



November 22, 2023

REQUEST FOR QUOTATION

The Philippine Department of Tourism - London is inviting qualified companies/suppliers for the Mix Bus and Taxi ads Wrap in UK Project which should run from January to February 2024 (for the bus wrap) and December 28, 2023 to June 2024 (for taxi wrap). This is in connection with the DOT's new brand campaign, Love the Philippines."

Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before November 29, 2023, to info@pdotlondon.co.uk, or jing@pdotlondon.co.uk.

Thank you and we look forward to receiving your proposals.

Sincerely yours,

A handwritten signature in blue ink that reads "Gerard Panga".

GERARD O PANGA

Tourism Attaché

Philippine Department of Tourism - London



TERMS OF REFERENCE

Project Title	:	Mix Bus and Taxi ads in London for the UK Market
Job Specification	:	Bus and Taxi ad wraps for taxi ads project in UK market
Duration	:	Bus (4 weeks), Taxi (6 months)

I. BACKGROUND:

As part of the PDOT London's continued efforts to intensify promotional and marketing efforts in UK to position the Philippines as a top holiday destination in Asia for Italian tourists, we propose to stage a mix bus and taxi ads project in UK featuring the DOT's new branding campaign, "Love the Philippines." This project will provide a platform for the Philippines to be visible and present/ reinforce the DOT's tourism brand campaign to the mainstream tourists in UK through a mix of bus and taxi units, among the major mode of transfers in UK.

PURPOSE / OBJECTIVES

The Department of Tourism (PDOT) needs the services of a transportation company in UK that can provide the needed/required services in relation to the marketing and promotional activities of DOT in UK, specifically the mix bus and taxi ad project. It aims to achieve the following.

- To sustain if not reinforce the Philippines' presence in the UK market through the multi-/media platforms, specifically the Out of Home (OOH) platform like the bus and taxis that carry the new logo all over UK;
- To create a strong mind-recall of the DOT's new brand campaign, "Love the Philippines," in the UK market through a major means of public transport;
- To support the existing aggressive campaigns of DOT in different platforms and further attract more interest from the UK market to include the Philippines in their travel options for Summer 2024.

II. CAPABILITY REQUIREMENTS

- Must be a UK-based/ registered company;
- Must be capable of providing the requirements of PDOT London;
- Must be able to deliver the required services within the DOT's required marketing period;
- Must be a reputable company in UK with similar projects previously.

IV. DELIVERABLES/ REQUIRED SERVICES

Bus and Taxi wrapped with DOT images and "Love the Philippines" logo servicing different routes all over UK

Bus	:	1 unit
Taxi	:	20 units
Period of services	:	Bus (4 weeks) Taxi (6 weeks)
Start of project	:	Last week of December 2023 (December 28, 2023)

V. CONTRACT DURATION

The above service contract duration is from January to February 2024 (for the bus ad), and December 28, 2023 to June 28, 2024 for the taxi ads.

VI. BUDGET

The budget allocation for the above project is Four Million Four Hundred Eighty Five Thousand Five Hundred Fifty Nine Pesos (Php4,485,559) or approximately GBP65,000.00 inclusive of all applicable taxes.

Payment shall be processed upon the submission of the invoice and other supporting documents.

The winning quotation/ proposal will be based on the lowest proposed bid price and compliance to the required specifications of the requested product/s.

Prepared by:



GERARD O. PANGA

Tourism Attaché

Philippine Department of Tourism-London