



TERMS OF REFERENCE

WINTER FUN SALE PHILIPPINES 2019

The project is targeted to increase travel to the Philippines during the Winter Season and stimulate demand and interest of the Japanese market to visit the Philippines during the 1st quarter of 2019 extending to the Golden Week, one of the longest holiday periods when Japanese travel overseas.

This branding activity will be held in MODI Shibuya, a few steps away from the busy Shibuya intersection. This program is a combination of the following: OOH promotion, a consumer activation program, and digital/social media promotion.

A. BACKGROUND:

The number of Japanese travelers to the Philippines continues to post an 8.15% growth in 2018. It remains the Philippines' 4th biggest tourism market contributing a total of 631,801 Japanese visitors and an 8.86% share of total tourist arrivals to the Philippines breaching the 600,000 mark.

In 2018, there were more than 17 million outbound Japanese tourists. Of this number only around 4% travelled to the Philippines.

Thus, there is an even bigger need to drive stronger awareness of the Philippines as a holiday destination among the Japanese' 127-million populace (11th in the world). One of the most effective ways to achieve this is through strengthening out-of-home (OOH) advertisement in one of the most strategic areas in Tokyo– the Shibuya area.

The Shibuya area has been selected as it represents the iconic picture of Tokyo with its sprawling scramble intersection just outside the Shibuya Station, considered to be one of the busiest in the world.

The Shibuya Station ranks second in Japan in terms of the volume of users averaging 11.9 million commuters per week (47,600,000 per month). The station houses three main lines: JR Line, Metro Line (Ginza and Hanzomon Lines) and Keio Ishin Line. Given the high volume of daily ridership of the Shibuya transport hub and the popularity of the area as a lifestyle district with its trendy shopping malls, fashion and entertainment centers, it is an ideal location for this Philippine Winter Fun Sale campaign.

B. ELIGIBILITY CRITERIA:

1. The advertising company shall be a Japan based company and duly registered with the appropriate Japanese institutions.
2. The advertising company shall have at least five (5) years of experience in preparing and executing communication strategies for various public relations projects, including tourism, in Japan;

3. The advertising company is required to submit its company profile and list of projects handled in the past. A PR agency with previous experience in handling advertising services for national tourism organizations and tourism-related enterprises is preferred.
4. The advertising company must have a track record working on two Philippine government tourism promotions related projects with minimum amount of JPY 4,000,000.
5. The advertising company 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);
6. The advertising company is required to submit details of the Out-of-Home and consumer activation proposal for PDOT Tokyo which can be implemented for the month of March-April 2019. Deadline for submission of the Out-of-Home (OOH) Ad / Event Proposal (Hard Copy and other documents such as SEC Registration, Financial proposal, Ad and Event Proposal and list of ongoing and past projects completed) is on **February 18, 2019**.

C. DELIVERABLES

The project will have the following components:

1. OOH (Out-of-home) Advertisements

- Philippine ads (15 secs) will be prominently aired on the 8.64 meter x 10 meter Modi Shibuya outdoor television. The OOH location is directly above the Modi Shibuya Department Store which is one of the biggest retail shops in Shibuya.
- The branding platforms in the Modi Shibuya Department Store will also include six Plaza signages (digital banners) located at the entrance of the department store. This will feature 300 airings of 15 second ads from 9:00am to 12:00 midnight for a period of one month.
- The OOH will be aired in March 2019 to entice Japanese travelers to plan for their travel up to July. This will help boost the Japanese tourist arrivals during the weakest months of the year for Japanese tourist arrivals to the Philippines.
- Editing of AV materials / Submission (three revisions) of Final Artwork
- Sound for the OOH (maximum allowable decibels as mandated by local law)

2. Consumer Activation Program

- The over-the-counter Plaza event space at the main entrance of Modi Shibuya will be utilized for the consumer activation activities. This 50 square meter space will be able to accommodate 200 visitors at a time. The activation program will last for three days. During the said period, activities will be carried out to promote travel to the Philippines in partnership with major tour wholesalers and Philippine animators. There will be Philippine experience zones featuring Philippine destinations and thematic activities related to health and wellness, cuisine, marine activities, outdoor nature adventures, etc.; as well as an Instagram contest, and many more. These activities are geared towards increasing the level of engagement with the audience by way of experiential promotions.

