



12 August 2021

REQUEST FOR PROPOSAL

The Philippine Department of Tourism - London is inviting qualified companies to send proposals for an Integrated Influencers Campaign for the UK Market. Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before **20 August 2021** to:

gerry@itsmorefuninthephilippines.co.uk

cc: admin@itsmorefuninthephilippines.co.uk

Thank you and we look forward to receiving your proposals.

Sincerely yours,

GERARD O PANGA

Tourism Attaché

Philippine Department of Tourism - London



TERMS OF REFERENCE

I. PROJECT TITLE: INTEGRATED INFLUENCER CAMPAIGN – UK MARKET 2021 September to December 2021

II. BACKGROUND AND RATIONALE:

Due the pandemic, people now spend considerably more time online than previously and brands and businesses have had to upgrade their websites and reinforce their presence on social media to cope with the increased demand.

More than ever, the digital and virtual platforms have become the go-to places for information, commerce, events, business and even travel, with eager travelers looking for ways to break from an extraordinary hectic life during the lockdown.

Facebook, Instagram and Tiktok, to name a few, have moved from being social media platforms to selling and conversion tools.

Influencer marketing has also become a very popular and effective form of marketing and has earned its place as part of the mainstream marketing mix.

Influencer Marketing Hub's Benchmark Report for 2021 highlighted the following:

- Influencer marketing industry is set to grow to approximately \$13.8 Billion in 2021
- More than 240 new influencer marketing-focused agencies and platforms established in 2019
- 90% of their survey respondents (5,000 marketing agencies, brands and other relevant professionals) believe influencer marketing to be an effective form of marketing; 59% have a stand-alone budget for content marketing; 75% intend to dedicate a budget to influencer marketing in 2021; and 83% of firms take their influencer marketing spending from their marketing budget

With all these fast-changing developments and changes in people's lifestyle, information search, social media interest as well as decision-making and purchasing/conversion process, we need to bump up our normal content marketing activities and therefore engage in a comprehensive and integrated influencer campaign. It is for this purpose that we are requiring the services of a company that can deliver the most effective campaign.

III. OBJECTIVES:

- Utilise and maximise the popularity and effectiveness of influencer marketing in promoting the Philippines' destinations and products
- Pivot from awareness to increase in impressions and engagement; from brand uplift to consideration and conversion

- Engage a mix of influencers who would carry and project the Philippines' brand with authenticity and create impact to leverage on their following/audience/reach. We intend to work with influencers with 100k+ total following/audience size and/or micro influencers focusing on particular niche such as travel plus other related interests/themes.
- Increase following of PDOT London's social media platforms as well as traffic to its website, microsites, online campaigns and other call-to-action landing pages

IV. PROJECT COMPONENTS, DELIVERABLES AND CAPABILITY REQUIREMENTS

PDOT-London is in need of the services of a company based in London, England to manage the Integrated Influencer Campaign for the UK market.

COMPONENTS

1. Influencer Partnerships: may include brand mentions, reviews, testimonials, competitions, giveaways, blog posts, guest posts, sponsored media contents, collective shoutouts, takeovers, brand ambassadorship, take-overs, events, etc.
2. Influencers Familiarisation Trip
3. Paid Media: Facebook and Instagram Branded Content, Programmatic Media, YouTube Video Ad, Tiktok Ad, and others as may be recommended
4. Competition to win a holiday to the Philippines

Deliverables:

The proponent will be responsible for the over-all conceptualisation, planning and implementation of an integrated influencer campaign for the UK market in line with PDOT's objectives and identified campaign components. This includes, but is not limited to, the following:

1. Preparation of a detailed campaign plan and KPIs
2. Management and coordination of all components of the campaign from start to finish
3. Coordination with all influencers and other project partners as may be identified
4. Preparation and submission of campaign reports including weekly updates to PDOT London, report per component as each concludes and an end-of-campaign report (including a campaign report in video format)
5. Content research, writing and validation, artwork design and the likes for all project components covered in this TOR, or additional activities as may be identified
6. Coordination with PDOT London's Digital Marketing Manager to ensure integration of campaigns in the overall digital marketing efforts for the UK market
7. Ensure compliance with GDPR and other relevant laws and regulations in the implementation of all project components
8. Other services or activities related or needed to deliver the above

Capability Requirements/Guidelines:

1. Proponent should be full-service company and an expert in the field of digital/integrated/destination marketing and should be based in London, England
2. Expertise in digital and destination marketing and PR services is required
3. Access to/connection and good relationship with relevant and successful influencers and other possible partners

4. Experience in handling tourism related accounts and knowledge on the Philippines will be an advantage
5. Proponent should have a dedicated team to handle the account
6. Proponent should be able provide a package of services that adheres to the Department of Tourism's branding guidelines and set objectives and in accordance with industry best practice.
7. Proponent shall commit to be in constant coordination and consultation with PDOT-London in the course of the delivery of services
8. Must be willing to provide services on a send-bill arrangement
9. Must be able to provide all necessary documents to ensure compliance with PDOT's financial rules and regulations.

V. BUDGET

The budget allocated for the campaign is **GBP65,000** inclusive of VAT (if applicable). The project/campaign will run from September to December 2021. This budget covers the following:

1. Campaign Plan
2. Influencer Partnerships
3. Influencer Familiarisation Trip
4. Paid Media: Facebook and Instagram Branded Content, Programmatic Media, YouTube Video Ad, Tiktok Ad, and others as may be recommended
5. Agency fees
6. Subscription requirements (to be registered under PDOT London name) and other technical/service requirements
7. Analysis and reporting (to include a short campaign report in video format)

Proponents are required to prepare a budget breakdown for the above as part of their proposal/bid.

The winning bid, however, shall be determined by the Philippines Department of Tourism – London based on the proposal with the most effective, efficient and attractive inclusions and advantageous financial cost, provided that the amount of the bid does not exceed the above said budget.

VI. PAYMENT PROCEDURE

Payment will be on services rendered basis and may be subject to presentation of corresponding reports and proof of payment for transactions according to the approved budget breakdown/allocations.

VII. DOCUMENTARY REQUIREMENTS

Bidders are required to submit the following documents in addition to their proposal:

- Business Registration Document
- Latest Tax Certificate
- Company Portfolio including company background and relevant previous sample of work
- Signed TOR

VIII. TIMEFRAME

August 20, 2021: Deadline for submission of proposals
September 2021: Target commencement of delivery of services

Note: All campaign deliverables, reports and payments should be settled by December 29, 2021

Prepared by:

Gerard Panga
GERARD O. PANGA
Tourism Attaché
PDOT-London

CONFORME:

Signature: _____
Name: _____
Position in the Company: _____
Company Name: _____