

TERMS OF REFERENCE

Marketing Agency

Project: ASEAN Tourism Marketing Strategy (ATMS) Activities 2018

1. Background

The Association of Southeast Asian Nations, or ASEAN, was established on 8 August 1967 in Bangkok, Thailand, by the founding fathers of the original ASEAN countries; namely Indonesia, Malaysia, Philippines, Singapore and Thailand. The nations of Brunei Darussalam, Cambodia, Lao PDR, Myanmar and Viet Nam have since joined this regional grouping.

The ASEAN National Tourism Organizations (NTOs) have developed the ASEAN Tourism Marketing Strategy (ATMS) 2017-2020 with a recognition that the marketing strategy will not only impact tourism but position ASEAN in other capacities. The ASEAN marketing efforts are based on the guiding principles of innovation, creativity, transparency, mutual-respect and responsible development. The strategy has been developed within the framework of the ASEAN Tourism Strategic Plan (ATSP) 2016-2025 and is designed to support the overall tourism activities of the ASEAN NTOs. The implementation arrangements of the ATSP 2016-2025 is outlined in Figure 1.

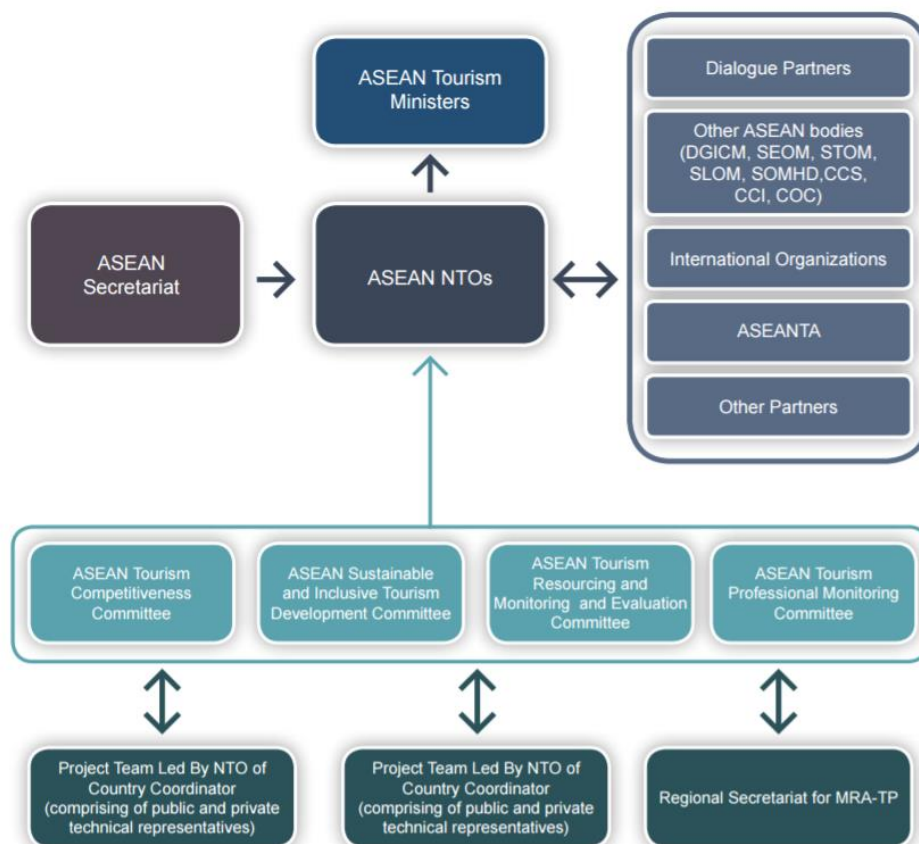


Figure 1: ATSP 2016-2025 Implementation Arrangements

Taking into account the resource constraints, the ATMS's primary focus is not on traditional marketing that requires media spend but on exploring opportunities that provide the most value and allow the story of the region to be told in a creative and engaging manner. The ATMS recognizes that public relations and social media are effective approaches to reaching target markets with the right message, on the right channel at the right time.

