

## REQUEST FOR EXPRESSION OF INTEREST (REI No. 2021-014)

### SERVICES OF MARKETING COMMUNICATION AGENCY

1. The *Tourism Promotions Board (TPB)*, through the *2021 Approved Corporate Operating Budget*, intends to apply the sum of *Twenty Million Pesos Only (Php20,000,000.00)*, inclusive of all applicable taxes, being the Approved Budget for the Contract (ABC) to payments under the contract for *SERVICES OF MARKETING COMMUNICATIONS AGENCY*. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposal.
  
2. The *TPB* now calls for the submission of eligibility documents for the *SERVICES OF MARKETING COMMUNICATIONS AGENCY*. Eligibility documents of interested consultants must be duly received by the BAC Secretariat on or before June 30, 2021 10:00 A.M. send/email to [bac\\_sec@tpb.gov.ph](mailto:bac_sec@tpb.gov.ph) cc [soc\\_torres@tpb.gov.ph](mailto:soc_torres@tpb.gov.ph) .The opening of the eligibility documents in on June 30, 2021, 2:00 P.M. via Zoom virtual platform. Applications for eligibility will be evaluated based on a non-discretionary “pass/fail” criterion.

Zoom Meeting ID:89239111858  
Passcode:123529

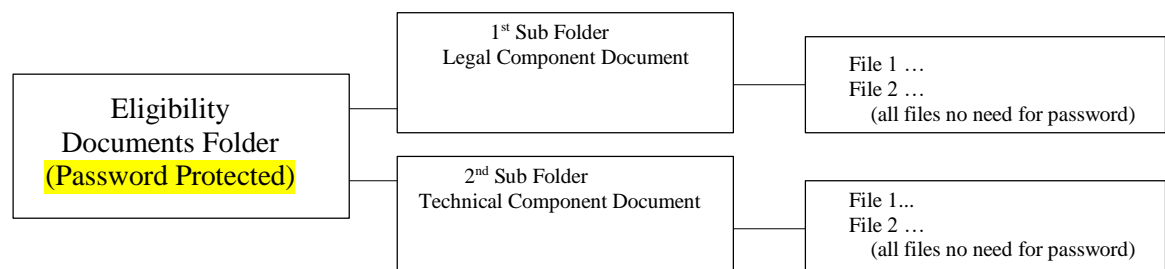
Instructions for submission of Eligibility Documents:

Bidders are instructed to submit in electronic bid submission, to ensure the security, integrity, and confidentiality of the bid submitted, the bidders must submit their bid in an **archive format compression and password protection**.

Eligibility Documents Folder (**must be password-protected**)

1<sup>st</sup> Sub-Folder “Legal Component Document”

2<sup>nd</sup> Sub-Folder “Technical Component Document”



The passwords for accessing the files will be disclosed by the Bidders only during the actual eligibility opening which may be done in person or face-to-face through

videoconferencing, webcasting or similar technology. Bidder's representative/s are instructed to attend the Eligibility opening.

Suggested Format for the subject title in the email for submission of Eligibility Documents:  
**Link to Eligibility Documents\_Services of a Marketing Communications Agency**

The timestamp as reflected on the BAC Secretariats' official email shall be the basis of the official time the link/document is received.

Bidders are also instructed to submit the original copy of their bid proposal after the eligibility opening to the BAC Secretariat.

3. Interested bidders may obtain further information from the BAC Secretariat of the TPB through email address [bac\\_sec@tpb.gov.ph](mailto:bac_sec@tpb.gov.ph) and/or [soc\\_torres@tpb.gov.ph](mailto:soc_torres@tpb.gov.ph)
4. A complete set of Bidding Documents may be acquired by interested Bidders on June 22 to July 19, 2021 (9:30 A.M) send your request to [bac\\_sec@tpb.gov.ph](mailto:bac_sec@tpb.gov.ph) and/or [soc\\_torres@tpb.gov.ph](mailto:soc_torres@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 (Php 25,000.00)**.

