

TERMS OF REFERENCE
Department of Trade & Industry
UAE-BASED CONTENT CREATION AND PRODUCTION AGENCY for SOCIAL MEDIA
Philippines' Participation in EXPO 2020 DUBAI

I. PROJECT/ASSIGNMENT DESCRIPTION

Development and implementation of content marketing campaigns to reach and engage the audience of Philippines Expo 2020 Dubai through the following primary and secondary social media networks:

- | | |
|--------------|-------------|
| a. Facebook | e. LinkedIn |
| b. Instagram | f. Tiktok |
| c. Twitter | |
| d. YouTube | |

II. BACKGROUND AND RATIONALE

With the ongoing participation of the Philippines at the Expo 2020 Dubai, building a strong online presence with a library of original content is essential to help position and brand the Philippines as a creative and compassionate nation that target overseas Filipino and global communities.

The Philippines Expo 2020 Dubai, which opened on October 01, 2021, will close on March 31, 2022.

In view of the above, the Department of Trade and Industry (DTI) is in need of a **UAE-based Content Creation and Production Agency for Social Media**, who will build and implement an effective content marketing campaign strategy for the Philippines Expo 2020 Dubai from 1 January 2022 until post-Expo on April 30, 2022

III. OBJECTIVES:

The purpose of content creation and production is to have a defined path that will:

- a. **Obtain new followers and subscribers by 30%** through the development, creation and production of engaging content that responds to the target communities
- b. **Boost brand engagement** that will improve Philippine brand perception, loyalty and word of mouth recommendations
- c. **Build a community** around the Philippines Expo 2020 Dubai to strengthen relationships with current followers and subscribers
- d. **Integrate media analytics into the campaign strategy** to analyze the community's sentiments about the Philippines Expo 2020 Dubai and which social networks the target audience is most actively using.

IV. AUDIENCE:

- a. Global Audience (Expo 2020 Dubai audience)
- b. Filipino communities in the MENASA and GCC Regions
- c. Business communities in the MENASA and GCC Regions

V. SCOPE OF WORK, DELIVERABLES and BUDGET ALLOCATION

Under the overall guidance and supervision of the Alternate Commissioner General of the Philippine Organizing Committee (POC), the UAE-based agency for content creation and production will deliver the following:

SCOPE OF WORK

A. Content Creation and Production

1. Creation of a content marketing campaign to generate engagement and trust among users.
 - *Creation of a weekly content calendar*
2. Creation and development of original and engaging content to increase followers and subscribers by at least 30% (from date of notice to proceed)
 - *Tell stories of real-life experiences to help maintain a substantial volume of follower base through written posts, static, GIF and video*
 - *Creation of content with Intent/Purpose that is valuable to the target audience*
 - *Creation of content that the target audience can relate to emotionally and feel satisfied after reading.*
 - *Livestreaming of events*
3. Creation of digital assets and visual data for social media that are aligned with the Philippine brand such as:
 - *Images (static and GIF)*
 - *Videos and video stories*
 - *Live videos*
 - *Infographics*
 - *Testimonials and reviews*
 - *Announcements*
 - *Contests*
 - *Links to external content, particularly media influencers*
 - *Written posts that build credibility and reputation*

Output: *2 posts/day of localized content or a total of 24 posts/month in video, GIF, and stories*

B. Community management of the Philippines Expo 2020 Dubai brand equity on all Social Media channels to include community management.

- *Answering queries, filtering spam, comments, editing copies and other tasks related to community management*

Output: *A well-curated social media page/s with 100% response rate*

C. Purchasing and Monitoring Paid Social Media

- *FB Boosting to amplify the reach of content and appear to a wider range of the target audience outside of users who already follow the Philippines Expo page.*
- *Create a media plan with budget*

Output: *Boosted content with analytics and proof of payment*

D. Provide monthly Social Media Analytics

- Monitor the performance and progress of all social media accounts of Philippines Expo 2020 Dubai
- Recommend social media trends and new platforms based on social media listening to maximize online presence of Philippines Expo 2020 Dubai.

