

TERMS AND REFERENCE

PROJECT: PUBLIC RELATIONS AGENCY FOR THE PHILIPPINE DEPARTMENT OF TOURISM-JAPAN (PDOT-J)

BACKGROUND

Japan is one of the top source markets for Philippine tourism. It is the country's fourth biggest tourist market, following South Korea, China, and the United States. In 2017, it posted a 9% growth rate over the previous year's figures, bringing in close to 600,000 Japanese tourists. In 2018, Japanese tourist arrivals as of June continue to increase, posting a growth rate of more than 7%.

Despite these tourism numbers, the Japanese market still has a huge potential to grow. In 2017, there were more than 15 million outbound Japanese tourists. Of this number only around 4% travelled to the Philippines. It was among the top 10 most visited destination in Asia by Japanese tourists (based on 2017 data).

Thus, there is a need to drive stronger awareness of and interest in the Philippines as a holiday destination among Japan's 127-million populace (11th in the world).

To complement its promotion and communication strategies in Japan in line with its "It's more fun in the Philippines" tourism brand, there is a need to undertake a public relations campaign to ensure the widest dissemination of information about Philippine tourism to its target segments.

Part of the public relations campaign involves expanding the Japanese market by diversifying target segmentation to include potential new users (e.g. new geographic segments, new demographic segments, etc.), highlighting new attractions of existing destinations, promoting new destinations and travel themes and reinforcing media relations in Japan.

In this context, DOT Japan, covering its Tokyo and Osaka offices, proposes to procure the services of a PR Agency in Japan with the overall objective of catalyzing the free flow of information to the media in order to create an environment supportive of the projects undertaken by PDOT Tokyo and Osaka. The PR Agency shall also extend strategic support to PDOT Japan in its efforts to create a positive reception in the traditional, digital, social media and alternative channels for project related activities.

ELIGIBILITY CRITERIA

- a. The PR retainer shall be a Japan based company and duly registered with the appropriate Japanese institutions. Having a sub-office in Osaka will be an advantage;

- b. The PR retainer shall have at least five (5) years of experience in preparing and executing communication strategies for various public relations projects, including tourism, in Japan;
- c. The PR Agency is required to submit its company profile and list of projects handled in the past. A PR agency with previous experience in handling PR services for national tourism organizations and tourism-related enterprises is preferred.
- d. The PR Agency is required to identify the members of its team for the Philippines to include the experience and qualifications of each member. Dedicated staff should be able to communicate well in English and Nihongo languages. At least one member of the team must be eloquent in English language (written and spoken);
- e. The PR Agency is required to submit details of the PR campaign proposal (Refer to Annex A for the proposed Work Program and Market Development Plan for PDOT Japan). Deadline for submission of the PR Proposal is on **August 24, 2018**.

SCOPE OF WORK/DELIVERABLES

The tasks listed below provide an extensive range of activities to be assigned to the Public Relations Agency hired for the purpose. PDOT Tokyo Japan would welcome recommendations that go beyond the activities listed below.

- a. Strategic PR planning, consultation, brand positioning and media analysis
- b. PR campaigns development and execution
- c. Publicity activities including preparation and dissemination of regular press releases (including press release distribution)
- d. Media relations and equity handling (media pertains to traditional, digital, social and alternative media platforms)
- e. Proactive media pitch
- f. Organization of media and key opinion leaders/influencers familiarization trips that will benefit both DOT Tokyo and DOT Osaka offices
- g. Media monitoring, daily e-news clippings with English translations of exposure content and advertising values
- h. Public relations activities
- i. Preparation of monthly newsletters for trade and consumers (bi-lingual)
- j. Preparation of monthly market intelligence reports in English including clipping report of Philippine tourism articles
- k. Organization of press conferences, press briefings/round tables and interviews as necessary
- l. TV and film lobbying
- m. Submission of activity/monthly PR reports in English
- n. PR handling involving critical issues and/or crisis situations to minimize impact and facilitate recovery as soon as possible;
- o. Other related public relations support and services as may be required by DOT-Japan

Included in the PR activities are the following:

- a. Take immediate action on emerging situations including periodic review of existing communication strategies and initiatives; counteracting negative publicity, if any; perceived sources of other information that will enhance the effectiveness of the communication strategy
- b. Provide other information (such as competitors intelligence reports) and undertake other activities as may be considered necessary
- c. Prepare press materials for events in accordance with marketing activities and requirements of PDOT Tokyo Japan
- d. Prepare minutes of media consultations, relevant presentations, and other important meetings
- e. Prepare analysis of issues and concerns related to the media coverage received
- f. Prepare analysis of most common queries received from the media and how they were addressed

AGENCY COMPENSATION BUDGET

JPY 800,000 inclusive of all applicable taxes/per month

PERIOD COVERED: September 2018 – August 2019

DEPARTMENT OF TOURISM

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