



INDONESIA-MALAYSIA-THAILAND GROWTH TRIANGLE (IMT-GT)

REQUEST FOR PROPOSAL (RFP)

“IMT-GT TOURISM MARKETING AND MEDIA PLAN”

Interested service providers shall submit their proposal following the guidance specified below.

A. GENERAL INFORMATION FOR SUBMISSION

1. The proposal must be submitted in **English**;
2. Please submit your proposal to: cimt@imtgt.org cc: cimt.project@imtgt.org. It should be addressed to the Director of CIMT, and must include in the email subject line **“IMT-GT TOURISM MARKETING AND MEDIA PLAN – [Company/Consultant Name]”**.
3. Proposals must be submitted by **11.59pm on 25 JUNE 2025**.
4. Proposals shall be quoted in **United States Dollar (USD) or Malaysian Ringgit (MYR)** inclusive of SST and all applicable taxes and shall be valid for 120 days from the last day of submission.
5. Expected duration of work: **JULY 2025 – DECEMBER 2025**
6. Target start date: **7 JULY 2025**
7. Latest completion date: **6 months after signing contract**

B. QUALIFICATION OF THE SERVICE PROVIDER

To be eligible for consideration, the prospective service provider—whether applying as a consulting firm or a team of individual consultants must meet the following minimum qualification requirements:

If applying as a consulting firm/company

1. Legal Registration

The firm must be legally registered and operating in one of the IMT-GT member countries: Indonesia, Malaysia, or Thailand.

2. Company Track Record

The firm must have been established for a minimum of five (5) years and demonstrate a stable operational history in delivering consultancy or related professional services.

3. Relevant Experience

The firm must have experience in developing and implementing comprehensive tourism marketing and media plans and campaigns, and/or experience in designing, assessing, or implementing other significant development or integration projects within the tourism sector. Experience should preferably be at both national and regional levels.

- A detailed company profile must be submitted, including:
 - Description of the nature of business and areas of expertise;
 - Relevant licences, certifications, and accreditations;
 - A track record of similar assignments, including a list of clients, project titles, scope of services, contract value, duration, and references (including contact details where available).

4. Key Personnel and Expertise

The firm must nominate a qualified project team, clearly identifying:

- The Team Leader, responsible for overall coordination and delivery;
 - Supporting team members and their specific roles.
- The proposal must include detailed Curriculum Vitae (CVs) for all proposed personnel

If applying as a team of consultants

1. Team Composition and experience

The team comprises individuals with relevant and complementary expertise, with clearly defined roles and responsibilities. Collectively, the team must possess strong, demonstrable experience in developing and implementing comprehensive tourism marketing and media plans, promotional content production, media buying, and tourism planning. Each consultant must submit a CV detailing relevant sectoral and regional experience, project roles and contribution

2. Cover letter

The team of consultants must provide cover letter explaining interest to assignment and how the team collectively meet the service requirement

3. Written confirmation from each personnel that they are available for the entire duration of the contract.
4. References and portfolio
 The team must provide a consolidated list of references and portfolio of past work including description of similar assignments, role undertaken, duration and outcome, client references

C. PROPOSED METHODOLOGY FOR THE COMPLETION OF SERVICES

The service provider must describe how it will address/deliver the demands of the RFP based on the Terms of Reference (TOR), provide a clear and detailed description of its proposed methodology and an indicative timeline to produce the IMT-GT Tourism Marketing and Media Plan. This description should include the service provider's approach to stakeholder engagement, market analysis, data collection, analysis of information, and the development of actionable implementation plan. The service provider must also indicate its quality assurance mechanism that will be implemented throughout the project. A copy of the TOR is as per **Annex I**.

D. COST BREAKDOWN

The service provider must attach a cost breakdown to conduct this exercise in the following format:

No	Items	Unit Cost	Amount	Total Amount
A	Personnel			
1	Personnel 1			
2	Personnel 2			
3	Etc.			
	Total Personnel Costs			
B	Other Related Costs			
1	Travel expenses			
2	Other Costs: (please specify)			
3				
4				
5				
	Total Other Related Costs			
	Grand Total			

Note: All cost must be in **United States Dollars (USD)** or **Malaysian Ringgit (MYR)**.

