

10 December 2020

REQUEST FOR PROPOSAL

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

RFP No. TPB-PR 2020.12.440

Requirement: Services of an Advertising Agency to Develop and Produce Press Releases and Social Media Boosting and Circulation of Marketing Content

Project: Ultimate Bucket List Adventure

Quantity	Particulars	Estimated Unit Price (PhP)	Estimated Total Amount(Ph P)						
1 Lot	<p>PR No. 11.054</p> <p>Develop and Produce Press Releases and Social Media Boosting and Circulation of Marketing Content</p> <p><u>Scope of Services and Deliverables</u></p> <table border="1"> <thead> <tr> <th>Scope of Work</th> <th>Deliverables</th> </tr> </thead> <tbody> <tr> <td>Development and media circulation of Press Releases</td> <td>Development of five (5) Press Releases, to be circulated to media partners/connections, from December to February 2020.</td> </tr> <tr> <td>Promotion/circulation and boosting of digital content through Social Media platforms - The digital materials and content must be circulated and advertised</td> <td>One (1) AVP for the overall campaign/activity, one (1) Infomercial video detailing the mechanics/how to join, and one (1) infographic content (poster/image), to be boosted for ten (10) days from Dec 2020 - February 2021 (specific schedule of boosting will be further advised). TPB will advise the</td> </tr> </tbody> </table>	Scope of Work	Deliverables	Development and media circulation of Press Releases	Development of five (5) Press Releases, to be circulated to media partners/connections, from December to February 2020.	Promotion/circulation and boosting of digital content through Social Media platforms - The digital materials and content must be circulated and advertised	One (1) AVP for the overall campaign/activity, one (1) Infomercial video detailing the mechanics/how to join, and one (1) infographic content (poster/image), to be boosted for ten (10) days from Dec 2020 - February 2021 (specific schedule of boosting will be further advised). TPB will advise the	500,000.00	500,000.00
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	<p>through agreed/authorized Facebook, Instagram, and YouTube accounts of the TPB.</p>	<p>winning bidder once the contents are ready for boosting.</p> <p>The ten (10) days of native posting will be divided from December 2020 to February 2021, targeting a maximum of 50,000 local social media users per day.</p>		
		<p>Upon completion of the promotional campaign, submit a terminal report with its supporting documents to TPB.</p> <p>All deliverables to be released and boosted must be with approval from the TPB.</p>		
<p>Project Duration: From receipt of Notice to Proceed until February 2021</p> <p>Qualification of the Bidder</p> <ol style="list-style-type: none"> The agency must be a reputable advertising agency with the required workforce/personnel staff. The agency must be duly registered under Philippine laws. <p><i>Submit Articles of Incorporation</i></p> <ol style="list-style-type: none"> The agency must have been continuously active in the industry for at least three (3) years and must have undertaken and produced a similar campaign in the last three (3) years. <p><i>Submit list of ongoing and completed private and government contract for the last 3 years whether similar or not similar in nature to the project.</i></p> <ol style="list-style-type: none"> The minimum required workforce/personnel assigned to this Project should be the Agency/Provider's organic personnel. <p><i>Submit CV of the key personnel to be assigned to the project</i></p>				

	<p>Percent (%) weight for the Technical and Financial Proposal is:</p> <table border="1"> <thead> <tr> <th>Proposal</th> <th>Weight</th> </tr> </thead> <tbody> <tr> <td>Technical Proposal</td> <td>80%</td> </tr> <tr> <td>Financial Proposal</td> <td>20%</td> </tr> </tbody> </table> <p>Passing rate is 70% .</p> <p><i>Bidders will be given a maximum of 15 minutes to present their Plan of Approach and Methodology</i></p> <p>Please see attached Terms of Reference for the terms of payment, rating criteria and other terms and conditions</p>	Proposal	Weight	Technical Proposal	80%	Financial Proposal	20%		
Proposal	Weight								
Technical Proposal	80%								
Financial Proposal	20%								
Terms	30 days upon receipt of invoice								
Delivery	As stated								
ABC	PhP500,000.00 inclusive of service charge and all applicable taxes								

Please submit your **quotation, legal and technical documents** duly signed by your representative to email address *janet_villafranca@tpb.gov.ph* not later than **16 December 2020, 5:00PM**, subject to the Terms and Conditions stated herewith and the shortest time of delivery.

The subject title of your email is in this format: **Ad Agency_Ultimate Bucketlist <company name>** for easy identification of emails.

Thank you very much.

ELOISA A. ROMERO

Head, Procurement and General Services Division

Contact Person

JANET G. VILLAFRANCA

Contact No

0995-0274187

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. BIR Certificate of Registration
4. Omnibus Sworn Statement
5. Company Profile