



TOURISM  
INFRASTRUCTURE AND  
ENTERPRISE  
ZONE  
AUTHORITY



Date: 09/24/20  
To: AFS  
From: OCOO  
Subject: \_\_\_\_\_

- |   |   |
|---|---|
| <input type="checkbox"/> Rush                   | <input type="checkbox"/> Prepare Reply for my signature |
| <input type="checkbox"/> Appropriate Action     | <input type="checkbox"/> Prepare report position Paper  |
| <input type="checkbox"/> Compliance             | <input type="checkbox"/> Kindly attend to this          |
| <input type="checkbox"/> Review                 | <input type="checkbox"/> Please see me on this          |
| <input type="checkbox"/> Investigation & Report | <input type="checkbox"/> Verify and report              |
| <input type="checkbox"/> File                   | <input type="checkbox"/> For Information and reference  |

Please process payment.

Thank. you

DM Babat,

Deadline: \_\_\_\_\_

Pls process payment as instructed by OCOO. Thank

Action is desired within 48 hours on preliminary report.

A full report when necessary should be submitted within a week

28 Sep 2020

# INTEGRATED PR CAMPAIGN FOR TOURISM INFRASTRUCTURE AND ENTERPRISE ZONE AUTHORITY

Best value – delivered with impeccably good results is an enduring philosophy for MoistPR in its 17 years of excellent results and ethical public relations service. Our dedication to provide effective and efficient publicity has resulted in progressive communication to respective target markets of its growing roster of formidable Clients.

MoistPR is determined and ever more motivated to keep up with its promise – quality, result-oriented work – with greater challenges ahead in its continued partnership with Tourism Infrastructure and Enterprise Zone Authority (TIEZA).

## **OBJECTIVES:**

MoistPR shall be responsible for the implementation of the publicity requirements of TIEZA.

To effectively disseminate information regarding the advocacy and other PR requirements of TIEZA through an integrated PR campaign.

To produce brand-building communication strategies implemented in social media about TIEZA through the production of content for social media (FB, Twitter and IG).

MoistPR gives the best value to its Clients by providing consultations, follow-through and implement existing marketing plans, present marketing innovations through strategic campaign – effective positioning, branding, sustained recall, etc.

Tie-ups between MoistPR's Clients are absolutely FREE.

## **COURSE OF ACTION:**

MoistPR will be responsible in the implementation of publicity requirements of TIEZA through:

1. The dissemination of information regarding the major programs, projects and advocacies of TIEZA as well as relevant issues affecting the Agency's operations, through traditional and online media;
2. To work with the Chief Operating Officer and its team through brainstorming, gathering of available materials, develop strategies, drafting of story topics in the formulation of the publicity plan;
3. To translate the communication strategies, corporate messages, accomplishments into news articles and social media content (via production of a 2-3 minute video story);
4. Reach out to target stakeholders more effectively by through well-written published articles in the right media (qualitative) and be able to maximize exposure through a minimum of 10 pick-ups;
5. MoistPR may also be tapped in the drafting of statements in for press conferences or media interviews; and
6. Clippings/ proper documentation will be compiled every completion of a PR campaign.

## **COST:**

### **I. Creation of a PR Plan**

This is free of charge as long as the company will engage MoistPR for a term of 4 months for its traditional and online publicity requirements.

### **II. PR Campaigns**

#### **A. INTEGRATED PR for 4 months**

**TOTAL QUOTED AMOUNT: P460,000**

1. 3 articles to be seeded to all relevant press
2. Production of a PR video (2 to 3 minutes)

SUBMITTED BY:

  
**MA. REGINA JIMENEZ LOPEZ**  
Proprietor and Managing Director  
MOISTPR

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# PR REPORT

## TIEZA

### Billing for the month of December 2019- January 2020

MoistPR has accomplished the publication of **16** press releases in major dailies and online.