As the effectiveness of specific marketing channels to reach travelers evolves, so does the ASEAN approach to marketing. As peer-to-peer advocacy becomes a key influencer of people's travel decisions, as seen in the changes in the traveler journey, the focus of the ATMS 2017-2020 is not on paid media but on engaging the most influential audiences (travelers) through social media networks who are likely to become effective advocates for Southeast Asia. Additionally, the boom in digital technology enables the focus to shift from traditional marketing tactics (which deliver messaging to a broad audience) to a more targeted approach using content marketing, enabling the delivery of highly customized content relevant to individual travelers in target markets.

A full document of ATMS is available at
http://asean.org/storage/2012/05/ASEAN_Tourism_Marketing_Strategy_2017-2020.pdf

2. ATMS Vision and Strategic Objectives

Vision of ASEAN Tourism Marketing Strategy (ATMS) 2017-2020 is to continue to build recognition of Southeast Asia as a unique, competitive, sustainable and inclusive tourism destination.

Strategic objectives are:

- a) Raise awareness of the unique qualities of Southeast Asia and inspire travel;
- b) Develop an integrated, digitally-focused marketing action plan that provides an action framework for the ASEAN NTOs;
- c) Develop a strategic implementation process based on collective programs / mechanisms with key industry partnerships;
- d) Promote innovative regional visitor experiences that meet the development needs of the member countries.

3. Themes of Regional Experiences

There is a wide range of ASEAN tourism experiences. However, with the resource availability, the ATMS implementation focuses on the following themes in each specific year;

- a) Culinary (2018);
- b) Wellness (2019);
- c) Culture and Heritage (2019-2020); and
- d) Nature and Adventure (2020)

4. Target Markets

- a) North America (including USA and Canada);
- b) Europe (especially UK, Germany and France); and
- c) Middle East

5. Monitoring Framework

Overall key performance indicators for ATMS are:

- a) Media value generated;
- b) Website Traffic;
- c) Impressions on social media;
- d) Fans/Follower on Social Media; and
- e) Likes/Shares

6. ASEAN Tourism Marketing Organizational Structure

The implementation of ATMS is under the responsibility of ASEAN Tourism Competitiveness Committee (ATCC). A specific entity, provisionally called the ASEAN Tourism Marketing Partnership (ATMP) Working Group, is established to deal with marketing issues and operates under the ATCC mandate (Figure 2). This concept aims to provide a focus and direction to marketing specific activities and be structured and managed as a true partnership in order to ensure that the private sector, as well as other stakeholders, collaborate effectively in ensuring an efficient and professional set of ASEAN marketing activities.

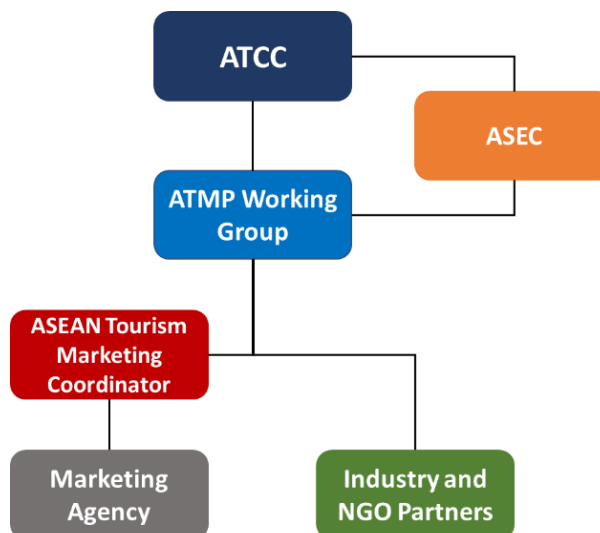


Figure 2: Organizational Structure for ASEAN Tourism Marketing

Given that the ATMP is a partnership initiative, the ASEAN Tourism Marketing Coordinator ensures that the various stakeholders work effectively together and that initiatives decided by the ATMP are implemented. In addition, the ASEAN Tourism Marketing Coordinator is responsible for working closely with

any consultants and organizations contracted, including the Marketing Agency, who will provide the necessary expertise required to become more competitive in the growing travel industry.