It may also be downloaded free of charge from the website of the Philippine Government Electronic Procurement System (PhilGEPS) and the website of the TPB, provided that Bidders shall pay the applicable fee for the Bidding Document not later that 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 provision of Republic Act 9184 (RA 9184), otherwise known as the "Government Procurement 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:

Evaluation Criteria	Rating	
<b>I. Applicable Experience of the Bidder</b>		70%
A. Years active in the field of creative / digital marketing /advertising services	30%	
Five (5) years and above (30%)		
Below five (5) years (25%)		
B. Required minimum number of implemented projects / programs / campaigns of similar nature handled for the government and the private sector for the last five (5) years.	20%	
Agency has implemented more than twenty (20) projects / programs / campaigns (20%)		

Agency has implemented 11 to 19 projects / programs / campaigns (15%)		
Agency has implemented less than ten (10) projects / programs / campaigns (10%)		
<b>C. Number of Online Marketing Campaign successfully implemented for the pas five (5) years with contract cost equal to or greater than Php10M</b>	20%	
Three (3) or more online marketing campaigns with contract cost equal to or greater than Php10M (20%)		
One to two online marketing campaigns with contract cost equal to or greater than Php10M (10%)		
• No online marketing campaigns with contract cost equal to greater than Php10M (0%)		
<b>II. Qualification of personnel who may be assigned to the project</b>		20%
Required minimum number of all personnel with five (5) years of experience in Advertising or Marketing, Digital Communications, Mass Communication, Journalism, or Media/Public Relations.	20%	
Required number and positions of key personnel (7) with minimum number of years in experience (5 years) (20%)		
Required number and positions of key personnel (7) with less than the minimum number of years in experience (4 years or less) (10%)		
<b>III. Current Workload Relative to Capacity</b>		10%
Number of active and ongoing project / programs / campaigns being handled of similar scope and nature	10%	
Fifteen (15) and below projects / accounts (10%)		
More than fifteen (15) projects / accounts (5%)		
<b>TOTAL</b>		100%
<b>Factor Rating</b>		
I. Applicable Experience of the Bidder	_____	* (.70) =
II. Qualification of personnel who may be assigned to the project	_____	* (.20) =
III. Current Workload Relative to Capacity	_____	* (.10) =

Passing Score 80%

Short listed bidders are required to present their plan of approach for the project (maximum of 20 minutes)

- 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 citizen/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 **TPB** shall evaluate bid 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 on bids shall be provided in the Instructions to Bidders.
8. The contract shall be completed from the date of acceptance of the Notice to Proceed until the presentation of the terminal report and all deliverables to TPB.

<b>Output/Milestone</b>	<b>% of Payment</b>
Submission of the TPB-approved marketing communications plan (to include online marketing plan and influencer campaign)  <i>*Within seven (7) days upon receipt of NTP.</i>	10%
<b>DIGITAL MARKETING MANAGEMENT</b>	
First month submission of at least eight (8) contents/materials, accomplishment report and successful execution of one (1) social media promo	15%
Second month submission of at least eight (8) contents/materials and accomplishment report	10%
Third month submission of at least eight (8) contents/materials, accomplishment report	10%
Fourth month submission of at least eight (8) contents/materials and accomplishment report and successful execution of one (1) social media promo	15%
<b>INFLUENCER TRIP CAMPAIGN</b>	
Confirmation of engagement of the identified influencers and approved itineraries (Sep,tember)	10%
Successful implementation of 5 destinations with the influencers, including overall management of the itinerary and ground handling services (October – December)	20%

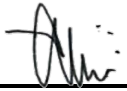
Submission of the full Terminal Report including all deliverables as stated in the TOR	10%
<b>Total</b>	<b>100%</b>

9. The TPB 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:

*Ms. Eloisa A. Romero / Mr. Socrates G. Torres*  
*BAC Secretariat, Administrative Department*  
***Tourism Promotions Board***  
*4th Floor Legaspi Towers 300, Roxas Boulevard, Manila*  
*Tel. Nos. 02-525-7312/02 525-9318 loc. 214/215*  
*Email at [bac\\_sec@tpb.gov.ph](mailto:bac_sec@tpb.gov.ph), [soc\\_torres@tpb.gov.ph](mailto:soc_torres@tpb.gov.ph)*  
*Land Line 02-8 525 93 18 loc. 261*  
*Mobile Number: 0998 9732874*

June 22, 2021


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**Atty. Venancio C. Manuel III**  
 Chairperson  
 Bids and Awards Committee