

17 October 2019

REQUEST FOR QUOTATION

The **TOURISM PROMOTIONS BOARD** invites you to submit quotations for the item/s listed below;

Quotation No. TPB-PR 2019.10.921

Requirements : Services of a Digital Marketing Agency
Project : Tourism Promotions Board Digital Media Campaign

Quantity	Particulars	Estimated Unit Price (PhP)	Estimated Total Amount(PhP)
1 Lot	<p>Services of a Digital Marketing Agency</p> <p><u>Scope of Services</u></p> <p>A. TPB social media brand enhancement.</p> <p>B. Minimum of 100% increase in followers of the TPB’s social media accounts such as Facebook, Instagram and Twitter.</p> <p>C. Social Media boosting of all TPB postings on Facebook, Twitter and Instagram, geotargeting TPB’s top 12 source markets (China, US, Japan, Korea, UK, Malaysia, Australia, Taiwan, Hong Kong, Singapore, Germany) for the duration of the project.</p> <p>D. Content creation and boosting of (5) viral videos, 30 seconder / 1 minute Possible topics:</p> <ul style="list-style-type: none"> • Second-tier destinations to watch out for this 2020 (Catanduanes, Ilocos Norte, Romblon, Marinduque, Zamboanga, Samar, Leyte, Masbate, Soccsksargen) • Festivals in the Philippines • Bizarre food in the Philippines • Sustainable communities in the Philippines Worth Visiting • Adventures in the Philippines 	700,000.00	700,000.00

	<ul style="list-style-type: none"> • Top 10 things to do in the Philippines this Christmas <p>E. Development and boosting of social media ads as needed.</p> <p>F. Report detailing return of media investment</p> <p>G. Report showing analytics / campaign results (demographic reach, number of viewers, etc)</p> <p>The bidder shall submit the following requirements together with the proposal:</p> <ul style="list-style-type: none"> A. Creation of a digital media plan involving the viral videos with posting plan / timeline. B. Submission of sample works / videos created similar to request. <p>Attached is the Terms of Reference for details</p>		
Terms	30 days upon receipt of invoice		
Delivery	As stated		
ABC	PhP700,000.00 inclusive of service charge and all applicable taxes		

Please submit your **quotation and legal documents in a sealed envelope** not later than **23 October 2019, 5:00PM**, subject to the Terms and Conditions stated herewith and the shortest time of delivery, duly signed by your representative to the Procurement and General Services Division, Administrative Department, 4th Floor, Legaspi Towers 300, Roxas Blvd., Manila, addressed to the undersigned.

Thank you very much.

(Sgd.)

ROSELLE D. ROMERO

Acting Head

Procurement and General Services Division

Contact Person

JANET G. VILAFRANCA

Contact No

5259318 loc. 246 / 5257312

Note: All entries must be typewritten in your company letterhead.

Price Validity shall be for a period of thirty (30) calendar days.

Suppliers must submit the following legal documents to be eligible to participate in the bidding:

1. PhilGEPS Registration Certificate
2. Mayor/Business Permit
3. Income/Business Tax Return Certificate
4. Omnibus Sworn Statement
5. Company Profile