



PASUGUAN NG PILIPINAS

EMBASSY OF THE PHILIPPINES

SEOUL

07 November 2018

INVITATION FOR PROPOSALS

The Philippine Department of Tourism-Korea is in need of the services of a well-experienced company based in Korea engaged in the business of professional advertising via digital and social media platform for one (1) month from December 1-31, 2018. Preferably, the company that has previous experience with the Department or NTO on similar projects in Korea will be an advantage

Interested companies may submit advertising plans and quotations following the attached Terms of Reference on or before **November 15, 2018** to:

Philippine Department of Tourism-Korea
Suite 801, President Hotel, Euljiro1-ga
Jung-gu, Seoul 04533 Korea
Tel no: (02) 598-2290 Fax: (02) 3180520
Email: pdot@philippinetourism.co.kr and lily@philippinetourism.co.kr

A handwritten signature in black ink, appearing to read "Maria Corazon APO".

MARIA CORAZON APO
Tourism Director and Attache

TERMS OF REFERENCE

- I. PROJECT TITLE :** BRANDING/TACTICAL AD CAMPAIGN IN KOREA VIA DIGITAL AND SOCIAL MEDIA PLATFORM FOR DECEMBER 2018
- DATE :** December 1 – 31, 2018
- TYPE OF CAMPAIGN :** Online Advertising
- ITEM :** Digital and social media platform such as Google Display Network(GDN), Kakao Talk, Naver Rolling, Naver Mobile, Daum Display Network(DDN), Cauly, and viral marketing

II. BACKGROUND

In line with the Philippine Department of Tourism-Korea's efforts to intensify Philippine Tourism promotions in Korea, the PDOT-Korea will undertake a branding campaign via the digital and social media platform for this winter season in cooperation with Cebu Pacific.

The branding campaign will entail online placement for one(1) month – December 1 ~ 31, 2018 – thru website/meta search engines such as *Google Display Network and Naver*, popular social media and apps like Kakao Talk, Daum, Cauly, and viral marketing involving top ranked blogs, power bloggers, and café/community contents distribution networks

III. PURPOSES / OBJECTIVES

The DOT-Korea is in need of the services of a well-experienced professional company based in Korea engaged in the business of professional advertising via digital and social media platform for one(1) month from December 1 to 31 2018.

IV. SCOPE OF WORK / DELIVERABLES

Following are the services required by the Philippine Department of Tourism:

A. Online advertising

Platform	AD Format	Device
Google Display Network(GDN)	Network banner	PC
Kakao Talk	PC bottom banner	PC
Naver Rolling	PC rolling banner	PC / Mobile
Naver Mobile	Mobile Display AD	PC / Mobile
Daum Display Network(DDN)	Network banner	PC / Mobile
Cauly	Banner type	Mobile

B. Viral marketing

Platform	Specification	Device
Viral Marketing	Top ranked blog exposure, power blog, advertorial, café/community contents distributions, etc.	PC

V. TIME FRAME AND SCHEDULE OF WORK

Schedule: All interested parties to submit advertising plan and quotation in English on or before **November 15, 2018, 5:00 PM.**

- November 8, 2018 ~ November 15, 2018 Submission of AD plan with quotation
- November 16, 2018 ~ November 23, 2018 Evaluation of proposals
- November 24, 2018 ~ November 30, 2018 Development of campaign banner and other AD materials
- December 1, 2018 ~ December 31, 2018 Implementations of advertising

VI. BUDGET

Total budget allocation for the ad campaign via digital and social media platform for one(1) month is KRW 50,000,000 (inclusive of VAT).