

TERMS OF REFERENCE
Department of Trade & Industry
UAE-BASED MARKETING COMMUNICATIONS AGENCY
for FILIPINO and BUSINESS COMMUNITIES in the
MENASA AND GCC REGIONS
Philippines' Participation in EXPO 2020 DUBAI

I. PROJECT/ASSIGNMENT DESCRIPTION

Development and implementation of omni-channel campaigns to reach and engage the audience of Philippines Expo 2020 Dubai through different media channels to include print/online and broadcast media.

I. BACKGROUND AND RATIONALE

With the ongoing participation of the Philippines at the Expo 2020 Dubai, building a library of content to help position and brand the Philippines as a creative and compassionate nation in various media channels that target overseas Filipino and business communities, particularly in the MENASA and GCC Regions.

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 marketing communications agency**, who will build an effective print, online and broadcast media campaign strategy for the Philippines Expo 2020 Dubai from **January 01, 2022 until March 31, 2022.**

III. COMMUNICATION OBJECTIVES:

Target markets are to be kept informed and updated of the developments and achievements of the Philippines participation, understanding its importance and how the public can support it:

1. Convey the overall intent and the challenging nature of the Philippines' participation at the Expo 2020 Dubai by committing to educate the audience on wider issues about the Philippine participation through various media channels
2. Build trust by being consistent and publishing honest messages across all media channels that match the DNA of the Philippines as a country and as an official participant to the Expo 2020 Dubai.
3. Connect people through frequent engagements and interactions in media that will enable them to develop a sense of love of country in a meaningful and symbolic manner and motivate them to pass these messages along to others.
5. Evaluate the PR and media engagement metrics of articles published and interviews conducted.

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 marketing communications agency will deliver the following:

SCOPE OF WORK

A. FOR PRINT/ONLINE MEDIA and PUBLICATION:

1. News generation and development for Filipino and business communities in the MENASA and GCC Regions

News content published in print and other media platforms designed to inform and educate

2. News Distribution and Publication

Promotion and publication of news content to targeted audiences in multiple media formats through owned, free or paid channels and publications

3. Editing and Versioning of news content

Management of multiple news content versions and presentation changes

4. Media and Digital Partnerships

Involves direct coordination with Dubai-based media outlets for the production, broadcast and publication of news information to the target audience

Support media relationship building activities (including but not limited to: press breakfasts/lunch/dinners, press tips, press briefings) upon approval and in communication with Philippines Expo marketing team

Propose concepts of engagement with the partnered media to create a synergy with the programs of the Philippines Expo 2020 Dubai

Establish relationships with on line influencers for the target audiences, such as bloggers, vloggers etc.

Major output: A minimum of four (4) PR and/or Media activities every month

D. CRISIS MANAGEMENT

Application of strategies designed to help DTI deal with a sudden and significant negative event whether in print, broadcast or social media channels.

Major output: An official action plan, procedure or system of rules as need arises
Implementation of Crisis Management Plan

DELIVERABLES AND TERMS OF PAYMENT

PAYMENT TRANCHE/S	DELIVERABLE/S	AMOUNT (in AED)	AMOUNT (@Php14.00)
1ST Payment January 01- January 31, 2022	FOR PRINT/ONLINE MEDIA and PUBLICATION A minimum of four (4) media activities in print or online media every month <i>(Press release, features, community announcement, media interviews, Op-Ed, to include hosting when necessary)</i> One (1) monthly report containing media monitoring report and Activity Accomplishments	23,000.00	322,000.00
2nd Payment February 01 – February 28, 2022	FOR PRINT/ONLINE MEDIA and PUBLICATION A minimum of four (4) media activities in print or online media every month <i>(Press release, features, community announcement, media interviews, Op-Ed, to include hosting when necessary)</i> One (1) monthly report containing media monitoring report and Activity Accomplishments	23,000.00	322,000.00
3rd Payment March 01 – March 31, 2022	FOR PRINT/ONLINE MEDIA and PUBLICATION A minimum of four (4) media activities in print or online media every month <i>(Press release, features, community announcement, media interviews, Op-Ed, to include hosting when necessary)</i> One (1) monthly report containing media monitoring report and Activity Accomplishments	23,000.00	322,000.00
TOTAL		AED 69,000.00	PHP966,000.00

VI. SELECTION CRITERIA FOR WINNING BIDDER

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 PR / marketing communications and media relations in the UAE, GCC and MENA regions for the past 10 years</i> Required Document: Company portfolio		
b.	Applicable Experience		
	1. Credentials and Track Record		
	<ul style="list-style-type: none"> ➤ <i>At least ten (10) client PR/Media accounts directly handled and managed by the agency</i> Required: Link/s to active client account/s <ul style="list-style-type: none"> ➤ <i>At least five (5) projects on public relations</i> Required: Lists of events and clients serviced for the past five (5) 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 news content, handle and manage all Ph Expo 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 seven (7) years professional and practical experience ➤ Officer/s assigned to manage and handle PH Expo accounts must have a minimum of seven (7) year experience in multimedia platforms ➤ All other team members must have at least a minimum of three (3) year experience in multimedia <p>Requirement: CVs of team members</p>		

c.	Current Workload Capacity		
	Number of ongoing priority projects in the UAE: Required Document: Lists of ongoing projects in the UAE		
d.	Stakeholder Communications Plan		
	<i>Strategic communications approach focused on creating and distributing valuable, relevant, and consistent news content through omni channels</i>		
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 most compliant bidder.

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

VIII. BUDGET : AED 69,000.00
(Note: Inclusive of 5% tax in Dubai, UAE)

PHP 966,000.00 (@Php14.00)

IX. SOURCE OF FUNDS : EXPO BUDGET 2022

Prepared by:



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Philippines Expo 2020 Dubai

Approved by:



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