

## REQUEST FOR EXPRESSION OF INTEREST (REI) NO. 2020-007

### SERVICES OF A CREATIVE AGENCY FOR THE PHILIPPINES TOURISM INDUSTRY CAMPAIGNS

1. The **Tourism Promotions Board**, through the **2020 Approved Corporate Operating Budget** intends to apply the sum of **Ninety-Four Million Five Hundred Thousand Pesos Only (PhP94,500,000.00)** being the Approved Budget for the Contract (ABC) to payments under the contract for **REI No. 2020-007**. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.

The Approved Budget for the Contract is broken down as follows:

Item	Description	ABC (PhP)
Lot 1	Domestic Tourism Welcome Back Campaign	52,500,000.00
Lot 2	The New Normal for Travelling	42,000,000.00
TOTAL ABC		94,500,000.00

2. The **Tourism Promotions Board** now calls for the submission of eligibility documents for:

Item	Description	ABC (PhP)
Lot 1	Domestic Tourism Welcome Back Campaign	52,500,000.00
Lot 2	The New Normal for Travelling Campaign	42,000,000.00

Eligibility documents of interested consultants must be duly received by the BAC Secretariat on or before **16 July 2020, 10:00am, at the BAC Secretariat, Procurement and General Services Division, Administrative Department, 4<sup>th</sup> Floor, Tourism Promotions Board, Legaspi Towers 300, Roxas Boulevard, Manila**. The opening of the eligibility documents is on **16 July 2020, 10:30am, at the Boardroom, 4<sup>th</sup> Floor, Tourism Promotions Board, Legaspi Towers 300, Roxas Boulevard, Manila**. Applications for eligibility will be evaluated based on a non-discretionary “pass/fail” criterion.

Prospective bidders may submit their eligibility documents for any or all of the lots mentioned above.

3. Interested bidders may obtain further information from **BAC Secretariat** through **emails: *bac\_sec@tpb.gov.ph* and/or *janet\_villafranca@tpb.gov.ph***.
4. A complete set of Bidding Documents may be acquired by interested Bidders on **16 July – 5 August 2020**, by sending your request to the BAC Secretariat and upon payment of the applicable fee for the Bidding Documents, pursuant to the latest Guidelines issued by the GPPB, in the following amount:

Item	Cost of the Bidding Documents	
Lot 1	Fifty Thousand Pesos Only	PhP50,000.00
Lot 2	Twenty-Five Thousand Pesos Only	PhP25,000.00
Lot 1 and 2	Fifty Thousand Pesos Only	PhP50,000.00

It may also be downloaded free of charge from the website of the Philippine Government Electronic Procurement System (PhilGEPS) and the website of the Procuring Entity, provided that Bidders shall pay the applicable fee for the Bidding Documents not later than the submission of their bids.

5. The BAC shall draw up the short list of consultants from those who have submitted Expression of Interest, including the eligibility documents, and have been determined as eligible in accordance with the provisions of Republic Act 9184 (RA 9184), otherwise known as the “Government Procurement Reform Act”, and its Implementing Rules and Regulations (IRR). The short list shall consist of **five (5) prospective bidders** who will be entitled to submit bids. The criteria and rating system for short listing are:

**LOT 1 – DOMESTIC TOURISM WELCOME BACK CAMPAIGN**

<b>I. APPLICABLE EXPERIENCE OF THE BIDDING AGENCY</b>	
<b>A. Appropriateness of the agency for the assignment (15%)</b> <ul style="list-style-type: none"> <li>• Full-Service Creative Agency (15%)</li> <li>• Production House<sup>3</sup> and Media Placement Agency (10%)</li> <li>• Others (5%)</li> </ul>	<b>60%</b>
<b>B. Similar Projects handled in last 3 years (25%)</b> <ul style="list-style-type: none"> <li>• At least twenty-four (24) AVPs produced and published on any communication platforms (25%)</li> <li>• Eighteen (18) to twenty-three (23) AVPs produced and published on any communication platforms (20%)</li> <li>• Twelve (12) to seventeen (17) AVPs produced and published on any communication platforms (15%)</li> <li>• Less than twelve (12) AVPs produced and published on any communication platforms (10%)</li> </ul>	