E. EVALUATION CRITERIA

No	Component	Percentage Score
1	Professional qualifications with specialised experience and technical competence	20
2	Previous experience in providing similar services to international organisations, national and subnational government agencies	20
3	Proposed methodology and workplan for the completion of services	30
4	Financial proposal	30
5	Total	100



INDONESIA-MALAYSIA-THAILAND GROWTH TRIANGLE

TERMS OF REFERENCE

“IMT-GT TOURISM MARKETING AND MEDIA PLAN”

A. BACKGROUND

Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) subregional cooperation is an initiative that aims to promote greater economic integration and development in the subregion. It encompasses 35 provinces and states across Sumatra in Indonesia, Peninsular Malaysia, and Southern Thailand. The cooperation focuses on eight areas, with tourism being one of the lead focus areas. Enriched with diverse multicultural heritage and nature-based tourism destinations, the subregion is strategically competitive in the tourism industry. The IMT-GT Tourism Strategic Framework 2017-2036 (ITSF) visualises the subregion to become a sustainable, inclusive, and competitive cross-border tourism destination, aiming to achieve 109 million average annual international visitor arrivals by 2036.

Prior to the COVID-19 pandemic, there was an increasing trend of international visitors to the IMT-GT subregion, but the numbers dropped immediately with border closures and travel restrictions. With borders reopening, there have been efforts to bring back the number of international tourist arrivals to IMT-GT areas to pre-pandemic level. This opens up new challenges and opportunities, mainly to revive the tourism industry and to establish the subregion as a single tourism destination, a goal central to the ITSF. While the subregion currently lacks a dedicated marketing and communications strategy, the most current ASEAN Tourism Marketing Strategy (ATMS), specifically the ATMS 2021-2025, provides a valuable and readily adaptable framework. This ATMS offers contemporary guidance for aligning marketing efforts on a broader regional scale, especially in the post-COVID landscape and in contributing to the overarching goals of the ASEAN Tourism Strategic Plan (ATSP) 2016-2025.

To leverage these strategic frameworks and effectively address these challenges, the Centre for IMT-GT Subregional Cooperation (CIMT), acting as the central secretariat for IMT-GT, is assisting the Member Countries to engage the services of experienced consultants/firms to devise an IMT-GT Tourism Marketing and Media Plan. This plan will serve as a practical and actionable roadmap, defining clear initiatives focused on enhancing the subregion's brand recognition in international and regional markets, positioning IMT-GT as a single tourism destination, implementing targeted and value-driven marketing campaigns, and ultimately, ensuring a robust and sustainable increase in international tourist arrivals to the IMT-GT subregion.

B. SCOPE OF SERVICES AND TASKS

Scope of services shall be:

1. Situation Analysis

- Assess IMT-GT tourism performance and existing products.
- Review current IMT-GT marketing initiatives, branding, and materials to identify gaps and opportunities.
- Analyse ITSF 2017-2036 to define its guidance on IMT-GT's brand positioning, value proposition, and key tourism focus areas (e.g. Muslim-friendly, eco-tourism, cultural, wellness, and sports tourism).
- Ensure alignment with the ITSF, IMT-GT Implementation Blueprint 2022-2026 (IB 2022-2026), ATMS, and ATSP.
- Identify and profile key target source markets for IMT-GT tourism, including segmentation and relevant traveller personas.

2. Development of the IMT-GT Tourism Marketing & Media Plan, Content Production, and Campaign Execution

- Develop a comprehensive IMT-GT Tourism Marketing and Media Plan ("the Plan") derived from the existing regional/subregional strategies. This plan must detail campaign concepts, messaging, content strategy, channel mix, and KPIs, and be structured for phased execution and easy adoption by Member Countries/National Tourism Organisations (NTOs) for broader implementation;
 - The plan must articulate IMT-GT's brand positioning; integrate key tourism focus areas (Muslim-friendly, eco-tourism, etc.); introduce new tourism product segments; and include sample cross-border routes/multi-destination tour packages
- **Conceptualise, design, and produce a strategic initial set of promotional assets** (videos, posters, digital assets, etc.). These assets must be sufficient to effectively launch the 'kickstart' campaign and serve as **high-quality creative and messaging foundations/templates** for future asset development by NTOs. This initial set must reflect the defined branding and focus areas derived from the Promotional Content Strategy. Master files and usage rights must be transferred; and
- Develop a **media buying strategy** within the Plan and execute an **initial 'kickstart' media campaign**. The campaign will utilise a modest, pre-defined portion of the project budget for media spend. The service provider will manage this **initial buy, monitor, optimise**, and provide a **performance report with clear guidelines for continuous scaling** of the campaign.

