



8 September 2021

REQUEST FOR QUOTATION

The Philippine Department of Tourism - London is inviting qualified companies to send quotations for project/event management relative to the VFR Campaign for the UK Market 2021. Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before **14 September 2021** to:

gerry@itsmorefuninthephilippines.co.uk

cc: admin@itsmorefuninthephilippines.co.uk

info@itsmorefuninthephilippines.co.uk

Thank you and we look forward to receiving your quotations.

Sincerely yours,

GERARD O PANGA

Tourism Attaché

Philippine Department of Tourism - London



TERMS OF REFERENCE

- I. PROJECT TITLE: 2021 “Bring Home a Friend” - VFR Campaign in the UK**
DATE: September – December 2021

II. BACKGROUND / OVERVIEW

The United Kingdom hosts around 200,000 overseas Filipino residents in the UK comprising mixed Filipino-British families, expats, industry professionals, nurses and other healthcare workers, domestic workers and nannies, laborers, students, etc.

The Philippines, on the other hand, has also around 20,000 British residents (pre-Covid data) in the country.

These are important source markets for travel to the Philippines specially for Visiting Friends and Relatives (VFR).

The overseas Filipinos are considered (in the promo context) as those Philippine passport holders (Filipino citizens), dual Philippine-British passport holders/citizens, or former Filipino citizens who were born in the Philippines before acquiring foreign citizenship.

As part of our soft marketing activities to maintain our market visibility, and to keep the target consumers updated and excited about our destination preparations and country’s reopening, we plan to conduct promo activities for the overseas Filipinos in the UK in the 3rd and 4th Quarter of 2021. In line with this, PDOT London is in need of the services of a PR/Event Management Company to handle the implementation/requirements of the campaign.

III. OBJECTIVES

The main objective of this project is to create wide scale awareness and travel interest in the Philippines as a preferred leisure destination post Covid among the UK-based Overseas Filipinos (OFs). The campaign will specially target mixed Filipino-British Families, Filipino expats, Filipino-British community leaders, and Filipino-British medical & health care personnel. These are the travellers who have more capacity to visit the Philippines. The campaign will also target the British travellers who have friends and relatives residing or working in the Philippines.

The campaign is also aimed at increasing the 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, if any.

IV. PROJECT COMPONENTS

- A. #Foodtripping #eatmorefuninthephilippines (October 2021):** Social media promo to feature the Filipino chefs’ special Pinoy food offers, and a glimpse of their daily routine as they do the food preparations and run their restaurants to cater to the Filipino-British customers and promote the Philippine cuisine in the UK market.

The targeted chefs* to be featured are from:

- ROMULO CAFÉ, Kensington High St., London
- MAMASONS Chinatown, London
- BONGBONG’S MANILA KANTEEN, Seven Dials Market, London
- SARAP BAON, Brixton, London
- SPOON & RICE, Camden

**may be subject to change*

B. #Itsmorefuninthephilippines Dream From Home Travel Photo Competition (November 2021): a photo competition which involves decorating creatively a section of the house of the overseas Filipino contestants using usual/simple household materials to project their dream vacation island or adventure/leisure activity that they miss or look forward to visiting or doing in the Philippines. The main idea is to excite the consumers of the beautiful destinations in the Philippines that are waiting to be explored as soon as the country reopens to the international leisure travellers.

Proposed Contest Mechanics:

- Open to overseas Filipino contestants aged 18 to 60 years old. The contestants need to submit a proof of identification to show that they are Philippine passport holders (Filipino citizens), dual Philippine-British passport holders/citizens, or former Filipino citizens who were born in the Philippines before acquiring foreign citizenship.
- Overseas Filipino contestants must submit one photo entry in JPEG format (around 3 to 5 MB resolution) without any digital alteration or external enhancement/décor, with corresponding photo caption in no more than 3 sentences describing the inspiration behind the photo entry (destination or adventure/leisure activity that they miss doing or visiting), and the name and circumstances of the British friend, work colleague, partner or spouse or immediate or extended family member that they want to travel with to the Philippines when the country reopens. Consistent with the “Bring Home a Friend” theme, the winning overseas Filipino contestant must travel together with his nominated or preferred British or UK-based foreign companion (non-Overseas Filipino). The contestants are encouraged to have their photo together with their nominated or preferred travelling companion for the contest entry.



**Sample reference photo of the PH Desert Island Survival Challenge-Photo Competition we co-hosted previously with a British tour operator*

- All photo entries with corresponding caption and name and contact details of the contestant (email/address/mobile phone) must be emailed to info@itsmorefuninthephilippines.co.uk or another dedicated email account on or before November 22, 2021.
- The PDOT-London Office will pre-select the Top 10 photo entries for feature in its social media-Facebook & Instagram platforms with “most consumer like” promo (30% of the score) to go with the panel of judges’ grading (70% of the total score). The contestants are urged to promote their entry photo on social media to generate as many likes and shares as possible
- The contestant with the highest scored photo entry gets to win a dream vacation package to the Philippines for two persons (together with the submitted British travelling companion) consisting of roundtrip flight tickets from the UK to the Philippines, domestic flight tickets (if necessary), airport-hotel transfers, and hotel/resort stay for 2 to 3 nights each in Manila and in an island or provincial destination.

*Runner-up gets one roundtrip flight ticket from the UK to the Philippines. Consolation prize may also be given to the rest of the non-winning participants.

