



IT'S MORE FUN IN THE  
**PHILIPPINES**  
www.philippinetourismusa.com

Philippine Department of Tourism-San Francisco  
Philippine Consulate General  
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## TERMS OF REFERENCE

### I. PROJECT/PURPOSE: 2018 US-WIDE ONLINE NATIVE MARKETING CAMPAIGN

### II. OBJECTIVES

1. To drive online traffic and engagement from strategic US locations with the highest outbound international travel along through online native ads
2. To create positive Philippine travel contents on a major US-trusted news/content source for geo-targeted affluent Mainstream American Market

### III. SCOPE OF WORK/DELIVERABLES:

1. Digital services, i.e. digital In-feed native advertising campaign
2. Content Creation – 2 sponsored long form content/article, In-feed and in-article ad copy, Webpage custom skin
3. Impression-based buy and guaranteed CTR of at least 0.5%
4. Contents will specifically target niche affluent internet users (to be discussed)
5. Sponsored article must be published and promoted within the website, other local branches and affiliate sites
6. Duration - 2 months
7. Provide proof of performance i.e. post-campaign report to include actual CTR, impressions and clicks source per state

### IV. ELIGIBILITY REQUIREMENTS/QUALIFICATION OF BIDDERS

1. Reputable US-based multi-channel media company with strong nationwide influence both online and in traditional media
2. Their digital platforms must generally have affluent US Mainstream market following

V. PAYMENT TERMS/BILLING DETAILS:

- Please address proposal, contract and invoice to:  
*Purificacion S. Molintas*  
*Philippine Department of Tourism - San Francisco*  
*447 Sutter Street Suite 212 San Francisco, CA 94108*
- Payment via business check
- Payment Terms – First tranche: Upon signing of contract; Second tranche: upon completion of deliverables
- Payee's name (What name should we make check payable to?)
- \_\_\_\_\_  
Payee's billing address


VI. EVALUATION PROCEDURE

The winning bid shall be selected not solely based on the amount of bid. The PDOT San Francisco Office shall also consider the creative presentation, Coverage, marketing value and content of the proposal for the above requirements.

VII. CONTACT PERSON/S:

Name: Alessa Lopez  
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Email: team@philippinetourismsf.org

**APPROVED BY:**

  
PURIFICACION SUANDING-MOLINTAS  
Tourism Attaché