Output: *Monthly media report and analytics*

E. Media and Influencer Relationship Management

Development of a strategy for managing influencer interactions by identifying specific individuals who have influence over the target market of the Philippines Expo 2020 Dubai.

Output: *Three (3) media influencers per month to create content for social media in any of the following formats: blog, vlogs and livestreams. **With a minimum of two (2) posts per engagement (at the moment posts and after visit posts)** per influencer on FB, IG, Twitter, Tiktok and/or Kumu.*

F. Content Marketing Campaign Plan

Development of a proposed content marketing plan for Philippines Expo 2020 Dubai that outlines what the tenderer hopes to achieve on social media and how it supports their overall marketing strategy. Plan must include goals, proposed platforms, hashtag/s, content, tools, influencers, paid ads and event marketing and other essentials.

Output: *Content Marketing Campaign Plan*

G. Website Maintenance and Management of Philippines Expo 2020 Dubai

- Routine Website and Server Maintenance
- Continuous Improvements
- Performance Monitoring and Reporting
- Content Update

Output: Updated website of the Philippines Expo 2020 Dubai

H. Media Coverage of Events and activities at the Philippines Expo 2020 Dubai

- a. Major Events
 - Philippine Food Festival
 - Philippine National Week/Day
- b. Activities
Refer to attached calendar

In between major events, agency is expected and required to be physically onsite the Philippines Pavilion at least 3x a week to cover the daily goings-on.

DELIVERABLES AND TERMS OF PAYMENT

PAYMENT TRANCHE/S	DELIVERABLE/S	AMOUNT (in AED)	AMOUNT (@PHP14.00))
1 st Payment First week of January 2022	Upon signing of the contract. Submission of the approved Content Marketing and Financial Plan.	11,000.00	150,000.00
2 nd Payment January 01-January 31, 2022	<p>Mondays to Saturdays (Excluding shared content)</p> <p>Primary platforms: <i>FB, IG, LinkedIn, YT and Twitter</i> Secondary platforms: <i>TikTok</i></p> <p>A minimum of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 2 posts/day or 24 posts/month in static, animated and stories <input type="checkbox"/> 4 short video content/month <input type="checkbox"/> 4 GIF files/month <input type="checkbox"/> 2 posts from media influencers/engagement (at the moment posts and after visit posts) <input type="checkbox"/> 4 boosted content/month <p>Coverage of scheduled events of the Philippines Pavilion for the month of January 2022.</p> <p>Onsite coverage of activities at least 3x/week</p>	14,750.00	207,500.00
2 nd Payment February 01 – February 28, 2022	<p>Mondays to Saturdays (Excluding shared content)</p> <p>Primary platforms: <i>FB, IG, LinkedIn, YT and Twitter</i> Secondary platforms: <i>TikTok</i></p> <p>A minimum of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 2 posts/day or 24 posts/month in static, animated and stories <input type="checkbox"/> 4 short video content/month <input type="checkbox"/> 4 GIF files/month <input type="checkbox"/> 2 posts from media influencers/engagement (at the moment posts and after visit posts) <input type="checkbox"/> 4 boosted content/month <p>Coverage of scheduled events of the Philippines Pavilion for the month of February 2022.</p>	14,750.00	207,500.00

