



07 March 2025

REQUEST FOR QUOTATION


The Philippine Department of Tourism - London is inviting qualified Out-Of-Home Service Provider (Tram Wrap Service Provider) in Italy (Rome and Milan) re PDOT's conduct of the Joint Promotion -Product Presentation and Consumer Activation in Italy in May to June 2025 in Rome and Milan, Italy.

Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before March 27, 2025 through jing@pdotlondon.co.uk or info@pdotlondon.co.uk.

Thank you and we look forward to receiving your proposals.

Sincerely yours,


GINA MARIE LIBERTY ESMAÑA
Administrative Officer
Philippine Department of Tourism - London



TERMS OF REFERENCE

Project Title	:	Provider/ supplier of Tram Wrap Services in Rome and Milan re Joint Promotion/ Product Presentation and Consumer Activation in Italy Project of PDOT London
Job Specification	:	Provision of tram wrap services
Duration	:	May - June 2025 in Rome and Milan respectively

I. BACKGROUND:

The Philippine Department of Tourism (DOT) will conduct the Joint Promotion, Product Presentation and Consumer Activation in Italy (Rome leg) in May to June 2025. Part of this project is a tram wrap project component which will run in May and June 2025 in Rome and Milan respectively. The above project will run through the major thoroughfares of Rome and Italy where there is a significant foot traffic and utmost visibility. The Office is in need of a legitimate provider/supplier of tram wraps or Out Of Home (OOH) provider that can provide and run the above required project.

II. PURPOSE / OBJECTIVES

The Department of Tourism (PDOT) needs the services of an outdoor advertising company duly registered and licensed in Italy to provide the services needed by DOT to fully facilitate the successful implementation of the above project.

Objectives :

- To ensure the timely delivery of the above-required Out-Of-Home campaign material and run within the required period; in order to achieve the target reach and impression for the specified campaign period
- To generate approximately 4 million gross contacts/ reach (Rome and Milan)
- To generate stronger market recall of the Philippines as a preferred holiday destination for the Italian tourists and thereby translate into actual traffic to the Philippines

III. CAPABILITY REQUIREMENTS

- The company must be based and legally registered in Italy
- The company must be a legitimate provider of OOH services in Italy
- The company must be properly licensed to operate in Italy
- The company must be able to comply with the DOT's requirements for the above event

IV. DELIVERABLES/ REQUIRED GOODS

- One unit of transportation vehicle on May 18-19, 2025 with below schedule
 - Rome May-June (28 days run in total)
 - Full wrap tram Stang (1 unit)
 - Full color image/ wrap
 - Route should be within the major tourist areas
 - Italy June (28 days run in total)
 - Full wrap tram 2Cass (1 unit)
 - Full color image wrap
 - Route should be within the major tourist areas
- Technical Production of assets
- Documentation and submission of data

VI. BUDGET

The budget for the above required services is Euros16,000.00 all-inclusive of taxes and other services including applicable taxes.

The winning quotation/ proposal will be based on the lowest proposed bid price and compliance to the required specifications of the requested services.

Prepared by:



GIMA MARIE LIBERTY ESMANA
Administrative Officer, PDOT London