGITAL MEDIA AND COMMUNICATION STRATEGY			
1	Digital Media and Branding Strategy	<ul style="list-style-type: none"> (1) Designs over-all digital marketing strategy and promotional tactics aligned with brand objectives (2) Collaborates with brand lead and organizational units in terms of awareness objectives on digital marketing and suggesting solutions to boost digital presence (3) Proposes appropriate digital marketing/ social media channels (4) Cascades digital marketing strategy to TIEZA's organizational units (5) Provides guidance on creative directions for TIEZA's visual branding. <p>Output: Strategy Plan; Cascading</p>	3 weeks (including the processes of design, revisions, cascading)
2	Concept Testing (Imagery/ Post-Campaign Evaluation/ Monitoring)	<ul style="list-style-type: none"> (1) Measures campaign impact in terms of awareness, perception and imagery of various government agencies/ offices in general and TIEZA in particular (2) Provide quantitative baseline information to be used as key indicators to measure TIEZA brand health <p>Output: Report on Concept Testing/ Branding Documents and Strategy</p>	3 weeks

In case there are brandings required by the national government or legislature within 18 months from the signing of a contract, a one-time review/ realignment of the branding of TIEZA shall be requested from the Consultant, at no additional cost.



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V. PROJECT COST AND SCHEDULE OF PAYMENT

The approved budget for the Project is Five Million Pesos (Php 5,000,000). Contract Price shall be billed according to the schedule below, inclusive of project management and other fees, and taxes payable:

	SCOPE OF WORK	MILESTONE	Contract Price (CP)
1.	Industry Discovery & Market Sizing	Accepted Inception Report	20% of CP
I.	Exploratory and Brand Equity	Accepted Analysis of FGD/ Interviews	20% of CP
II.	Brand Essence/ Insightment Workshop	Conduct of Workshop; Accepted Report/ Analysis	20% of CP
III.	Digital Media Strategy Development and Branding Implementation	Submission and Presentation of Digital Strategy and Branding Implementation Cascade	20% of CP
IV.	Quantitative Post Campaign Evaluation Study	Accepted Report/ Analysis	20% of CP

Payment for every milestone shall be facilitated upon issuance of Certificate of Acceptance by TIEZA.

VI. OWNERSHIP

Consultant transfers copy and creative asset copyright to TIEZA upon delivery. Ownership of social media accounts will be with TIEZA and access to these account shall be closely coordinated with the designated unit of TIEZA and shall cease to be available to the Consultant upon expiry of the Contract. Training documents shall also be owned by TIEZA upon delivery.

All work designed, created, invented, produced, printed, collated and carried-out during the Consultant's engagement or arising of or in consequence of the Contract, shall be deemed to have been made by or on behalf of TIEZA. The work, together with the benefit of any such work belongs exclusively to TIEZA.



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VII. PRODUCTION REQUIREMENTS

The Consultant shall submit to TIEZA copies of the edited/final photos/ videos/ Audio-Visual products in a format to be determined in the subsequent Contract. All other reports required in this TOR shall be submitted in five clear copies. Electronic files of the reports shall also be submitted to TIEZA.

VIII. EVALUATION OF PROPOSALS

- A. The BAC shall draw up the short list of consultants from those who have submitted Expression of Interest, including the eligibility documents, and have been determined as eligible in accordance with the provisions of Republic Act 9184 (RA 9184), otherwise known as the "Government Procurement Reform Act", and its Implementing Rules and Regulations (IRR).
- B. The short list shall consist of three (3) prospective bidders who will be entitled to submit bids.
- C. Evaluation of proposals will be based on Quality-Based Evaluation, as provided for in R.A. 9184.

The criteria for evaluation of the project bids shall be as follows:

Technical proposal – 100%

40% - Applicable experience of the consultants and members;

50% - Qualifications of personnel who may be assigned to the job; and

10% - Current workload relative to the capacity

	QUALIFICATION	REQUIREMENTS	POINTS
Applicable experience of consulting firm	An agency involved in media/ marketing/ creatives and in research, specializing in strategic media planning using digital platforms, with experience in marketing communications, advertising, and other similar	<ul style="list-style-type: none">• Preferably with two (2) years in the media planning industry.• Preferably handled three (3) similar* and/or relevant** projects	40



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	and/or relevant fields.		
Quality of personnel to be assigned to this project	Must have excellent skills in strategic multimedia planning and management, advocacy campaigns, digital marketing and communications, and other similar and/or relevant fields.	Account Manager	50
		<ul style="list-style-type: none"> • Preferably with 15 years of experience in account management for multimedia platforms 	
		Brand Marketing Specialist	
		Preferably with 2 years of experience in brand marketing and strategy	
		Marketing and Sales Specialist	
		Preferably with 15 years of experience in marketing and sales	
		Project and Events Specialist	
		Preferably with 15 years of experience in events management	
		Advertising and Marketing Strategist	
		Preferably with 15 years of experience in advertising and marketing	
		Project Designer	
		Preferably with 15 years of experience in market research and/or media strategy and public relations	



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Overall work commitment	Number of ongoing contracts	Preferably handling at most three (3) ongoing contracts only (including awarded but not yet started contracts).	10
		TOTAL	100
* Similar refers to the conduct of multimedia campaigns on Facebook, Youtube, and/or LinkedIn			
** Relevant refers to the development of information, education, and communication (IEC) materials in any platform; advertising; marketing communication; and awareness campaign.			
Passing Score: 70%			

IX. GENERAL TERMS AND CONDITIONS

- A. Independent Contractor. The relationship of the Winning Bidder with TIEZA is strictly and solely that of an independent contractor and no employment-employee relationship is hereby created or shall arise between the Winning Bidder or his employees or agents and TIEZA by reason or as consequence hereof. As such, TIEZA shall not be liable for any damage, injury or death to the Service Provider's employees and agents or third persons.
- B. The Service Provider may employ other consultants and/ or subcontractors in the performance of its work, provided the Winning Bidder shall be responsible for and shall warrant the quality of the work performed by the employed consultants and/ or subcontractor, as well as on its own account, provide their corresponding compensation.

X. ALTERATION AND ADDITIONAL WORKS

Revisions or additional works that become necessary due to the errors or fault of the Service Provider or those which are necessary to comply with the requirements of the subsequent Contract, shall be done by the Service Provider at no additional cost to TIEZA.

XI. PRE-TERMINATION OF CONTRACT

- The Contract may be pre-terminated by the TIEZA upon notice of any violation of the terms of the Contract. In case of pre-termination, the Consultant shall be informed by the TIEZA seven (7) calendar days prior to such termination.



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- In case of pre-termination due to Consultant's breach or default, the Consultant shall be liable to an additional liquidated damages based on the guidelines provided for by R.A.9184 of the Government Procurement Act.
- TIEZA shall have the right to blacklist the Consultant in case of pre-termination based on the provision of R.A. 9184 as amended and the Uniform Guidelines for Blacklisting of Manufacturers, Suppliers, Distributors, Contractors, and Consultants.

XII. GOVERNING LAW

This Terms of Reference shall be construed under and shall be governed by the laws of the Philippines.


MARK T. LAPID
Chief Operating Officer