TOURISM INFRASTRUCTURE AND ENTERPRISE ZONE AUTHORITY	
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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. REGINAJIMENEZ LOPEZ Prorprietor and Managing Director

MOISTPR



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.

PROJECT: TIEZA makes major milestone in 2019 with approval of high-impact tourism infrastructure projects

Date	Date Media Outfit		Section	Media Value	PR Value
December 16	Business World Online	0	https://www.bworldonline.com/tieza- approves-p4-billion-in-tourism- infrastructure-projects/	P80,000	P240,000
December 17	Business World	0	Economy	64,500	193,500
December 18	Malaya Business Insight Online	0	https://malaya.com.ph/index/index.php/ news_business/tieza-approves-p4b- rehab-of-tourist-sites/	80,000	240,000
December 23	Philippine News Agency	0	https://www.pna.gov.ph/articles/1089392	80,000	240,000
December 27	SunStar	0	https://www.sunstar.com.ph/article/1837 809	80,000	240,000
December 28	The Daily Tribune Online	0	https://tribune.net.ph/index.php/2019/12/ 28/tieza-oks-high-impact-tourism-infra- projects/	80,000	240,000
December 28	The Daily Tribune	0	Business	45,200	135,600
December 28	Manila Standard Online	1	https://www.manilastandard.net/busines s/biz-plus/313571/tieza-approves-tourism- infra-deals.html	80,000	240,000
December 29	Manila Standard	0	Sunday Business	25,900	77,700

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

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.

Date	Media Outfit	Photo	Section	Media Value	PR Value
February 17	Manila Standard Online	1	https://www.manilastandard.net/sports/sports -plus/317561/tieza-to-launch-intramuros- night-golf.html	P80,000	P240,000
February 17	Business World Online	1	https://www.bworldonline.com/tieza-set-to- launch-night-golf-at-club-intramuros-golf- course-on-feb-26/	club-intramuros-golf- 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	https://www.philstar.com/sports/2020/02/20/1 994668/tieza-launch-intramuros-night-golf	80,000	240,000
February 20	The Daily Tribune Online	1	https://tribune.net.ph/index.php/2020/02/20/c igc-offers-night-golf/	80,000	240,000
February 20	The Philippine Star	1	Sports	62,500	187,500
February 20			Sports	28,500	85,500
February 23	The Manila Times	3	Golf	69,200	207,600
February 23	The Manila Times Online	3	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&utm_source=Facebook&fbclid=lwAROAlCyCulj9P95ils90qJxkFqOHaAmWaoubNB_rc4Om94b93NkQX7RTNtw#Echobox=1582390549	80,000	240,000
		GRAND T	OTAL	P699,900	P2,099,70

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

Date: August 6, 2020

Received by:

Michelle Mae Vivo

Client - TIEZA



80,000

240,000

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.

PROJECT: TIEZA works with stakeholders to help tourism industry recover in the new normal Media Section PR Value Date **Media Outfit** Photo Value https://balikbayanmagazine.com/tr avel/destinations/tieza-works-with-Balikbayan Magazine 4 stakeholders-to-help-tourism-P80,000 P240,000 June 24 industry-recover-in-the-new-Online normal/ https://manilastandard.net/gallery/-Manila Standard news-in-photos/327039/tieza-80,000 240,000 1 June 25 Online permit.html The Philippine 0 **Business** 75,700 227.100 June 26 Star https://www.philstar.com/business/ The Philippine 2020/06/26/2023542/tieza-dangles-240,000 June 26 0 80,000 Star Online tax-perks-tourism The Daily People, Events and Places 90,500 271,500 June 26 3 Tribune https://tribune.net.ph/index.php/20 The Daily 80,000 240,000 June 26 3 20/06/26/tieza-boosts-tourism-Tribune Online industry-recovery/ https://travelupdate.ph/5511/tieza-Travel Update works-with-stakeholders-to-help-2 80,000 240,000 June 27 PH tourism-industry-recover-in-thenew-normal/ https://mb.com.ph/2020/06/29/ince

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Manila Bulletin

Online

June 29

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20 Bkits (50x3) 2001-3000 Bir Permit 3AU0001579353 Date Issued 07-10-2018 Valid until 07-09-2023 PSE PRINTHOUSE & SERVICES

Cashier/Authorized Representative Printer's Accreditation No. 028MP201300000000001



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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