<b>PROJECT: TIEZA makes major milestone in 2019 with approval of high-impact tourism infrastructure projects</b>					
<b>Date</b>	<b>Media Outfit</b>	<b>Photo</b>	<b>Section</b>	<b>Media Value</b>	<b>PR Value</b>
December 16	Business World Online	0	<a href="https://www.bworldonline.com/tieza-approves-p4-billion-in-tourism-infrastructure-projects/">https://www.bworldonline.com/tieza-approves-p4-billion-in-tourism-infrastructure-projects/</a>	P80,000	P240,000
December 17	Business World	0	Economy	64,500	193,500
December 18	Malaya Business Insight Online	0	<a href="https://malaya.com.ph/index/index.php/news_business/tieza-approves-p4b-rehab-of-tourist-sites/">https://malaya.com.ph/index/index.php/news_business/tieza-approves-p4b-rehab-of-tourist-sites/</a>	80,000	240,000
December 23	Philippine News Agency	0	<a href="https://www.pna.gov.ph/articles/1089392">https://www.pna.gov.ph/articles/1089392</a>	80,000	240,000
December 27	SunStar	0	<a href="https://www.sunstar.com.ph/article/1837809">https://www.sunstar.com.ph/article/1837809</a>	80,000	240,000
December 28	The Daily Tribune Online	0	<a href="https://tribune.net.ph/index.php/2019/12/28/tieza-oks-high-impact-tourism-infra-projects/">https://tribune.net.ph/index.php/2019/12/28/tieza-oks-high-impact-tourism-infra-projects/</a>	80,000	240,000
December 28	The Daily Tribune	0	Business	45,200	135,600
December 28	Manila Standard Online	1	<a href="https://www.manilastandard.net/business/biz-plus/313571/tieza-approves-tourism-infra-deals.html">https://www.manilastandard.net/business/biz-plus/313571/tieza-approves-tourism-infra-deals.html</a>	80,000	240,000
December 29	Manila Standard	0	Sunday Business	25,900	77,700



January 1	Manila Bulletin	3	Lifestyle Byline	95,800	287,400
January 2	Manila Bulletin Online	3	<a href="https://lifestyle.mb.com.ph/2020/01/01/dot-to-restore-and-rehabilitate-tourism-infrastructure-this-2020/">https://lifestyle.mb.com.ph/2020/01/01/dot-to-restore-and-rehabilitate-tourism-infrastructure-this-2020/</a>	80,000	240,000
January 7	Balikbayan Asian Journal	6	<a href="https://balikbayanmagazine.com/business/realestate/tieza-approves-high-impact-tourism-infrastructure-projects/">https://balikbayanmagazine.com/business/realestate/tieza-approves-high-impact-tourism-infrastructure-projects/</a>	80,000	240,000
January 9	The Manila Times	0	Public Square	55,300	165,900
January 9	The Manila Times Online	1	<a href="https://www.manilatimes.net/2020/01/09/public-square/tieza-approves-high-impact-tourism-infrastructure-projects/672791/">https://www.manilatimes.net/2020/01/09/public-square/tieza-approves-high-impact-tourism-infrastructure-projects/672791/</a>	80,000	240,000
January 18	Philippine Daily Inquirer	0	Property	77,200	231,600
January 18	Philippine Daily Inquirer	0	<a href="https://www.pressreader.com/philippines/philippine-daily-inquirer-1109/20200118/282046214051505">https://www.pressreader.com/philippines/philippine-daily-inquirer-1109/20200118/282046214051505</a>	80,000	240,000
January 31	Philippine Star	0	Lifestyle Property	70,500	211,500
<b>GRAND TOTAL</b>				<b>P1,234,400</b>	<b>P3,703,200</b>

- The Media Value is computed based on the individual advertising rates of the newspapers. This is the amount that must be paid if the Client will buy the space.