	Onsite coverage of activities at least 3x/week		
3rd Payment March 01 – March 31, 2022	<p>Mondays to Saturdays (Excluding shared content)</p> <p>Primary platforms: FB, IG, LinkedIn, YT and Twitter Secondary platforms: TikTok</p> <p>A minimum of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 2 posts/day or 24 posts/month in static, animated and stories <input type="checkbox"/> 4 short video content/month <input type="checkbox"/> 4 GIF files/month <input type="checkbox"/> 2 posts from media influencers/engagement (at the moment posts and after visit posts) <input type="checkbox"/> 4 boosted content/month <p>Coverage of scheduled events of the Philippines Pavilion for the month of March 2022.</p> <p>Onsite coverage of activities at least 3x/week</p>	14,750.00	207,500.00
4th Payment April 01 – April 30, 2022	<p>Mondays to Saturdays (Excluding shared content)</p> <p>Primary platforms: FB, IG, LinkedIn, YT and Twitter Secondary platforms: TikTok</p> <p>A minimum of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 2 posts/day or 24 posts/month in static, animated and stories <input type="checkbox"/> 4 short video content/month <input type="checkbox"/> 4 GIF files/month <input type="checkbox"/> 2 posts from media influencers/engagement (at the moment posts and after visit posts) <input type="checkbox"/> 4 boosted content/month <p>Coverage of scheduled events of the Philippines Pavilion for the month of April 2022.</p> <p>Onsite coverage of activities at least 3x/week</p>	14,750.00	207,500.00
	TOTAL	70,000.00	980,000.00

VI. SELECTION CRITERIA FOR WINNING BIDDER

TABLE 1

ITEM	CONDITIONS		
	<i>All documents submitted must be in English, and must comply with all required documents or their counterpart/equivalent in the United Arab Emirates</i>		
1	Legal Documents	PASS	FAIL
	<i>A copy of required documents with validity date/s and signatures</i>		
a	VAT Registration		
b	Business License to operate in the UAE		
c	Tax Clearance (or its equivalent in the UAE)		
2	Technical Documents		
a.	Company Profile / Information		
	<i>Must have previous experience in content creation and production services in the UAE (e.g. film making, photography and multi-media platforms)</i> Required Document: Company portfolio		
b.	Applicable Experience		
	1. Credentials and Track Record		
	<ul style="list-style-type: none"> ➤ <i>At least one (1) Social media account handled directly by the bidding agency</i> Required: Link/s to active social media client account ➤ <i>More than one (1) project on content creation and production</i> Required: Lists of events and clients serviced for the past 2 years with corresponding links to the projects 		
	2. Qualifications of Personnel		
	<p>Must assign a dedicated team of 5 members whose sole function is to create and produce content, handle and manage all Ph Expo social media accounts to include monitoring and purchase of paid ads, copywriting, brand engagement, media coverage in video and photography, among others.</p> <p>Required Documents: Comprehensive resume/CV of the 5 team members aligned to the requested services:</p> <ul style="list-style-type: none"> ➤ Officer/s assigned to create and produce multimedia content must have a minimum of 5 years professional and practical experience ➤ Officer/s assigned to manage and handle 		

	<p>PH Expo social media accounts must have a minimum of 1 year experience in multimedia platforms</p> <p>➤ All other team members must have at least a minimum of 1 year experience in multimedia</p> <p>Requirement: That besides coverage of major events, at least one member must be onsite the Ph Pavilion 3x a week to cover daily Pavilion stories/activities.</p>		
c.	Current Workload Capacity		
	<p>Number of ongoing priority projects in the UAE:</p> <p>Required Document:</p> <p>Lists of ongoing projects in the UAE</p>		
d.	Content Marketing Plan		
	Strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience to drive engagement and action.		
3.	Financial Bid		
	A formal financial quotation by the bidder covering scope of work and deliverables		

The winning bid will be awarded to the lowest responsive and compliant bidder.

VII. ENGAGEMENT PERIOD : January 01 – April 30, 2022

VIII. BUDGET : AED_70,000.00 (Note: Inclusive of 5% tax in Dubai, UAE)
PHP 980,000.00 (@Php14.00)

IX. SOURCE OF FUNDS : EXPO BUDGET 2022

Prepared by:


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 Philippines Expo 2020 Dubai

Approved by:


ASSISTANT SECRETARY ROSVI C. GAETOS
 Alternate Commissioner-General
 Philippines Expo 2020 Dubai