

## **TERMS OF REFERENCE**

### **Procurement of a Service Provider to render Media and Public Relations for the Product Launch/Ceremonial Distribution of Golden Rice**

The media/PR agency will be working closely with the Golden Rice Program team composed of DA-PhilRice and IRRI personnel in executing public relations campaign and media outreach in relation to the upcoming launch and distribution of Golden Rice in the first province identified for pilot-scale deployment.

Managing perceptions and misconceptions on Golden Rice and other GM products is vital for the acceptance of the public towards these products. As such, strategic communication is an important way to convey its nutritional benefits and safety among target audiences and beneficiaries.

#### **1. Scope and coverage**

The media/public relations agency will be responsible for the implementation of a strategic communication/public relations plan in order to manage general expectations before, during, and after the product launch or ceremonial distribution of Golden Rice. The plan shall include a mix of available and accessible traditional and virtual channels of communication for maximum reach. Implementation and information dissemination shall be done through DA-PhilRice in-house and institutional media networks and may include external contacts of project partners and collaborators.

The Golden Rice Program Team shall provide the agency with materials from which they can gather content to work on. Coordination meetings shall be conducted to outline specific activities and timelines, and periodic meetings shall be held to monitor progress and make necessary adjustments to the plan.

The following are the specific tasks of the agency:

1. Meet/closely coordinate with the Golden Rice Program staff to discuss the program's goals, strategies, and timelines;
2. Conceptualize and develop promotional videos [six (6) 30-sec videos] in relation to the product/product launch for three month (2 videos per month)
3. Amplify the developed 6 videos through boosting for three months (should appear in ads section on YouTube and Facebook videos)
4. Pitch at least 2 press releases prepared/written by the Golden Rice Program to various media outlets
5. Pitch 1 Golden Rice canned radio plug produced by the Golden Rice Program to at least 7 radio stations covering the target areas
6. Boost at least 6 PhilRice-generated Facebook posts/contents for three months.
7. Conceptualize and implement a social media activity in relation to the product launch to drive reach and engagement and develop user-generated contents
8. Provide a high resolution copy of all outputs and editable files to the Golden Rice Program team as soon as they are approved;
9. Submit post-event and periodic reports (weekly, monthly) including social media analytics with ff KPIs: # of views, reach and engagement of boosted videos; and
10. Submit a final report (narrative) at the end of the project.

#### **2. Production, Computer, Software, and Stable Internet Connection**

- a. The media/PR agency must have full production equipment, computers and/or laptops (at least Intel Core i5) capable of editing videos and producing other content for posting on social media.
- b. The agency must also have software (Adobe Photoshop, Adobe Illustrator, Adobe Premiere, etc.) capable of producing high quality videos and other content.
- c. The agency must also have a stable internet connection and capacity for hosting/co-hosting virtual events such as webinars, briefings, meetings, etc.

### 3. Deliverables/Expected Outputs

- a. Approved public relations and communication plan including programs for media briefing/s
- b. High resolution copies and editable files of creative assets as well contents to be submitted to the Golden Rice Program team via email and google drive or other file sharing sites/apps
- c. Weekly, and monthly reports on media coverage and social media analytics (views and reach of the ad videos)
- d. Suggest/Recommend additional interventions or adjustments to the strategic action plans on a case-to-case basis

### 4. Duration

The contract will run for 3 months.

### 5. Budget

Php **950,000.00**

### 6. Eligibility

The agency should have:

- a. Outstanding portfolio of past public relations campaign
- b. At least 4 years of experience working in media/public relations and social media marketing preferably related to agriculture, health, nutrition, and biotechnology
- c. Preferably with personnel who have career backgrounds in public relations, journalism, social marketing, advertising and marketing.
- d. The agency must have worked with recognized institutions/ companies.
- e. Ability to adhere to deadlines and flexibility
- f. Has full production equipment, computers, software, and stable internet connection

## I. Other terms and conditions

1. PhilRice shall evaluate bids using the Quality-Cost Based Evaluation/Selection: 75% for quality (presentation plan) and 25% for cost.
2. Qualified bidders are required to present their proposal/pitch to the members of the Golden Rice Program team, Bids and Awards Committee (BAC), and other individuals invited by PhilRice. Each bidder is given a maximum of 45 minutes to present. The presentation must include the company's brief credentials; plans/strategies for the information campaign; concepts/samples of multimedia materials; strategies to increase engagements; social listening tools; partnerships/network mobilization; strategies to achieve the intended outcomes of the campaign; and budget breakdown.
3. All materials must be original and are subject to the assessment and approval of PhilRice and experts before they are launched to the public. Editing and modifications of the materials, to achieve quality outputs, will not be given additional costs by the winning bidder to PhilRice.
4. All materials (raw and edited) designed and produced for media placements will be owned by PhilRice, with full and exclusive rights. These materials shall be packaged and submitted in hard drives. **Produced materials after placements may be modified for future use for a maximum of six revisions in a span of 4 years with no additional costs.**
5. The payment is inclusive of all applicable taxes, commissions, bank charges, production costs (pre- to post-production); conversion fees of materials; talent fees (actors, farmers, make-up artists, graphic artists, editors, voice over artists, and

other talents); travel, accommodation, costumes, and food expenses of the talents during the shoot; and other fees/expenses as may be incurred in the process of conducting media placements.

6. PhilRice reserves the right to terminate the contract should the deliverables infringe copyrights, commit plagiarism, and be deemed unsatisfactory.