## TOTAL PR VALUES: P3,703,200

Prepared by:



**Redge Jimenez-Lopez**  
Publicist- MOISTPR

Received by:



**Michelle Mae Vivo**  
Client - TIEZA

Date: August 6, 2020



# PR REPORT

## TIEZA

### Billing for the month of February 2020

MoistPR has accomplished the publication of **10** press releases in major dailies and online.

#### **PROJECT: TIEZA set to launch Night Golf at Club Intramuros Golf Course on February 26**

Date	Media Outfit	Photo	Section	Media Value	PR Value
February 17	Manila Standard Online	1	<a href="https://www.manilastandard.net/sports/sports-plus/317561/tieza-to-launch-intramuros-night-golf.html">https://www.manilastandard.net/sports/sports-plus/317561/tieza-to-launch-intramuros-night-golf.html</a>	P80,000	P240,000
February 17	Business World Online	1	<a href="https://www.bworldonline.com/tieza-set-to-launch-night-golf-at-club-intramuros-golf-course-on-feb-26/">https://www.bworldonline.com/tieza-set-to-launch-night-golf-at-club-intramuros-golf-course-on-feb-26/</a>	80,000	240,000
February 18	Manila Standard	1	Sports	64,500	193,500
February 18	Business World	1	World Sports	75,200	225,600
February 20	The Philippine Star Online	0	<a href="https://www.philstar.com/sports/2020/02/20/1994668/tieza-launch-intramuros-night-golf">https://www.philstar.com/sports/2020/02/20/1994668/tieza-launch-intramuros-night-golf</a>	80,000	240,000
February 20	The Daily Tribune Online	1	<a href="https://tribune.net.ph/index.php/2020/02/20/cigc-offers-night-golf/">https://tribune.net.ph/index.php/2020/02/20/cigc-offers-night-golf/</a>	80,000	240,000
February 20	The Philippine Star	1	Sports	62,500	187,500
February 20	The Daily Tribune	1	Sports	28,500	85,500
February 23	The Manila Times	3	Golf	69,200	207,600
February 23	The Manila Times Online	3	<a href="https://www.manilatimes.net/2020/02/23/sports/golf/tieza-set-to-launch-night-golf-at-club-intramuros-golf-course-on-february-26/694761?utm_medium=Social&amp;utm_source=Facebook&amp;fbclid=IwAR0AICyCulj9P95iIs90qJxkFqOHaaAmWaoubNB_rc4Om94b93NkQX7RTNtw#Echobox=1582390549">https://www.manilatimes.net/2020/02/23/sports/golf/tieza-set-to-launch-night-golf-at-club-intramuros-golf-course-on-february-26/694761?utm_medium=Social&amp;utm_source=Facebook&amp;fbclid=IwAR0AICyCulj9P95iIs90qJxkFqOHaaAmWaoubNB_rc4Om94b93NkQX7RTNtw#Echobox=1582390549</a>	80,000	240,000
<b>GRAND TOTAL</b>				<b>P699,900</b>	<b>P2,099,700</b>

- The Media Value is computed based on the individual advertising rates of the newspapers. This is the amount that must be paid if the Client will buy the space.

**TOTAL PR VALUES: P2,099,700**

Prepared by:



**Redge Jimenez-Lopez**  
Publicist- MOISTPR

Received by:



**Michelle Mae Vivo**  
Client - TIEZA

Date: August 6, 2020



# PR REPORT

## TIEZA

### Billing for the month of June-July 2020

MoistPR has accomplished the publication of **13** press releases in major dailies and online.

