

NOTICE OF ELIGIBILITY AND SHORTLISTING

August 5, 2021

MR. MEHRDAD S. JAMSHIDI

Chief Financial Officer

Lowe Inc.

16th Flr. Rufino Pacific Tower

Ayala Ave. cor. Herrera

St. Makati City

Dear **Mr. Jamshidi:**

1. The Tourism Promotions Board (TPB) [hereafter called "Procuring Entity"] has received financing [hereafter called "funds"] from Approved 2021 Corporate Operating Budget [hereafter called "Funding Source"] toward the cost of Services of Marketing Communications Agency. The Procuring Entity intends to apply a portion of the funds in the amount of Twenty Million Pesos Only (Php 20,000,000.00) being the Approved Budget for the Contract for the procurement of the Services of Marketing Communications Agency for which the Bidding Documents is issued.

2. The Procuring Entity now invites bids to provide the following Consulting Services for the Services of Marketing Communications Agency.

Objectives: As the use of the digital platform, including social media, became an imperative tool to remain connected in the new normal, the objectives of this procurement will be as follows:

- To increase online visibility and social media engagement through digital campaigns/activities highlighting the Philippines as a safe and fun travel destination and TPB as the marketing and promotions arm of the Department of Tourism (DOT).
- To produce interesting content/engaging videos presenting fresh ideas or techniques to highlight Philippine destinations to visit in the new normal.
- To encourage domestic travel by engaging, collaboration and co-creating content with identified Key Opinion Leaders (KOLs)/Influencers
- To deliver measurable results and give clear insight into campaigns
- To build relationship and positive rapport with media, PR and KOLs

More details on services are provided in the Terms of Reference (TOR) for the project.

3. The Consultant shall be selected and employed in accordance with Quality- Cost Based Evaluation (QCBE) procedures as described in the Bidding Documents.

4. This Notice has been addressed to the shortlisted consultant:

- a) Lowe, Inc.
- b) EON, Inc.
- c) MMPI Corp.

5. It is not permissible for you to transfer this invitation to any other consultant.

6. The Bidding Documents may be acquired at TPB Office, 4th Floor Legaspi Towers 300, Roxas Boulevard Malate, Manila during office hours from 8:00 a.m to 5:00 p.m. or by downloading at the PhilGEPS and TPB websites.

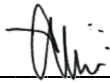
Short listed bidder shall pay the applicable fee for the Bidding Documents, pursuant to the latest Guideline issued by the GPPB, in the amount of Twenty Five Thousand Pesos Only (Php 25,000.00).

7. The TPB will hold a Pre-Bid Conference on August 6, 2021, 2:00 p.m. through video-conferencing/web casting via virtual platform, Zoom, which shall be open to all short listed consultants.

Zoom Meeting ID: 897 5044 2954

Passcode: 976 210

Very truly yours,



Atty. Venancio C. Manuel III

Chairperson

Bids and Awards Committee

Receive by: *Mariella Guevara*
Mariella Guevara 08/06/21

Bidder / Date