3. Stakeholder Engagement and Coordination

- Engage key IMT-GT stakeholders (Member Countries, Working Groups, tourism bodies, private sector) to gather insights, validate plans, and ensure alignment for successful marketing campaign.

C. EXPECTED OUTCOMES OF THE PROJECT

The expected outcomes of the project are as follows:

1. A unified IMT-GT destination identity will be established, driven by clear brand positioning and consistent messaging defined in the new IMT-GT Tourism Marketing and Media Plan and its promotional content;
2. Increased market reach and initial visitor engagement will be achieved through a

'kickstart' campaign, new digital assets, and targeted media strategies detailed in the Plan;

3. Attractive cross-border tourism offerings will be conceptualised as thematic tour packages within the Plan, enhancing the subregion's appeal;
4. IMT-GT Member Countries and National Tourism Organisations (NTOs) will be empowered for sustained, cohesive, and resource-effective tourism promotion through the comprehensive Plan, its full suite of promotional content, and initial campaign insights;
5. Strengthened stakeholder collaboration in tourism marketing will be fostered by the project's engagement processes and the unifying Plan; and
6. Marketing strategies and promotional content will align with responsible travel principles and regional development goals, contributing to sustainable and inclusive tourism growth for IMT-GT.

D. METHODOLOGY AND PROCESS

The study will be conducted in the following phases:

Phase	Activities	Timeline
Situational Analysis and Stakeholder Consultation	<ul style="list-style-type: none"> Conduct a project kick-off meeting and thoroughly review key IMT-GT strategic documents (ITSF, IB 2022-2026, ATMS, ATSP) to ensure alignment with existing brand positioning, focus areas, and operational guidelines; Assess IMT-GT tourism performance, existing products and current IMT-GT marketing initiatives, including the "Visit IMT-GT Year 2023-2025" campaign, to identify opportunities, and improvement areas; Engage key stakeholders to gather insights, analyse target markets, and identify tourism trends (domestic, sub/regional and international); Produce a comprehensive Market Insight and Analysis Report at the conclusion of this phase. <p>Note: the stakeholder consultation may be conducted at the sidelines of IMT-GT meetings on the tentative dates – WGT Meeting in Langkawi, Malaysia (21-25 July), and WGTC Meeting in Jakarta, Indonesia (6-7 August).</p>	Month 1–2
Marketing and Media Plan Formulation	<ul style="list-style-type: none"> Develop a detailed and actionable Marketing and Media Plan, derived from existing IMT-GT strategies and findings from Phase 1. Define clear campaign objectives, refine brand messaging for campaigns, integrate key tourism focus areas, and conceptualise sample cross-border tour package concepts within this plan. Outline an implementation roadmap with Key Performance Indicators (KPIs) and indicative resource guidance to facilitate adoption and phased execution. Draft the Marketing and Media Plan for review. 	Month 2-3

Promotional Content & Media Buying Strategy Development	<ul style="list-style-type: none"> • Develop a detailed Promotional Content Strategy, outlining concepts, storyboards, design guidelines, mock-ups and a content calendar. • Formulate a comprehensive Media Buying Strategy, detailing the channel mix, audience targeting principles, and a budget framework for the full plan, while specifying the allocation for the initial 'kickstart' campaign. • Conduct a validation workshop with key stakeholders to review and refine the draft Marketing and Media Plan, Promotional Content Strategy, and Media Buying Strategy. • Undertake content pre-production activities based on the evolving Media Plan and Content Strategy. • Produce Promotional Content Plan and Media Buy Strategy & Recommendations 	Month 3-4
Content Production & 'Kickstart' Campaign Preparation	<ul style="list-style-type: none"> • Conceptualise, design, and produce the strategic initial set of flagship promotional assets (videos, digital assets, print materials, etc.) based on the approved Promotional Content Strategy (including finalised storyboards, mock-ups, and design guidelines from Phase 3, reflecting IMT-GT's brand and focus areas. • Secure full usage rights for all content elements and prepare master files for transfer. • Finalise all logistical and technical preparations for executing the initial 'kickstart' media campaign, utilizing predefined budget. 	Month 4-5
Campaign Execution, Final Plan Consolidation & Reporting	<ul style="list-style-type: none"> • Execute the 'kickstart' media campaign and closely monitor and optimise its performance. • Compile the final, comprehensive IMT-GT Tourism Marketing and Media Plan, integrating all strategies, feedback, and produced content references. • Provide clear guidance on measuring the success of the broader Implementation Plan, including suggested quantifiable metrics and approaches for ongoing performance assessment by NTOs/Member Countries. • Prepare a Final Project Report, including an executive summary, key findings, the complete Tourism Marketing and Media Plan (which demonstrates alignment with targets from "Visit IMT-GT Year 2023-2025" and the IB 2022-2026), a detailed performance report from the 'kickstart' campaign with learnings, and clear guidelines to continue and scale future campaigns. • Submit all deliverables and conduct a final presentation for CIMT and key stakeholders. 	Month 5-6














