

TERMS AND REFERENCE

PROJECT: PUBLIC RELATIONS AGENCY FOR THE PHILIPPINE DEPARTMENT OF TOURISM-JAPAN

I. BACKGROUND

Japan has been the Philippines' fourth-biggest tourism source market before Covid-19 hit the travel and tourism industry. In 2019, Japan's market share of the total arrivals to the Philippines was at 8.27% representing 682,788 Japanese tourists.

Furthermore, out of the 20M million Japanese who traveled abroad in 2019, 3.4% of them went to the Philippines. In Asia, the Philippines was the 9th most visited destination by Japanese tourists.

The Covid-19 pandemic that erupted in 2020 caused the Japanese outbound travel market to a massive decline and, in the case of the Philippines, brought the Japanese travel arrivals to its 1990 performance level. In the JTB Japan Outbound Travel Report, only 136,664 Japanese went to the Philippines in 2020 and that translates to 79.96% decline from its 2019 level. Such scenario is consistent with the report of the United Nations World Tourism Organization (UNWTO) entitled "Covid-19 and Tourism (2020: A Year in Review)," where Asia & the Pacific was cited as the hardest-hit region by the pandemic wiping out 82% of the travel and tourism gains of its 2019 performance.

Todate, the travel and tourism sector continue to experience the shock of the Covid-19. It is estimated that on a global scale, the Pandemic crisis endangers the following:

- 1 billion fewer international tourist arrivals
- Loss of US1.3 trillion in total export revenues
- Loss of 100 to 120 million direct tourism jobs

While National Tourism Organizations (NTOs) throughout the world are unprepared for this cataclysm, they have also tried to reinvent and reimagined many of its marketing programs to swiftly address the damage of pandemic and to prepare for the recovery. At the onset of the global pandemic in 2020, NTOs found themselves at the crossroads and the unfamiliar territory navigating choices between domestic or international market, short haul market or bubble travel, lockdowns or open borders and adopt travel policy changes that are dictated by health and medical standards.

Although NTOs across various regions of the globe have varying degree of policy responses to mitigate the impact of Covid-19 on travel and tourism, they found themselves united under a common marketing and communications theme at the various stages of the pandemic.

In the beginning phase, early actions of NTOs centered on the concept of safety, nostalgia, and aspiration encouraging travelers to stay safe at home and dream of travels in the coming days when the situation has improved. For the Philippines, this is exemplified by its global TVC Ad entitled "Wake Up in the Philippines" with its aim to spread the message of inspiration and hope of better days and to keep the Philippine tourism brand top mind for travelers. This is followed by the message of cooperation, brotherhood, and the emotional human connection travelers to destination brands. In this vein, the Philippines created and released a TVC Ad called "We Smile As One." As pressures to open the economy are increasing, the unifying message has now focused on getting back to business, updates, and the policy reforms introduced by NTOs and the Destination Management Organizations (DMOs) to ensure protection of the tourists' health and safety. This month, the Philippines released "More Fun Awaits" TVC Ad along with thematic visuals that show the travel destinations, the physical activities, experiences, and improvements and more importantly the new normal practices and health protocols adopted by the Philippine travel and tourism sector which are consistent with the global standards.

As Japan and the Philippines prepare for the reopening of the travel and tourism industry, with a higher percentage of the population getting the vaccine, public relations will have a pivotal role in pushing the tourism brand and boost the confidence of the Japanese to visit the Philippines when tourist travels have fully resumed.

II. OBJECTIVE

This project seeks to engage the services of a Public Relations Company to help the Department of Tourism set the right communications strategy under the present conditions of the Japanese travel and tourism market and keep the Philippine fun tourism brand relevant and top of mind for the Japanese travel consumers. The specific objective will revolve on the following:

- A. Develop clear message for the Japanese market especially targeting the early travel adapters;
- B. Determine success formula and provide realistic goals for this project considering the duration and identify acceptable PR industry metrics to measure the success of the proposed PR activities;
- C. Provide strategic and tactical solutions and plans that can be implemented in various stages (medium and long term plans);
(Note: The tactical plan/ ad, activation plan and other activities must be designed to support the proposed key PR strategy. The PR Company should indicate whether the tactical plan is part of its contract or would require a separate budget/funding).
- D. Provide actionable market intelligence and analysis of the current Japan market travel scenario; and
- E. Increase coverage and mentions of PR releases.