The consumer activation program will take into consideration the following:

- Animators wearing Philippine inspired designs/costume (4 persons)
- Audio Visual Requirements (two microphones with cable, one shure wireless for singer, or depending on the requirements of the MC or singer can be a wireless lavalier or wireless handheld, microphone stands, CD/DVD players, cable wire for electric guitars/piano keyboard if applicable, at least two 52 inch tv monitors to show

Philippine tourism videos, sound mixer, equalizer, amplifier, front fil monitor, back stage monitor, teleprompter/ "idiot board", working light and sound system)

- Cables and accessories to operate sounds and lights
- Changing / holding room/area for performers (within the area or 3-5 minutes walking distance to the event location) with mirrors, make up table and water dispenser
- Construction and dismantling of stage, décor, AV /light and sound installation
- Costume for four animators (barong)
- Cultural performers (three – four groups to be identified by DOT-Tokyo)
- Dynamic video and lighting to be incorporated in the design (such as spotlight, parcan, globos, source four lights, strobe, laser, effect lights)
- Electric for the booth / power generator or supply
- Event director / stage manager/ overall event coordinator
- First aid kit
- Insurance for the event
- Kitchen car
- Lighting stand and trusses
- MC for the duration of the event
- Overall management of the event
- Personnel complement / interpreters/ ushers / usherettes / stand assistants to invite visitors, entertain guests and distribute materials for the duration of the event (3 persons)
- Photo wall construction and design with maximum size of 3 x 2 sq. meters
- Proposal on design and mechanics of booth activities (Note: Gifts and tokens shall be to the DOT)
- Security for the event
- Stage backdrop with prominent "Its More Fun in the Philippines" logo
- Stage décor (plants, fixtures, , consider the installation of Philippine décor such as *arangyas* or colorful paper chandeliers inspired by Pahiyas festival) incorporated in the overall design of the event
- Stage design incorporating Philippine design elements (submission of 2 design proposals with floor lay-out)
- Stage with carpet (at least 3 m x 3 m stage and 1 foot in height)
- Technical rehearsals (1-2 hours before the start of the event)
- Technicians (lighting and sound for the duration of the event)
- Three tables / booth with 3 chairs for participating Online Travel Agencies complete with electrical sockets
- Venue Rental (for three days)
- Water and coffee dispenser for the event staff / 30 bottles of energy drink per day for all the staff and workers of the event

D. OPTIONAL PROVISIONS

- Ad agency that can provide additional services such as publicity and promotions program without additional cost to the Philippine government over and above the deliverables mentioned in Paragraph C will be preferred.
- Documentation and submission of report ten days after the successful implementation of this project taking into consideration the number of ad performance (market penetration rate) visitors, viewership and engagement.
- Ad Agency hereby releases, indemnifies, defends and holds harmless DOT and its employees from and against any and all Liabilities (a) to the extent attributable to or arising out of the gross negligence or willful misconduct of the Ad Agency or (b) for personal injury, illness, or death of or damage to and loss of property (whether real or personal, owned or leased) incurred or suffered by any Third Party arising from the implementation of this project.

E. BUDGET

The project cost is JPY18,100,000 inclusive of all applicable taxes.

F. SCHEDULE OF PAYMENT

Ad Company shall furnish its invoice to DOT-Tokyo 10 days after the successful implementation of the project.

G. PERIOD COVERED

1. Out-of-home/ Ad : 3rd week of March to 1st week of April 2019
2. Consumer Activation : 3rd week of March 2019

For more information about this project, you may get in touch with the Philippine Department of Tourism Office – Tokyo Field Office through email: dotjapan@gol.com and telephone number (03) 5562-1583.

Conforme:

NAME OF COMPANY: _____

(Print Name and Signature)

AUTHORIZED REPRESENTATIVE