

Request for Expressions of Interest  
Ministry of Hotels and Tourism  
Directorate of Hotels and Tourism

Date. 2020/12/1

Invitation to Expressions of Interest (EOI) for the Influencer Marketing of  
Domestic and Foreign Bloggers , Vloggers and Influencers

1. The Directorate of Hotels and Tourism is promoting tourism destinations and disseminating tourism information through the digital marketing channels such as websites and online channels for the revitalization of domestic tourism, regional tourism and international tourism in the post COVID-19 period.
2. To make the work more efficient and successful with the budget allocation for Tourism Promotion and Development Expenditures in the fiscal year 2020-2021, the Directorate of Hotels and Tourism would like to invite Expressions of Interest (EOI) from qualified and experienced local and international bloggers, vloggers or influencers to indicate their interest in providing the services for Influencer Marketing. Interested bloggers, vloggers or influencer should provide the EOI proposal with the information demonstrating that they have the required qualification and relevant experience to perform the services.

- |                           |  |
|---------------------------|--|
| (1) Where to get EOI form | Download from <a href="https://bit.ly/3e45tSf">https://bit.ly/3e45tSf</a><br>(or) Scan QR Code below                   |
| (2) Closing Date          | 22 <sup>nd</sup> December 2020 (Tuesday) at 12:00pm  |
| (3) Publishing Date       | 22 <sup>nd</sup> December 2020 (Tuesday) at 1:00pm   |
| (4) Contact Address       | Promotion Department<br>(Digital Marketing Division),<br>Ministry of Hotels and Tourism,<br>Office No. (33), Naypyitaw |
| (5) Contact Phone No.     | 0673- 406476   |
| (6) Email                 | info@tourism.gov.mm,<br>media@tourism.gov.mm   |



EOI form

Tender Committee  
Ministry of Hotels and Tourism

No. \_\_\_\_\_

To

Chairman, Tender Committee  
Ministry of Hotels and Tourism  
Office No (33), Nay Pyi Taw

Date.....

**Subject: Applying Expression of Interest- EOI - for Influencer Marketing services for the Ministry of Hotels and Tourism**

In order to promote Myanmar tourism, I acknowledge, with this form, that I understand the terms and conditions of supplying Influencer marketing services as specified by the Ministry of Hotels and Tourism.

1. Name .....
2. Type of Content .....
3. Company Name .....
4. Contact Person .....
5. Contact Number .....
6. Email .....
7. Social Media Channels
  - (a) Facebook .....
  - (i) Number of page likes .....
  - (ii) Number of page followers .....
  - (b) Instagram .....
  - (i) Number of Followers .....
  - (c) Youtube .....
  - (i) Number of Subscribers .....
  - (d) Twitter .....
  - (i) Number of Followers .....
  - (e) Other Social Media Channels .....

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8. Focus Social Media Channels
- (a) First Priority .....
  - (b) Second Priority .....
  - (c) Third Priority .....

9. Please tick ( ✓ ) the kinds of content that you will focus on as a priority.
- (a) Photo and Article/ Vlog ( )
  - (b) Video and Article/ Vlog ( )
  - (c) Photo/ Video and writing reviews ( )
  - (d) Article ( )

10. Please mention the specific time period that you would like to do from.....to..... for Influencer Marketing

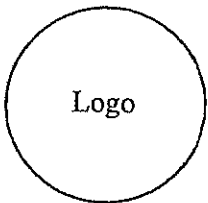
11. Previous work experience .....  
(if it is possible; please mention herewith the attached terms and conditions from your side.)

12. Can you participate in travel-related campaigns; exhibitions, talk shows and past experiences?  
 Yes  No

13. Can you create your own Content Calendar?  
 Yes  No

14. Service Charges including withholding tax (2%) ..... and Commercial tax (5%) .....  
(if it is possible; please mention herewith the attached terms and conditions from your side.)

**Note: Please submit the facts as described in the proposal, see below, with the EOI form.**



Sign .....

Name .....

Position .....

Ph.No .....

E-Mail Address .....

### Facts to Describe in the Proposal

The following criteria is not complete and may lead to questions being required, when going through the process.

Influencer, Bloggers and Vloggers must describe

- Profile and Social media channels
- Experience of Content Creation about Travel
- Knowledge about the travel destinations and ethnicities of Myanmar
- State your tourism activities / success of tourism activities/collaboration with tourism-related organizations, state your experiences of travelling and your understand about the nature, culture and custom of ethnic people of Myanmar
- A good understanding of content strategy and be able to create content that is accurate and engaging
- The number of followers & user engagements in your channel
- A specified time frame to create travel destination content in accordance with the guidelines of DMO and MOHT
- To take all actions to protect IP rights, copyrights and others accusations from other third parties
- Service charge and Price of the Project
- The social media platform and the market segments you are targeting - age, gender(demographic factors)
- The topics / fields you create (for example: food destinations, beauty, health, traditions, festivals....)
- Availability to participate in travel-related campaigns ; exhibitions , talk shows and past experiences
- To create content occasionally whenever MoHT asks
- Guarantee your service quality

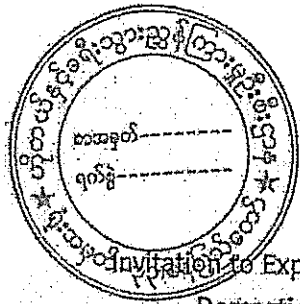
## Terms and Conditions

The Submitter for Influencer Marketing must comply with the following terms and conditions below.

1. The submitter must describe his/her full name, ID, address and contact numbers.
2. The government will not consider if the submitter is a blacklisted company / individual.
3. The deliberations and judgments of the tender committee are final.
4. The selected applicant must be successful in conducting business after receiving the approval of the Tender Committee.

### Influencer / Blogger Marketing Qualification Requirements

No	Subject	Percentage
1	Experience of content creation about travel	5%
2	Knowledge about the travel destinations and ethnicities of Myanmar	5%
3	Success of tourism activities/collaboration with tourism-related organizations, state the experiences of travelling and understand about the nature, culture and custom of ethnic people of Myanmar	5%
4	A good understanding of content strategy and be able to create content that is accurate and engaging	10%
5	Having average of 300K followers & 200K likes for Facebook & Instagram and 10K followers/subscribers for Youtube ( It will go on even though it doesn't reach target followers, likes and subscribers if content evaluation team agree with the contents created by influencers or bloggers)	10%
6	Creating right and specific contents dealing with traditional festivals and destinations in Myanmar	10%
7	Having responsible for copyright of contents( photos, videos & articles) created by influencers of bloggers	10%
8	Describing their audiences' Demographic factors that are currently used in social media channels and work experiences	5%
9	Having experiences in travel trade shows, campaigns, talk shows, tourism-related events, etc., and actively participate in	15%
10	State the detail information concerning with contract period that would like to cooperate (eg. 3months, 6months, or 1year) and content calendar	10%
11	Describing the service charges and price of the service for influencer marketing	5%
12	Creating content occasionally as earliest as possible whenever MoHT asks	5%
13	Describing clearly the facts that are related to the guarantee of the quality of their services and having responsibility of these facts	5%



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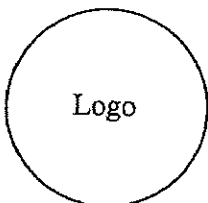
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