

TERMS OF REFERENCE

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

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

This integrated marketing communications plan will align with PICC's strategic goals, aiming to achieve sales and marketing objectives by effectively engaging existing and 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 PICC's objectives 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

Shortlisted Consultants are required to develop and submit an integrated Marketing Communications Plan for PICC. This Plan should encompass digital marketing, public relations, collateral support and event management requirements, with a focus on achieving the following objectives:

1. **Enhance brand awareness for PICC** by leveraging its rich historical significance and stature as National Cultural Treasure, positioning it as the premier MICE venue in the Philippines.

2. **Effectively highlight PICC's meeting rooms and facilities**, aiming to generate leads, increase bookings, and maximize venue occupancy.

3. **Establish PICC as a dynamic event venue** that adapts to evolving market demands and preferences, reinforcing its reputation for its versatility, adaptability, and excellent service.

The plan should include the following components:

1. **Strategies:** Define the strategies that provide a comprehensive direction for the communications campaign.

2. **Methodology:** Define the creative and specific media tactics that will be employed, taking into account the limitations of the chosen media channels.

3. **Work Plan:** Provide a detailed timetable and calendar of activities for the implementation of the plan, specifically tailored to the Center's target markets.

4. **Budget:** Include a thorough breakdown of all costs associated with the campaign, ensuring transparency and comprehensive coverage of expenses.

5. **Metrics:** Develop a set of metrics that will be used to evaluate the effectiveness of the communications campaign, enabling an assessment of its impact.

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

MARKETING COMMUNICATIONS PLAN

Agency will develop a 12-month marketing communications plan to be implemented upon the commencement of the contract, which includes:

A. Digital Marketing Campaign:

1. Development of a 12-month content calendar for PICC's social media platforms (Facebook, Instagram and LinkedIn) to gain quality followers, increase engagement and generate sales leads and inquiries. Content must include, but is not limited to, social media cards, photos, videos/reels, UGCs, articles, and infographics. Minimum of 4 posts monthly for Facebook and Instagram, 2 posts monthly for LinkedIn.
2. Conduct of photo and video shoots to build content library.
3. Conceptualization and execution of social media activities to drive engagement, such as, but not limited to, contests, promos, raffles, etc. Cost of prizes must be within the ABC of this project and any required permits is c/o agency.
4. Advertising / boosting of relevant content on social media platforms as needed.
5. Preparation of reports.

B. PR / Publicity Campaign:

1. Development of PR campaign and different features/stories
2. Development and seeding of at least three (3) press releases (print and online)
3. Collaboration with at least four (4) social media influencers relevant to PICC's audience and industry
4. At least 2 guaranteed TV / YouTube channel features
5. Coordination with members of the media, vloggers and influencers for interviews, photo shoots and events
6. Production of press kits and media briefs

7. Tokens/honorarium for media, bloggers and influencers
8. Monitoring of pick-ups
9. Quantification of reach and estimated cost
10. Crisis management as needed

C. Corporate / Institutional AVP

The 2 to 3-minute long corporate/institutional AVP will be used for marketing and promotional activities of the PICC. It should feature the many aspects of PICC not only as a trailblazer in the convention industry in the country but also its contributions to Philippine arts and culture, environmental sustainability practices, its infrastructure projects, among others. The video will be posted/uploaded on PICC's website, various social media platforms, and within PICC premises.

Additionally, the contracted agency is tasked with creating a minimum of five distinct reels utilizing footage from the main video, for posting on Facebook and Instagram.

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 be made of eco-friendly materials with minimal packaging. Design and production fees must be included in the budget.

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

1. Class A (Decision Makers, Executives)

- Cost per item: P2,000
- Quantity: 200 pcs

2. Class B (Managers, Heads)

- Cost per item: P1,000
- Quantity: 300 pcs

3. Class C (Contact Person, Secretariat)

- Cost per item: P300
- Quantity: 500 pcs

4. Tokens for Client Survey Respondents

- Cost per item: P200
- Quantity: 1,000 pcs

E. Printed Collaterals

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

1. Fact Sheet

- Page Size: 8.3" x 11.7"
- Spread Size: 16.6" x 11.7"
- Paper Type: C2S 220 no lamination
- Color: Full Color, both sides

- Number of Folds: One (1)
- Quantity: 2,000 pcs.

