



## TERMS OF REFERENCE

**PROJECT TITLE** : LONDON TAXI CAMPAIGN  
**LOCATION** : LONDON, UNITED KINGDOM  
**DATE** : July 1 to December 31, 2021

### I. BACKGROUND

To support our goal to maintain visibility in the market and continue to inspire potential travelers to consider the Philippines as their next holiday destination, the Tourism Promotions Board through the Philippine Department of Tourism – London Office (PDOT London) is embarking on an OOH campaign utilising the popular London (black) cabs.

### II. OBJECTIVES

The project aims to attain the following objectives:

1. To maintain the presence and visibility of the Philippines and the “It’s More Fun in the Philippines’ brand in the market
2. To provide information and inspiration for their holiday plans
3. To create visibility to target the working professionals and residents of London who are active outbound travelers.
4. To utilise and maximise the popularity of the iconic London black cabs as a platform for promotion and call to action

### III. DELIVERABLES AND GUIDELINES

The Philippine Department of Tourism - London is in need of a qualified taxi advertising company to send quotations for taxi advertising within London for a maximum of 6 months (July 1 to December 31, 2021).

#### **Deliverables:**

- 1) Taxis: proponent is requested to send a proposal with options to include the following:
  - a. Full wrap taxis: indicate quantities for 3 and 6 months
  - b. Superside taxis: indicate quantities for 3 and 6 months

All proposals must include:

- a. Branded tip-up seats
- b. Branded receipts
- c. Design, production and installation/fitting
- d. Facility to distribute promotional flyer to passenger (e.g. post card, brochure, and the like). Said materials to be provided by PDOT London

- 2) Area covered: London from Zone 1-3

- 3) Reporting: must be able to provide detailed monthly campaign report and end-of-campaign report to include photo documentation, analytics/statistics and video coverage of the campaign which can be shared via our digital/social media platforms
- 4) Driver: The drivers must act as brand ambassadors. Leaflets or similar material will be given to the drivers which will be handed over to passengers before getting off from the taxi. Branded shirts/caps or similar items for drivers is a plus.
- 5) Promotional components: photo opportunity with the taxis and drivers during milestone event or activation of PDOT London; 10 pcs small size miniature taxis (for competition prize) and 2 pieces of large size miniature taxis as part of campaign reporting

**Guidelines:**

The proponent, in its design and delivery of the service, shall adhere to and comply with the following guidelines/requirements:

- 1) Expertise in the field of taxi advertising and should be based in England
- 2) Experience in handling tourism related accounts such as tourism boards or destinations. Experience in handling and knowledge on the Philippines will be an advantage.
- 3) Must have a dedicated team to handle the account
- 4) Must 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
- 5) Shall commit to be in constant coordination and consultation with PDOT-London in the course of the delivery of services
- 6) Must allow PDOT London with ample time to provide required content/materials

**IV. 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

**V. BUDGET**

The total budget for the project for the deliverables earlier mentioned is £45,000 inclusive of VAT (if applicable).

**VI. PAYMENT PROCEDURE**

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

**VII. TIMETABLE**

April 6, 2021: Deadline for submission of proposals  
July 1, 2021: Target campaign start date (subject to change)  
December 27, 2021: Campaign completed, reports submitted and payments settled

Prepared by:

  
**GERARD O. PANGA**

Tourism Attaché  
Philippine Department of Tourism-London

**CONFORME:**

**Signature:** \_\_\_\_\_  
**Name:** \_\_\_\_\_  
**Title:** \_\_\_\_\_  
**Company Name:** \_\_\_\_\_