



September 19, 2023

## REQUEST FOR QUOTATION

The Philippine Department of Tourism - London is inviting qualified companies/suppliers for the tram or auto bus wrap in Barcelona project, in Barcelona, Spain which should run from October 30, 2023 to November 26, 2023. This is in connection with the DOT's continued promotion in Spain 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 September 26, 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,

**GERARD O PANGA**

Tourism Attaché

Philippine Department of Tourism - London



## **TERMS OF REFERENCE**

Project Title : Tram/ Auto Bus Wrap in Barcelona Project  
Job Specification : Auto Bus Wrap in Barcelona  
Duration : October 30 to November 26, 2023

### **I. BACKGROUND:**

As part of the PDOT's continued efforts to intensify promotional and marketing efforts in Spain to position the Philippines as a top holiday destination in Asia for Spanish tourists, we propose to stage a Tram/Auto Bus Wrap Project in Barcelona 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 Spain through autobuses wrapped with the new "Love the Philippines" campaign of DOT traversing major routes in Barcelona.

### **PURPOSE / OBJECTIVES**

The Department of Tourism (PDOT) needs the services of an Out Of Home (OOH) advertising specialist/company or publication in Spain that can provide the needed/required services of DOT in relation to the marketing and promotional activities of DOT in Spain, specifically the tram/auto bus wrap project. It aims to achieve the following.

- To sustain if not reinforce the Philippines' presence in the Spanish market through the multi-/media platforms, specifically the Out of Home (OOH) platform like the trams and auto buses that carry the new logo in specified routes in Barcelona;
- To create a strong mind-recall of the DOT's new brand campaign, "Love the Philippines," in the Spanish 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 Spanish market to include the Philippines in their travel options for Summer 2024.

### **II. CAPABILITY REQUIREMENTS**

- Must be a Spain-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 Italy with similar projects previously.

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

Tram or auto bus wrap with DOT images and "Love the Philippines" logo servicing different routes in Barcelona

Auto bus wrap : 7 units  
Period of services : October 30, 2023 to November 26, 2023  
Start of project : October 30, 2023

### **V. CONTRACT DURATION**

The above service contract duration is from October 30, 2023 to November 26, 2023

## **VI. BUDGET**

The budget allocation for the above project is Seven Hundred twenty Three Thousand Pesos (Php723,000) or approximately Eleven Thousand Eight Hundred Euros (Euros11,800.00).

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