- All the travel arrangements for the flights and travel package (including the travel schedule and selection of the service providers) are under the sole discretion and control of the PDOT-London Office. The travel schedule is subject to the slot availability of the partner service providers from the airlines, hotels/resorts and travel agents/operators, and is valid for travel from 2021 until and within December 2022 only. Travel schedule is difficult or not possible to arrange during peak travel season, or if with pandemic or safety related travel restrictions. Travel extension to 2023 is not allowed. The travel prize is also not convertible to cash.
- The PDOT-London Office and contest handlers reserve the right to use the submitted entry photos for the promotion of the contest, Filipino talent and Philippine tourism.

C. **“Paskong Pinoy” Singing Heroes Competition (December 2021):** is an individual amateur Christmas singing talent competition open to active overseas Filipino nurses, doctors, healthcare workers and elderly or PWD home carers (with valid work ID or qualification certificate). The interested contestants will submit a clear video recording (high resolution copy) showing them singing a Christmas themed song in English or Tagalog (one song and not a medley song).

Proposed Contest Mechanics:

- Open to Overseas Filipino contestants in the UK who are active in the healthcare profession and medical service, aged 18 to 60 years old. The contestants need to submit a proof of identification to show that they are Philippine passport holders (Filipino citizens), dual Philippine-British passport holders/citizens, or former Filipino citizens who were born in the Philippines before acquiring foreign citizenship, and an ID or certification of their work in the healthcare and medical service in the UK.
- The contestants must submit one high resolution recording of their singing video contest entry (half body on the video frame to show their face and vocal interpretation; no lip singing). The contestants may select any Christmas themed song in English or Tagalog (one song and not a medley song).

Before the song (part of the recording), the contestants must introduce themselves in 2-3 sentences to mention their name, work role and workplace in the UK healthcare and medical service, and reason/description of their Christmas song choice.

Actual video file or link to video Dropbox (if file is heavy) must be emailed to info@itsmorefuninthephilippines.co.uk on or before 15 December 2021.

- The contestants have the option to sing with a karaoke system or sing and play their own musical instrument.
- Amateur contestant singers are considered as not having any professional recording on commercial sale or have not won any international singing competition.
- The PDOT-London Office will pre-select the Top 10 singing video entries for feature in its social media (Facebook & Instagram) platforms with “most consumer like” promo (30% of the score) to go with the panel of judges’ grading (70% of the total score).
- The contestant with the highest scored singing video entry gets to win a roundtrip flight ticket from UK to the Philippines for 1 person, and a travel package to the Philippines for two persons consisting of hotel/resort stay for 2 to 3 nights each in Manila and in an island or provincial destination, domestic flights (if necessary) and airport-hotel/resort transfers.

*Runner-up gets to win a roundtrip flight ticket for 1 person from the UK to the Philippines.

Consolation prize may also be given to the rest of the non-winning participants.

- The Top 2 highest scorers/winners (Judges’ score plus number of most likes) may be invited to the awarding ceremony in London to sing live or online (or with recorded video. Details to be advised.
- All the travel arrangements for the flights and travel package (including the travel schedule and selection of the service providers) are under the sole discretion and control of the PDOT-London Office. The travel schedule is subject to the slot availability of the partner service providers from the airlines, hotels/resorts and travel agents/operators, and is valid for travel from 2021 until and within December 2022 only. Travel schedule is difficult or not possible to arrange during peak travel season, or if with pandemic or safety related travel restrictions. Travel extension to 2023 is not allowed. The travel prize is also not convertible to cash.
- The PDOT-London Office and contest handlers reserve the right to own and use the submitted contest entry videos for the promotion of the contest, Filipino talent and Philippine tourism.

V. PROJECT DELIVERABLES AND GUIDELINES

DELIVERABLES:

The PR/Event Management Company proponent will be responsible for the over-all planning, implementation and monitoring of the VFR Campaign for the UK market in line with PDOT’s objectives and identified campaign components. This includes, but is not limited to, the following:

- a. Preparation of an over-all campaign plan based on the above campaign brief and proposed mechanics
- b. Management and coordination of all components of the campaign from start to finish
- c. Coordinate/source suppliers and service providers for all campaign requirements
- d. Coordination with all venues, talents, participants and other project partners as may be identified
- e. Manage all online/offline promotions/placements/boosts to promote the campaign and increase the followers in all social media platforms
- f. Manage any live/online streaming requirements and the like as may be required
- g. 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 shareable on our platforms)
- h. 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
- i. Coordination with PDOT to ensure integration of campaigns in the overall digital marketing efforts for the UK market
- j. Ensure compliance with GDPR and other relevant laws and regulations in the implementation of all project components
- k. Other services or activities related or needed to deliver the above

CAPABILITY REQUIREMENTS/GUIDELINES:

- a. Proponent should be full-service company and an expert in the field of PR/Event Management/Integrated Marketing/Destination Marketing and should be based in London, England 2.
- b. Expertise in event management and PR services is required
- c. Access to/connection and good relationship with relevant suppliers and possible partners
- d. Experience in handling tourism related accounts and knowledge on the Philippines will be an advantage
- e. 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.
- f. Proponent shall commit to be in constant coordination and consultation with PDOT-London in the course of the delivery of services
- g. Must be willing to provide services on a send-bill arrangement
- h. Must be able to provide all necessary documents to ensure compliance with PDOT's financial rules and regulations.

VI. BUDGET

The budget allocated for the fees is **GBP6,000** inclusive of VAT (if applicable).

PDOT London has a separate budget for project implementation costs including supplies, marketing/boosts, third-party service providers, etc.

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.

VII. PAYMENT PROCEDURE

Full payment upon satisfactory delivery of services specified in Section IV of this Terms of Reference and submission of required reports and supporting documents for payment.

VIII. DOCUMENTARY REQUIREMENTS

Proponents are required to submit the following together documents together with their proposal:

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

IX. TIMEFRAME

September 14, 2021: Deadline of 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
 Philippine Department of Tourism-London

CONFORME:

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