<b>PROJECT: TIEZA works with stakeholders to help tourism industry recover in the new normal</b>					
<b>Date</b>	<b>Media Outfit</b>	<b>Photo</b>	<b>Section</b>	<b>Media Value</b>	<b>PR Value</b>
June 24	Balikbayan Magazine Online	4	<a href="https://balikbayanmagazine.com/travel/destinations/tieza-works-with-stakeholders-to-help-tourism-industry-recover-in-the-new-normal/">https://balikbayanmagazine.com/travel/destinations/tieza-works-with-stakeholders-to-help-tourism-industry-recover-in-the-new-normal/</a>	P80,000	P240,000
June 25	Manila Standard Online	1	<a href="https://manilastandard.net/gallery/news-in-photos/327039/tieza-permit.html">https://manilastandard.net/gallery/news-in-photos/327039/tieza-permit.html</a>	80,000	240,000
June 26	The Philippine Star	0	Business	75,700	227,100
June 26	The Philippine Star Online	0	<a href="https://www.philstar.com/business/2020/06/26/2023542/tieza-dangles-tax-perks-tourism">https://www.philstar.com/business/2020/06/26/2023542/tieza-dangles-tax-perks-tourism</a>	80,000	240,000
June 26	The Daily Tribune	3	People, Events and Places	90,500	271,500
June 26	The Daily Tribune Online	3	<a href="https://tribune.net.ph/index.php/2020/06/26/tieza-boosts-tourism-industry-recovery/">https://tribune.net.ph/index.php/2020/06/26/tieza-boosts-tourism-industry-recovery/</a>	80,000	240,000
June 27	Travel Update PH	2	<a href="https://travelupdate.ph/5511/tieza-works-with-stakeholders-to-help-tourism-industry-recover-in-the-new-normal/">https://travelupdate.ph/5511/tieza-works-with-stakeholders-to-help-tourism-industry-recover-in-the-new-normal/</a>	80,000	240,000
June 29	Manila Bulletin Online	0	<a href="https://mb.com.ph/2020/06/29/incentives-one-peso-permit-fees-offered-by-tieza-to-tourism-industry/">https://mb.com.ph/2020/06/29/incentives-one-peso-permit-fees-offered-by-tieza-to-tourism-industry/</a>	80,000	240,000



82 L17 Diamond St., Sta. Perpetua Vill., Tandang Sora Ave., Quezon City

MA REGINA F. JIMENEZ - Prop.

VAT Reg. TIN 240-346-466-000

2156

# SERVICE INVOICE

CUSTOMER

TIN

Bus. Style/Name

Address

TERMS:

P.O. No.:

Business of production and distribution of goods and services  
CITEZA  
August 6, 2020

## DESCRIPTION

Unit Price

AMOUNT

Professional Public Relations services provided for TIEZA as publicity arrangement for 1. Thang (3) and did to be settled all

2. Production of a PR video

\$40,000

Total Amount Due \$40,000

TERMS AND CONDITION: Interest per annum is to be charged on all accounts overdue plus 20% of said amount for attorney's fees and cost of collection. The parties expressly agree that the venue of any legal action arising out of this transaction shall be in Quezon City or whichever court shall have jurisdiction.

20 Bids (60x3) 2001-3000

BIR Permit 3410001579353

Date Issued 07-10-2016 Valid until 07-09-2023

PSE PRINTHOUSE & SERVICES

437 St. Vincent St. Unit 2-101

Cashier/Authorized Representative

Printer's Accreditation No. 028MP2013000000001



**TOURISM  
INFRASTRUCTURE AND  
ENTERPRISE  
ZONE  
AUTHORITY**

6th & 7th Floors, Tower 1  
Double Dragon Plaza  
Double Dragon Meridian Park  
Macapagal Avenue corner  
Edsa Extension Bay Area  
Pasay City 1302

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ocoo@tieza.gov.ph  
www.tieza.gov.ph

24 September 2020

**END-USER ACCEPTANCE CERTIFICATE**

This is to certify that **MOIST GRAPHIC DESIGN AND CREATIVE SERVICES** has fully completed the deliverables for the implementation of the **Information Dissemination and Public Relations Requirements Campaign of the Tourism Infrastructure and Enterprise Zone Authority (TIEZA)** within the indicated period in the Notice to Proceed.

**MICHELLE MAE V. VIVO**  
*Head Technical Assistant*