In this regard, ATMP is seeking for a marketing agency to support the implementation of ATMS, particularly in the following activities:

- Integrated marketing activities;
- Branding exercise;
- Public relations and press releases;
- Social media development and implementation;
- Website content development, management and optimization;
- Blog development and content creation;
- Newsletter development;
- Email database development;
- Assisting in the development of KPIs.

7. Responsibilities and Tasks

The marketing agency's roles and responsibilities are as follows:

- 1) To develop and implement marketing plans and projects to promote the ASEAN tourism particularly the identified themes, within the context of ATMS
- 2) To carry out a brand development exercise and develop brand guidelines. ASEAN Tourism branding should be based on a regional set of experiences, given that the objective of any regional marketing strategy must be to encourage people to visit at least two countries within the region;
- 3) To establish the core messages with the ATMP and the Marketing Coordinator;
- 4) To develop and implement social media and online strategy to promote ASEAN tourism, by using (but not limited to) the existing channels; including
 - a. ASEAN Tourism Website www.aseantourism.travel
 - b. ASEAN Southeast Asia Feel the Warmth Facebook Fan Page, and
 - c. ASEAN Tourism Instagram account (aseantourisonline)
- 5) To manage ASEAN Tourism website content, including development, optimization and administration;
- 6) To create contents, and develop blogs and newsletters regularly to grow ASEAN tourism awareness;
- 7) To develop and manage a core media relations program, including the establishment of media contact lists, regular contact with key sector business and regional journalists, preparation and distribution of regular media updates and input into positive media coverage.
- 8) To assist in developing KPIs of marketing activities;

- 9) To manage the productivity of the marketing plans and projects;
- 10) To monitor, review and report on all marketing activities and results on a monthly basis;
- 11) To deliver marketing activity within agreed budgets;
- 12) To expand and develop marketing platforms;
- 13) To develop email database;
- 14) To monitor industry best practice and coordinate with the ASEAN Tourism Market Research Group through Marketing Coordinator, to obtain an analysis of visitor research, current market conditions and competitor information; and
- 15) To attend meetings with ATMP 2-3 times a year, if needed.

8. Time Frame

The selected marketing agency will be contracted for the service of twelve (12) months during March 2018 – March 2019.

9. Schedule of Deliverables

Milestone	Timeline	Comment
Submissions of proposals to ATMP	7 th – 21 st February 2018	Proposal to be submitted with concept, marketing plan, milestones, company profile and example of clients and previous achievements
Service agreement signed	26 th February 2018	
Implement marketing campaigns and activities	1 st March 2018 – 28 th February 2019	Ongoing consultations with ATMP through Marketing Coordinator
Monthly report submitted to ATMP through Marketing Coordinator	Latest by the 10 th of each month	Monthly report to include activities undertaken, outcome including statistical figures, and future plans

10. Qualifications and Requirements

- a) Extensive work experience in digital marketing and social media marketing;
- b) Thorough understanding of online marketing strategies for tourism;
- c) Proven track of record in similar digital marketing role. Work experience in destination marketing would be an advantage;
- d) Possess necessary marketing experience, skills, outside perspective, and built-in relationships with publishers and other key digital partners;

- e) Work effectively within an international environment, incorporating many cultures;
- f) High English proficiency;
- g) Able to communicate and work closely with Marketing Coordinator in the distance, while maintaining a satisfactory level of work progress and achievement.

11. Proposal and Quotation

Interested companies are invited to submit proposals with a quotation in US Dollar at the range of USD 60,000-70,000 net, inclusive of service fee, travel costs, all expenses required to deliver the work at the target level, such as professional content copywriting, image sourcing, media purchases, marketing spends (e.g. online ads, engagements with influencers, campaign prizes, etc.), and any maintenance fee related to the current social media platforms, office expenses, and any applicable government tax.

The deadline for receipt of proposals is on **21 February 2018 at 5:00PM (Bangkok Time)**. Proposals should be sent to Ms. Dee Suvimol, ASEAN Tourism Marketing Coordinator, at deesuvimol@gmail.com.
