

SECTION VI. TERMS OF REFERENCE

PROCUREMENT FOR THE SERVICES OF AN ADVERTISING AGENCY/PUBLIC RELATIONS AGENCY/MEDIA OUTFIT (MEDIA, ADVERTISING, PUBLICITY AND PROMOTIONS)

SCOPE OF REQUIREMENTS/TECHNICAL SPECIFICATIONS

The PICC is to contract the services of an Advertising Agency/Public Relations Agency/Media Outfit to develop and implement an integrated Marketing Communications Plan for PICC.

The integrated marketing communications plan will be developed in accordance with PICC's strategic plan. It should help PICC in achieving its sales and marketing objectives by reaching out to potential clients and the general public.

The Agency will be responsible for crafting the messaging and creative content for the communications campaign, contracting for time and space with selected print and digital channels, and negotiating with third party suppliers.

QUALIFICATIONS OF THE ADVERTISING AGENCY

Multi-Platform Creation and Management: The agency should have a firm understanding of marketing communications methods and be able to tailor fit the content to meet the needs of PICC and its target audience.

Strong Customer/Client Service Skills: Meeting the needs of clients is the most important responsibility of an advertising team. The entire team must be aware of what PICC wants and be able to communicate with them to meet expectations.

Ability to Plan and Execute Ideas: Agency must be able to develop and successfully execute an effective plan for fulfilling PICC's communications needs.

Superior Creative Expertise: Agency must have a depth of client experience, and the ability to extend the reach out to as wide an audience as possible.

Appropriate size and fiscal history: The size of the agency is important. The agency should be large enough to staff the contract appropriately and handle the fiscal responsibilities, yet the agency must be small enough to consider the contract a high priority account. The agency needs to have sufficient experience, depth of personnel, and infrastructure to support the contract.

No conflict of interest: The Agency must disclose any potential conflict of interest, including agency staff's business ties and the agency's client base.

SCOPE OF SERVICES

Short-listed Consultants shall develop and submit an integrated Marketing Communications Plan for PICC. Said Plan shall include digital marketing, public relations and collateral support. Specifically, the Plan shall:

- Clearly define the strategies that will provide an overview or broad direction for the communications campaign that if implemented, will help achieve PICC's marketing objectives, as follows:
 - To bring business to the Center by generating event bookings from Rental of Convention Facilities.
 - To position PICC as the Premier Meetings and Events Venue and a National Cultural Treasure through an effective promotions campaign for increased market awareness and penetration with special focus on publicity efforts and digital marketing.
 - To promote PICC as a safe and versatile venue that adapts to the changing needs of the market.
 - To implement effective Account Management and Sales and Marketing practices to increase bookings for new business and generate repeat business.
 - To explore new revenue opportunities.
- Describe the Methodology (describe the creative and the specific media tactics that will achieve the objectives given the limitation of the chosen media channels;
- Present the Work Plan (includes the timetable and calendar of activities in the implementation of the Plan specific to the Center's target markets);
- Include a detailed budget setting out all the costs for the campaign;
- Establish metrics that will evaluate the effectiveness of the communications campaign.

PICC shall provide a brief that will serve as a guide to the consultants.

SCOPE OF SERVICES AND SPECIFICATIONS:

Consultants/Agencies shall prepare and submit an integrated Marketing Communications Plan for PICC. The said plan should include but may not be limited to the following, as Consultants may include other items/activities which they feel would be necessary & effective for PICC:

A. PUBLIC RELATIONS PLAN

A public relations plan to be implemented upon the commencement of the contract, which includes

- Development of PR campaign and different features/stories
- Development of two (2) exclusive features (print and online)
- Invitation of at least two (2) social media influencers to feature PICC on their social media accounts
- Seeding of two (2) PICC stories to different print and online publications
- Invitation and coordination with media, bloggers and influencers for interviews, photo shoots and events
- Production of press kits and media briefs
- Tokens/honorarium for media, bloggers and influencers
- Monitoring of pick-ups
- Quantification of reach and estimated cost

- Crisis management as needed

B. DIGITAL MARKETING PLAN

A 12-month digital marketing plan to be implemented upon the commencement of the contract, which includes e Management of PICC's Social Media Properties (Facebook, Instagram, LinkedIn and YouTube) to gain quality followers, increase engagement and generate sales leads and inquiries.

- Development of content for regular posting (e.g. copy, images and videos)
- Online advertising on social media platforms
- Preparation of reports
- Search Engine Optimization

Agency to recommend and implement appropriate SEO strategies and digital advertising tools to generate leads/venue inquiries and boost PICC's online presence.

C. VIDEO CONTENT CREATION

Agency to produce four (4) videos in cooperation with PICC' Marketing and Events Management Department. It will be a series of talks/interviews about the many aspects of PICC not only as a trailblazer in the convention industry in the country but its contributions in arts and culture, environmental sustainability, among others. It will also tackle infrastructure projects of PICC. The episodes will be posted/uploaded in PICC's website and various social media platforms.

D. CORPORATE GIVEAWAYS

Agency will be tasked to design and produce a set of quality corporate collaterals and quality giveaways appropriate for its target recipients. The said collaterals should have a uniform, thematic design that will give the items an identity that is distinctly PICC. If possible, items should also be made of eco-friendly materials with minimal packaging. Design and production fees are included in the budget.

Agency will come up with 2 to 3 item suggestions for each category for PICC Management to choose from.

- Class A (Decision Makers, Executives)
Cost per item: P1,800
Quantity: 250 pcs
- Class B (Managers, Heads)
Cost per item: P800
Quantity: 300 pcs
- Class C (Contact Person, Secretariat)
Cost per item: P300
Quantity: 240 pcs
- Survey Tokens
Cost per item: P200
Quantity: 200 pcs

E. Printed Collaterals

Agency will be tasked to design and print the following printed collaterals:

- Corporate Calendars
P300 x 700 pieces = P210,000
 - **Stock standee:** imitlin blue mounted on chipboard (inner and outer board with imitlin blue)
 - **Inside pages:** c2s 220, 6" x 8", portrait or landscape, full color
 - **Standee:** 6.5" x 8.5" (folded)
 - **Number of pages:** 14 sheets / 28 pages
 - **Binding:** James Burn
 - **Base of standee:** with scoring
 - **Process:** offset printing
 - **Quantity:** 700 pieces
 - With matte lamination
 - White envelope as packaging (envelope with PICC logo in full color, address and website)
 - Includes concept, layout, photography and copywriting (PICC to provide pictures on file)
 - With spot UV on PICC logo and tagline

- Christmas Card
P100 x 700 pieces = P70,000

- **Type:** Two-fold, with envelope
- **Orientation:** Portrait or landscape
- **Paper Type:** Glossy
- **Size:** 8.5 x 5.5 inches (L x W)
- **Card Message Printing:** Message (Black) / Company Logo (Colored)
- **Quantity:** 700 pieces
- Die cutting optional

TIMETABLE

Based on the PICC targeted schedules, Contractor shall submit, together with its proposal, the implementation timetable for the abovementioned deliverables for a 12-month period.

PRESENTATION

An oral presentation, not more than an hour and thirty minutes (1 hour & 30 minutes) shall be made by each qualified bidder before the Bids and Awards Committee and the Special Technical Working Group (STWG) at a designated venue in PICC on a specified date.

The oral presentation must be aided by visuals (in any form, i.e. powerpoint/keynote presentation, storyboards, videos, etc.).