



November 20, 2023

## REQUEST FOR QUOTATION

The Philippine Department of Tourism - London is inviting qualified companies/suppliers for Digital, Static Ads and Station Activation Campaign in London which should run from December 30, 2023, to March 10, 2024. This is in connection with the DOT's continued promotion in UK with its 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 December 10, 2023, to [info@pdotlondon.co.uk](mailto:info@pdotlondon.co.uk), or [jing@pdotlondon.co.uk](mailto:jing@pdotlondon.co.uk).

Thank you and we look forward to receiving your proposals.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Gerard O Panga".

**GERARD O PANGA**

Tourism Attaché

Philippine Department of Tourism - London



## **TERMS OF REFERENCE**

Project Title : Digital, Static Ads and Activation Campaign  
Job Specification : Digital Ads screens, Static billboards, and Station Activation  
Duration : December 30, 2023 to March 10, 2024

### **I. BACKGROUND:**

As part of the PDOT's continued efforts to intensify promotional and marketing efforts in UK to position the Philippines as a top holiday destination in Asia for British tourists, we propose to stage a Digital Screen and Activation in London, Waterloo 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 Britain through Digital and Static Screens for the UK market.

### **PURPOSE / OBJECTIVES**

The Department of Tourism (PDOT) needs the services of a Marketing Agency that can provide the needed/required services of DOT in relation to the marketing and promotional activities of DOT in UK, specifically the needed for the station activation and the digital screens. 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 Digital screens, static billboards and station domination that carry the branding of Philippine Tourism.
- 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 main 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 London-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 London with similar projects previously.

### **IV. DELIVERABLES/ REQUIRED SERVICES**

Digital, Static Ads and Activation Campaign

Period of services : December 30, 2023, to March 10, 2024  
Start of project : December 30, 2023

### **V. CONTRACT DURATION**

The above service contract duration is from December 30, 2023, to March 10, 2024.

## **VI. BUDGET**

The budget allocation for the above project is Two Million and Six Hundred Ninety-Five Thousand and Seven Hundred Eighty-Six Pesos or Approximately Thirty-Eight Thousand Pounds.

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