E. DELIVERABLES

The plan will provide the following deliverables:



No.	Item	Description	Due
1	Market Insight and Analysis Report	<ul style="list-style-type: none"> Strategic overview of relevant documents and data from desk research. Identification of key target audience segments for IMT-GT tourism. Benchmarking analysis based on other subregion tourism branding and marketing efforts. 	End of Month 2
2	IMT-GT Tourism Marketing and Media Plan	<ul style="list-style-type: none"> Detailed tactical plan outlining specific campaign concepts, key messaging, content approaches, channel mix, and KPIs, all derived from and designed to execute existing IMT-GT strategic frameworks. Articulation of IMT-GT's brand positioning for specific campaigns, integration of key tourism focus areas, and sample cross-border tour package concepts. Practical implementation roadmap and resource allocation guiding principles, structured for phased execution and easy adoption. 	End of Month 4
3	Promotional Content and Pre-production	<ul style="list-style-type: none"> Detailed document outlining concepts, key messages, finalised storyboards for core promotional videos, approved wireframes/mock-ups for key digital assets, design guidelines for essential digital and physical media assets, and a content calendar. 	End of Month 4
4	Media Buy Strategy & Recommendations	<ul style="list-style-type: none"> Comprehensive guidelines on media channel selection, audience targeting principles, and budget allocation frameworks, integrated into the Media Plan and specifying the 'kickstart' campaign approach. 	End of Month 4
5	Promotional Content/Asset Production	<ul style="list-style-type: none"> Production of strategic initial set of promotional assets (e.g., videos, digital assets, print-ready materials, written copy) based on the approved Promotional Content Strategy (including finalised storyboards and mock-ups), sufficient for the 'kickstart' campaign, as proposed and justified in the proposal. Transfer of all master files and full usage rights for all originally produced content to CIMT. 	End of Month 5
6	Final Consolidated Report	<ul style="list-style-type: none"> An all-encompassing final report with an executive summary, covering all project phases and key findings. Incorporation of the final, approved IMT-GT Tourism Marketing and Media Plan (including the Promotional Content Strategy and Media Buy Strategy). Inclusion of summaries for: the Market Insight Analysis, produced promotional content, the 'Kickstart' Campaign Execution (including 	End of Month 6

		performance metrics and learnings), and stakeholder engagement outcomes. <ul style="list-style-type: none"> Provision of clear guidance on measuring ongoing plan success and practical recommendations to continue, adapt, and scale marketing activities 	
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F. TIMELINE

Stage	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025
1. RFP Issuance							
2. Proposal Submission & Evaluation							
3. Contract Negotiation & Signing							
4. Situation Analysis							
5. Marketing & Media Plan							
6. Promotional Content & Media Buying Strategy							
7. Content Production & 'Kickstart' Campaign Preparation							
7. Campaign Execution & Final Report							

Legend:

-  = Full activity period
-  = Preparatory/partial activity

F. PAYMENT MODALITY

The consultants shall be paid the consultancy fee upon completion of the following milestones.

1. **20%** after completion, submission, and acceptance of the Market Insight and Analysis Report;
2. **30%** after completion, submission, and acceptance of the draft IMT-GT Tourism Marketing and Media Plan, draft Promotional Content Strategy and draft Media Buy Strategy, all deemed ready for approval;
3. **20%** after approval of the Marketing and Media Plan, Promotional Content Strategy, Media Buy Strategy AND submission and acceptance of the finalised versions of these three planning documents as well as the Promotional Assets (e.g., videos, digital assets, print-ready materials, written copy); and
4. **30%** after successful execution of the 'kickstart' media campaign; AND submission and acceptance of the Final Project Report & Consolidated Media Plan (which includes the 'Kickstart' Campaign Execution Report).

Note: A designated portion of the total contract value is for the **'kickstart' media campaign** spend. The proposal must indicate this proposed allocation in their cost breakdown. This media expenditure will be reconciled as part of the final milestone payment, based on verified expenditures.