

**REQUEST FOR EXPRESSION OF INTEREST
(REI) NO. 2020-012**

**Engagement of a Full-Service Media Agency to Develop and
Implement Tactical Local Media Plan for Domestic Tourism
Campaigns**

1. The **Tourism Promotions Board**, through the **2020 Approved Corporate Operating Budget** intends to apply the sum of **Twenty-Five Million Pesos Only (Php25,000,000.00)** being the Approved Budget for the Contract (ABC) to payments under the contract for **REI No. 2020-012, Engagement of a Full-Service Media Agency to Develop and Implement Tactical Local Media Plan for Domestic Tourism Campaigns**. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.
2. The **Tourism Promotions Board** now calls for the submission of eligibility documents for **Engagement of a Full-Service Media Agency to Develop and Implement Tactical Local Media Plan for Domestic Tourism Campaigns**. Eligibility documents of interested consultants must be duly received by the BAC Secretariat on or before **09 November 2020, 1:00pm, email to bac_sec@tpb.gov.ph using the subject: Eligibility Documents_<Company>_<Project Title>**. Applications for eligibility will be evaluated based on a non-discretionary “pass/fail” criterion.
3. Interested bidders may obtain further information from **BAC Secretariat of the TPB –Bids and Awards Committee (BAC)** 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 **30 October – 01 December 2020 by sending your request to the BAC Secretariat** through emails: **bac_sec@tpb.gov.ph and/or janet_villafranca@tpb.gov.ph**. and upon payment of the applicable fee for the Bidding Documents, pursuant to the latest Guidelines issued by the GPPB, in the amount of **Twenty-Five Thousand Pesos Only (Php25,000.00)**
5. 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.
6. 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 is:

PARTICULARS		%WEIGHT
I	APPLICABLE EXPERIENCE OF THE BIDDING AGENCY BASED ON SUBMITTED STATEMENT OF ON-GOING AND COMPLETED CONTRACTS FOR THE PAST FIVE (5) YEARS	70%
A	Appropriateness of the full-service media agency	20%
	Full-Service Media Buying and Advertising Agency (20%)	
	Media Planning and Buying Agency (15%)	
	Public Relations Agency/Others (10%)	
B	Extent of network and affiliation ¹	15%
	Nationwide and with global affiliation – capacity for media placements in all 16 local regions of the country (15%)	
	Nationwide but without global affiliation (13%)	
	Regional – capacity for media placements is only limited to selected regions (10%)	
C	Years of existence as a full-service media planning & placement agency based on the articles of incorporation	15%
	More than 5 years (15%)	
	At least 5 years (10%)	
	Below 5 years (0)	
D	Contract cost of completed projects in the last 5 years	10%
	At least 1 project with contract cost equal to or greater than the ABC (10%)	
	Project cost 12 million to 24.9 million (5%)	
	Project cost below 11.9 million (0)	
E	Similar projects completed in the last 5 years	10%
	Media Plan targeting the entire Philippines for a nationwide campaign (10%)	
	Media Plan targeting the select regions only (5%)	
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Required Minimum number of Personnel met with minimum number of years' experience in the same position mentioned in item VI of the TOR (20%)	
	Required number of personnel met but with less than the minimum number of years' experience in the same position mentioned in item VI of the TOR (10%)	
	Required number and positions of personnel and number of years' experience is not met (0)	

III	CURRENT WORKLOAD RELATIVE TO CAPACITY	10%
	Number of ongoing projects being handled of similar scope and nature ²	
	6 – above projects (10%) 0 – 5 projects (5%)	
	TOTAL	100%

Passing Rate is 80%

7. 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.

8. The Procuring Entity shall evaluate bids using the **Quality-Cost Based Evaluation/Selection (QCBE/QCBS)** procedure. 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.
9. The contract period is **three (3) months**, which shall commence from the **date of receipt of the Notice to Proceed**.
10. 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.
11. For further information, please refer to:

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30 October 2020


ATTY. VENANCIO C. MANUEL III
 Chairperson 
 Bids and Awards Committee