<b>C. Years in Existence as a Creative Agency or Production Agency (10%)</b> <ul style="list-style-type: none"> <li>10 years &amp; above (10%)</li> <li>5-9 Years (5%)</li> </ul>	
<b>D. Contract Cost of Completed Projects in the last 3 years (10%)</b> <ul style="list-style-type: none"> <li>At least three (3) projects with contract cost equal or greater than PHP 52.5 Million (10%)</li> <li>Less than three (3) projects with contract cost equal or greater than PHP 52.5 Million (5%)</li> </ul>	
<b>II. QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	<b>20%</b>
<ul style="list-style-type: none"> <li>Required number and positions of personnel with minimum years exceed the minimum amount by at least 50% or four (4) additional personnel with at least 5 years experience (20%)</li> <li>Required number and positions of personnel with minimum years of experience is met (15%)</li> </ul>	
<b>III. CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>20%</b>
<b>Number of on-going similar and related projects relative to capacity (20%)</b> <ul style="list-style-type: none"> <li>1-4 projects with contract cost equal or greater than PHP 52.5 Million (20%)</li> <li>5 or more projects with contract cost equal or greater than PHP 52.5 Million (15%)</li> <li>No projects with contract cost equal or greater than PHP 52.5 Million (10%)</li> </ul>	
<b>TOTAL</b>	<b>100%</b>

## LOT 2 - THE NEW NORMAL FOR TRAVELLING CAMPAIGN

<b>I. APPLICABLE EXPERIENCE OF THE BIDDING AGENCY</b>	
<b>A. Appropriateness of the agency for the assignment (15%)</b> <ul style="list-style-type: none"> <li>Full-Service Creative Agency (15%)</li> <li>Production House and Media Placement Agency (10%)</li> <li>Others (5%)</li> </ul>	
<b>B. Similar Projects handled in last 3 years (25%)</b> <ul style="list-style-type: none"> <li>At least twenty-four (24) AVPs produced and published on any communication platforms (25%)</li> <li>Eighteen (18) to twenty-three (23) AVPs produced and published on any communication platforms (20%)</li> <li>Twelve (12) to seventeen (17) AVPs produced and published on any communication platforms (15%)</li> <li>Less than twelve (12) AVPs produced and published on any communication platforms (10%)</li> </ul>	<b>60%</b>
<b>C. Years in Existence as a Creative Agency or Production Agency (10%)</b> <ul style="list-style-type: none"> <li>10 years &amp; above (10%)</li> </ul>	

<ul style="list-style-type: none"> <li>• 5-9 Years (5%)</li> </ul>	
<b>D. Contract Cost of Completed Projects in the last 3 years (10%)</b> <ul style="list-style-type: none"> <li>• At least three (3) projects with contract cost equal or greater than PHP 42 Million (10%)</li> <li>• Less than three (3) projects with contract cost equal or greater than PHP 42 Million (5%)</li> </ul>	
<b>II. QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	<b>20%</b>
<ul style="list-style-type: none"> <li>• Required number and positions of personnel with minimum years exceed the minimum amount by at least 50% or four (4) additional personnel with at least 5 years experience (20%)</li> <li>• Required number and positions of personnel with minimum years of experience is met (15%)</li> </ul>	
<b>III. CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>20%</b>
<b>Number of on-going similar and related projects relative to capacity (20%)</b> <ul style="list-style-type: none"> <li>• 1-4 projects with contract cost equal or greater than PHP42 Million (20%)</li> <li>• 5 or more projects with contract cost equal or greater than PHP42Million (15%)</li> <li>• No projects with contract cost equal or greater than PhP42Million (10%)</li> </ul>	
<b>TOTAL</b>	<b>100%</b>

**Passing Rate: 80%**

6. Bidding will be conducted through open competitive bidding procedures using non-discretionary “pass/fail” criterion as specified in the IRR of RA 9184.

Bidding is restricted to Filipino citizens/sole proprietorships, cooperatives, and partnerships or organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines.

7. The Procuring Entity shall evaluate bids using the ***Quality-Cost Based Evaluation/Selection (QCBE/QCBS)***. The Procuring Entity shall indicate the weights to be allocated for the Technical and Financial Proposals. The criteria and rating system for the evaluation of bids shall be provided in the Instructions to Bidders.
8. The contract shall be completed within the Year, to commence **upon receipt of the Notice to Proceed until the acceptance of TPB of all the reports.**
9. The ***Tourism Promotions Board*** reserves the right to reject any and all bids, declare a failure of bidding, or not award the contract at any time prior to contract award in accordance with Section 41 of RA 9184 and its IRR, without thereby incurring any liability to the affected bidder or bidders.

10. For further information, please refer to:

*Eloisa A. Romero / Janet G. Villafranca*

*BAC Secretariat, Tourism Promotions Board*

*4/F Floor Legaspi Towers 300, Roxas Boulevard, Manila*

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*08 July 2020*

**(SGD.)**

**ATTY. VENANCIO C. MANUEL III**

Chairperson

Bids and Awards Committ