2. Desk Calendars

- 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

3. Christmas Card

- 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: 200 pieces
- Die cutting optional

4. Foldable Fan

- Type: circular, foldable with pouch
- Material: Nylon
- Size: 25cm diameter
- Printing: with Company Logo (either B/W or colored)
- Quantity: 2,000 pieces

F. Conceptualization And Implementation Of Appreciation Event For Top Picc Clients

Agency will conceptualize and implement a client appreciation party to be held in the month of September to coincide with PICC's anniversary month. The attendees of the event will be Members of the Bangko Sentral ng Pilipinas Monetary Board, Deputy Governors, PICC Board of Directors, VIP clients, government officials and selected members of the media.

The objective of this gathering is to formally recognize and appreciate the partnership between PICC and its loyal clients. This occasion will serve as an opportunity to strengthen connections and celebrate the collaborative success achieved by PICC and its clients.

The event will run for approximately two hours, consisting of a brief program, dining and entertainment.

Food will be served by PICC's accredited caterer, Via Mare and is excluded from the contract amount.

The agency's services will include the following:

1. Conceptualization of a theme for the Client Appreciation Event.
2. Creation of a Production Management Team/s to coordinate and oversee the technical requirements, staging, and other elements of the event. The Production Management Team/s shall source the necessary talents and technical practitioners, to mount the event, which may include, but not limited to the following:

Director/Technical Director

Multi-Media Arts Designer

Video Director

Script Writer

Production Management Team

Production Crew

Others as may be necessary

3. Recommendation and provision of the services of the emcee/host, performers, creative and production team acceptable to the PICC to perform during the event, and negotiate on behalf of the PICC the most reasonable rates for the performers and facilitate payments accordingly from the show/production budget.
4. Conceptualization of a design plan for the select venue/s in PICC, stage, props and décor complementary to the approved theme.
5. Provision and sourcing of the following (if applicable/necessary) including but not limited to:
 - Sound system
 - Lighting equipment
 - AV equipment (LED wall/projectors, LCD projectors)
 - Closed circuit cameras
 - Other technical requirements
6. Production and execution of appropriate video presentations, scene designs, costumes, lighting design, installation art, special effects for the event in keeping with the overall conceptual approach and as approved by PICC;
7. Preparation of a detailed programme and technical script and spiels (including voice over spiels, messages & presentations), for the show based on the approved event plan and overall conceptual approach.

8. Design and production of the following materials:

- Invitation cards and envelopes for 300 guests
 - Appropriate giveaways/tokens for guests (200 pieces), may be custom-made or off the shelf
 - Raffle prizes for three (3) winners
9. Submission of photo and video documentation of the entire event.

TERMS AND CONDITIONS

1. All media assets (raw and edited) formulated and designed in conjunction with this contract shall be owned by the PICC, with full and exclusive rights, relative to the future use thereof. These should be submitted / turned over to the PICC upon completion of the contract deliverables.
2. Material/s produced by the winning bidder should be original and aligned with the PICC’s advocacies on Gender and Development and sustainability. Material/s must be gender-sensitive as prescribed by the Philippine Commission on Women’s Gender-Fair Media Guidebook.
3. All deliverables and materials are subject to the approval of the PICC prior to implementation and production.

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.).

APPROVED BUDGET FOR THE CONTRACT (ABC)

SEVEN MILLION FIVE HUNDRED AND TEN THOUSAND PESOS ONLY (Php 7,510,000.00) inclusive of all applicable taxes. All design and production expenses to be incurred in relation with the above deliverables, including taxes, must be included in the Approved Budget for the Contract.

REMUNERATION

The remuneration for the consultancy services shall be as follows:

- First partial payment shall be equivalent to at least thirty percent (30%) of the work accomplished as certified by the end-user.

- Remaining seventy percent (70%) should be divided equally into 3-quarters to the amount of goods and services delivered and/or a progress billing, whichever comes first.