III. SCOPE OF WORK/DELIVERABLES

Below are the deliverables and activities covered by this project:

1. Submit a detailed and creative PR communication plan and strategy for the Japanese market considering current travel situation, regional tourism recovery forecast and trend, regional competition, communication messaging, and other relevant travel and tourism indicators;
2. Provide a clear and detailed implementation plan that generates results and lead to the achievement of objectives and targets;
3. Disseminate press releases and determine targets or Key Performance Indicators (KPIs) e.g. monthly potential reach, impressions, sentiments, AVE, mentions, and many others;
4. Monitor performance of activities and campaign using independent monitoring platforms (e.g. social listening/monitoring tools) to determine PR outcomes, accomplishments and other metrics used in the PR industry;
5. Submit a monthly comprehensive monitor report especially strategies and activities of ASEAN competitors and provide documentation in English with analysis and proposed action plans;
(Note: DOT may conduct audit of the report to verify the data presented.)
6. Organize and manage media coverage for DOT projects and events;
7. Submit monthly market intelligence report and analysis of the gathered data;
8. Organize and facilitate a periodic media consultation (bi-monthly consultation / discussion) to discuss PR activity performance and market information that are of PR significance and value;
9. Arrange and conduct media meetings (briefing, presentation, press conference) as maybe required;
(Note: For off-site activities requiring airline travel or with "shinkansen-distance-travel" or activities conducted outside Tokyo and Osaka Prefectures that requires overnight stay, the PR team members' (maximum of two persons) fare, event venue, accommodations, meals, meals of the media guests and other operating expenses to facilitate the activity will be covered or specified in a separate project budget of DOT/TPB).

10. Prepare press articles, materials / media kits as may be required (English version to be provided to DOT and Japanese version to be provided for participants);
11. Organize media invitational once tourist travels have resumed; and
(Note: Travel expenses, land arrangement, accommodations and meals and other expenses items specified in the travel itinerary/ program will be covered by a separate budget.)
12. Translate and localize press articles as may be required.

IV. REPORT

Provide documentation / proof of deliverables for each item mentioned in this Terms of Reference (TOR) and for all commitments as stated or provided in the submitted proposal or in the revised terms as may be agreed at a later date during the kick-off meeting. The format of report shall be agreed during the kick-off meeting. Submission, acceptance and approval (by DOT Japan) of the monthly report shall be made a prerequisite in the processing of payment.

V. ELIGIBILITY CRITERIA

1. The PR Agency must be a bonafide member of a globally recognized PR association such as the International Public Relations Association or Japan based PR association such as the PR Society of Japan and with at least a total of five years as association member.
2. The PR Agency shall have at least five (5) years of solid track record in PR works and experience in the preparation and execution of successful communication strategies/ campaigns.
3. The PR Agency must have an office in Kanto and Kansai region for ease in coordination.
4. The PR Agency is required to submit its company profile and list of PR projects handled in the past five years. Preference will be given to PR agency with previous experience on tourism and travel related projects.
5. The PR Agency is required to identify the members of its team and a short background of their experience and qualifications. A staff dedicated for this project should be able to communicate proficiently in English.

VI. DOCUMENTARY REQUIREMENTS

1. Detailed market proposal and financial plan.
2. Detailed description of PR work experience and past clients:

Company Name / Client	Duration of project	Amount of Project	Contact Person and contact details (email)
<i>Provide more sheets if necessary</i>			

Please inform past clients that DOT Japan may verify previous business relations.

3. Company proof of membership in a Japanese PR industry association (PR Society Association of Japan) or in an internationally recognized PR Association (International Public Relations Association, International Associations of Business Communicators etc.).
4. Submission of copy of securities documents as proof that the company is technically, legally, and financially capable supplier.
5. One case study on that demonstrates clearly the bidder's experience, skills, and effective use of strategy or available communication tools to attain the PR objectives.

VII. CONTRACT PRICE

The contract price is JPY 13,829,787 for the duration of the contract (12 months from the month of December 2021 to month of December 2022). The PR Agency shall be entitled to reimburse its expenses of JPY39,184/month or total of JPY470,208 for 12 months to cover for regular coordination activities with media to include meals during meetings or travel expenses (train and accommodation) and subject to usual liquidation process i.e. provision of receipts, reports and contact details of media. Unexpended fund of prior month may be carried on to the succeeding month subject to the approval of the DOT Tokyo. The PR agency shall bill DOT Tokyo based on the sample presentation below:

A. Retainer Fee	–	JPY 1,152,482 / month
B. Reimbursable expenses	–	JPY 39,184 (actual cost)
Total	–	JPY 1,191,666

VIII. PROPOSED TIMELINES

1. Posting of Terms of Reference on November 22, 2021.
2. Submission of documentary requirements (3 copies) in a sealed envelope on December 03, 2021.
3. Presentation of proposal and case study on their past PR management experience (in English) on December 08 and 09, 2021 (TBC)
(Note: Presentation of proposal and case study to DOT Osaka, DOT Tokyo and TPB project officers will be conducted to verify, understand and clarify the proposal. (Note: The presentation will be conducted in English. Kindly ensure that you bring an English speaking staff during the presentation.)
4. Bid Awarding (December 10 and 13)
 - Notice of Award (two days after the presentation)
 - Notice to Proceed (as maybe be determined)
5. Kick-off meeting 2 days after the Notice to Proceed (December 27, 2021)

IX. PAYMENT

AGENCY shall furnish its invoice to DOT-Japan on a monthly basis on or before the tenth (10th) day of each following month. Facilitation of payment shall be made upon submission of required monthly report.

X. PERIOD COVERED

December 27, 2021 to December 28, 2022 (12 months)