

Section VI. Terms of Reference

Terms of Reference

***Provision of Services for the Advocacy and Publicity Strategy for the 2020
Census of Population and Housing (CPH)***

I. Background and Rationale

The Philippine Statistics Authority (PSA), pursuant to Republic Act No. 10625 (Philippine Statistical Act of 2013), is the lead agency tasked to take an inventory of the population of the entire Philippines. The PSA will conduct the 2020 Census of Population and Housing (2020 CPH) on May 2020. The 2020 CPH, which is a complete enumeration of households in the country, is designed primarily to take an inventory of the population of the entire Philippines. It also collects information about some characteristics of the population such as age, sex, marital status, and highest grade completed. It will be the 15th census of population to be undertaken in the country since the first census in 1903.

To make the general public supportive of the census, everyone needs to be properly informed about both the benefits of a census and about the vital role they play in its success. For the census to succeed, an advocacy and publicity strategy for the 2020 CPH is necessary to provide guidelines on how best to promote census awareness and sensitize the public on the whole census process. It seeks to solicit the support and cooperation of both the internal and external clients of the PSA and the public at large.

Recognizing that stakeholder engagement, communication, and dissemination of the conduct of the census and its results will play a vital role in ensuring that the public gains widespread and sustained awareness of the relevance of the census, the PSA, through the National Censuses Service (NCS), is implementing an advocacy strategy for the 2020 CPH.

The first phase of the communication and stakeholder engagement will feature a launch event, social media engagement and ad placements in government-owned billboards.

PSA deems it necessary to sustain the campaign until the end of the 2020 CPH cycle and broaden its reach through various media/platforms.

II. Objective, Target Market, and Coverage

The PSA seeks to engage an experienced and reliable Strategic Communications Firm / Media Planning and Placement Agency / Advertising Agency (Service Provider) to design and execute a multi-media campaign plan that will disseminate the objectives of the 2020 CPH and sustain interest in the census.

The campaign intends to influence the public, as well as the country's leaders and decision makers through a nationwide undertaking across various media channels/platforms, including events.

III. Scope of Services

The Service Provider shall provide the following services:

1. Draw up a comprehensive media plan for 2020 CPH with cost estimates starting the 1st quarter of CY 2019 covering all major media types, and recommend media plans/strategies for CY 2019 until 2021;
2. Provide creative services covering design and production of initial campaign materials to be used in all media and other activities;
3. Provide creative support for special projects to be initiated by PSA that are related to the campaign; and,
4. Provide regular updates and feedback to PSA on the effectiveness of the campaign through appropriate metrics and feedback generated.

IV. Deliverables and Submission Schedule

OUTPUTS/DELIVERABLES	TIME FRAME
<ol style="list-style-type: none"> 1. Inception report and work plan, which <ol style="list-style-type: none"> a) sums up the service provider’s understanding of 2020 CPH communication strategy, assesses its progress thus far, and describes how the service provider intends to achieve the specified communication objectives of 2020 CPH; and b) specifies activities and tasks to be undertaken by the Service Provider in fulfilling the project’s scope of services and achieving the communication objectives. 	Within one (1) month from receipt of the Notice to Proceed (NTP)
<ol style="list-style-type: none"> 2. Detailed media plan and strategies for the 2020 CPH beginning third quarter of 2018 until 2021. <ol style="list-style-type: none"> a) The detailed plan should include the following: <ol style="list-style-type: none"> i) 2020 CPH overarching direction and key messages, which should be based on the objectives of the census; ii) stakeholder and audience maps, positioning and programs and priorities for action; iii) proposed activities and materials for specified target audiences (should include sample concepts for materials); iv) implementation schedule; and 	Within 1 month from receipt of NTP

OUTPUTS/DELIVERABLES	TIME FRAME
v) budgetary estimates for the 2020 CPH covering all major media types and activities with wide reach and high relevance.	
b) The detailed plan should also include the following: i) concepts and production of materials for dissemination and/or activities across identified media/platforms in the approved media plan/strategy, subject to approval of the PSA.	Upon approval of the media plan/strategy (Within 2nd month of engagement)
ii) media buying and coordination services for selected media based on approved media plan/strategy for the entire 2020 CPH engagement period. This shall include coordination and negotiation for media rates, spots, bonuses, etc., inclusive of all agency service fees.	Upon approval of the media plan/strategy (Within 2nd month of engagement)
3. Terminal Report	Within last week of engagement

V. Responsibilities of the Service Provider

The Service Provider shall:

1. Designate at least one (1) project coordinator to ensure timely delivery of outputs and to coordinate with the PSA in carrying out the required services;
2. Provide creative direction for the advocacy and publicity strategy of 2020 CPH;
3. Provide necessary manpower, facilities and production equipment, and conduct all necessary preparatory and other activities to accomplish the agreed scope of works and deliverables, as specified in Sections III and IV above. Any additional costs incurred relative to any aspect of the campaign shall be solely charged to the service provider;
4. Meet with PSA at least twice a month during project duration to discuss activities, issues and concerns related to the 2020 CPH campaign;
5. Attend meetings/events/seminars/activities that may provide insights useful to the project such as presentation to the management;
6. Submit reports detailing work progress, issues and concerns, and recommended next steps in relation to the project at no additional cost to PSA;