



03 December 2024

REQUEST FOR QUOTATION

The Philippine Department of Tourism - London is inviting qualified suppliers/ providers for the bus wrap in Madrid, Spain, in connection with the DOT's participation in FITUR 2025 in Madrid, Spain on January 22-26, 2025.

Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before December 17, 2024 through jing@pdotlondon.co.uk or info@pdotlondon.co.uk.

Thank you and we look forward to receiving your proposals.

Sincerely yours,

Gerard Panga

GERARD O PANGA

Tourism Attaché

Philippine Department of Tourism - London



TERMS OF REFERENCE

Project Title	:	Bus Wrap in Madrid (in time for FITUR 2025)
Job Specification	:	Bus Wrap in Madrid
Duration	:	January 22-February 2022, 2025

I. BACKGROUND:

As part of the PDOT's continued efforts to intensify promotional and marketing efforts in Spain to position the Philippines as a top holiday destination in Asia for Spanish tourists, we propose to stage a bus wrap project featuring the DOT's new branding campaign, "Love the Philippines" in time for the FITUR 2025 in Madrid, Spain. This project will provide a platform for the Philippines to be visible and present/reinforce the DOT's tourism brand campaign to the mainstream tourists in Spain maximizing the exposure for the country especially during FOTUR 2025.

PURPOSE / OBJECTIVES

The Department of Tourism (PDOT) needs the services of an Out Of Home (OOH) advertising specialist/company or publication in Spain that can provide the needed/required services of DOT in relation to the marketing and promotional activities of DOT in Spain, specifically the bus wrap project. It aims to achieve the following.

- To sustain if not reinforce the Philippines' presence in the Spanish market through the multi-/media platforms, specifically the Out of Home (OOH) platform like the trams and auto buses that carry the new logo in specified routes in Madrid;
- To create a strong mind-recall of the DOT's new brand campaign, "Love the Philippines," in the Spanish market through a major means of public transport;
- To support the existing aggressive campaigns of DOT in different platforms and further attract more interest from the Spanish market to include the Philippines in their travel options for Summer 2025.

II. CAPABILITY REQUIREMENTS

- Must be a Spain-based/ registered company;
- Must be capable of providing the requirements of PDOT London;
- Must be able to deliver the required services within the DOT's required marketing period;
- Must be a reputable company in Italy with similar projects previously

IV. DELIVERABLES/ REQUIRED SERVICES

Bus wrap with DOT images and "Love the Philippines" logo servicing different routes in Madrid, especially those that services the Gran Via area

Bus wrap	:	1 unit
Period of services	:	January 22 to February 22, 2025
Start of project	:	January 3, 2025 (material preparation/fabrication)
Actual bus run	:	January 22, 2025

V. CONTRACT DURATION

The above service contract duration is from January 3, 2025 to February 22, 2025

VI. BUDGET

The budget allocation for the above project is Seven Hundred Six Thousand Pesos (Php706,000) or approximately Ten Thousand Nine Hundred Fifty Euros (Euros10,950.00).

Payment shall be processed upon the submission of the invoice and other supporting documents.

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

Contact Person:



GINA MARIE LIBERTY ESMARA
40 Suffolk SW1, SW1Y 4HG
Philippine Department of Tourism-London
Email : jing@pdotlondon.co.uk

Approved by:



GERARD O. PANGA
Tourism Attaché
PDOT London Office