



## TERMS OF REFERENCE

Project Title : TV Commercial Spots for DOT Brand Campaign in the UK Market  
Job Specification : TV Commercial Spots in a major TV Company in UK  
Duration : December 2023

### I. BACKGROUND:

As part of the PDOT London's continued efforts to intensify promotional and marketing efforts in the UK market to position the Philippines as a top holiday destination in Asia for British tourists, we propose to stage TV Commercial Spots featuring the DOT's Brand Campaign for the UK Market. This project will provide a platform for the Philippines to be visible and present/ reinforce the DOT's tourism brand campaign to the mainstream viewers/ clients of a major, well-known TV company in UK.

### PURPOSE / OBJECTIVES

The Department of Tourism (PDOT) needs the services of a major TV company in UK that can provide the required services in relation to the marketing and promotional activities of DOT in the UK market. It is aims to achieve the following.

- To sustain if not reinforce the Philippines' presence in the UK market through the TV/media that has significant clientele/ viewership all over UK.
- To create a strong mind-recall of the DOT's new brand campaign, "Love the Philippines," in the UK market;
- To support the existing aggressive campaigns of DOT in different platforms and further attract more interest in 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 have a significant number of viewership
- Must be a reputable media company with a minimum of 10 years' experience in the television and broadcasting industry

### IV. DELIVERABLES/ REQUIRED SERVICES

TV spots/ Broadcast feed in the News Channel

RODP	:	Day Time	-	49 spots (30s)
RODP	:	Day Time (Weekend)	-	27 spots (30s)
Total Spots	:	76 spots x 30 sec		
Period	:	December 5-31, 2023		

## **V. CONTRACT DURATION**

The above service contract duration is from December 1-31, 2023 or upon the issuance of the Notice to Proceed (NTP).

## **VI. BUDGET**

The budget allocation for the above project is Four Million One Hundred Thirty Eight Thousand Pesos (Php4,138,000.00) or approximately Seventy Five Thousand US Dollars (USD75,000.00) 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



November 22, 2023

## REQUEST FOR QUOTATION

The Philippine Department of Tourism - London is inviting qualified companies/suppliers for the TV advertisement spots (News Channel) of a major TV company in UK which should run for the month of December 2023. 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](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