

REQUEST FOR EXPRESSION OF INTEREST FOR (REI NO. 2021 – 016)

Services of a Consulting Agency to design and execute the TPB's 2021 Local Media Plan and Placements

1. The **Tourism Promotions Board**, through the **2021 Approved Corporate Operating Budget (COB)¹**, intends to apply the sum of **Eighty – Five Million One Hundred Thousand Pesos Only (Php85,100,000.00)** being the Approved Budget for the Contract (ABC) to payments under the contract for **REI No. 2021 – 016: Services of a consulting agency to design and execute the TPB's 2021 Local Media Plan and Placements**. 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 **REI No. 2021 – 016: Services of a consulting agency to design and execute the TPB's 2021 Local Media Plan and Placements**². The eligibility documents of interested consultants must be duly received by the BAC Secretariat on or before **12 August 2021 at 10:30 A.M. via e-mail- bac_sec@tpb.gov.ph**. The opening of the eligibility documents will be on **12 August 2021 via the Zoom virtual platform**. Applications for eligibility will be evaluated based on a non-discretionary "Pass/Fail" criterion.
3. Interested bidders may obtain further information from the **BAC Secretariat** of the **Tourism Promotions Board** (via bac_sec@tpb.gov.ph and/or farhan_ambiong@tpb.gov.ph) and inspect the Bidding Documents during office hours from **08:00 A.M. – 05:00 P.M.**
4. A complete set of Bidding Documents may be acquired by interested Bidders on **4 – 31 August 2021**, send your request to bac_sec@tpb.gov.ph and/or farhan_ambiong@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 **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 shortlist 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

¹ In the case of National Government Agencies, the General Appropriations Act and/or continuing appropriations; in the case of GOCCs, GFIs, and SUCs, the Corporate Budget for the contract approved by the governing Boards; in the case of LGUs, the Budget for the contract approved by the respective Sanggunian. (Section 5(a), R.A. 9184)

² A brief description of the terms of reference of the Consulting Service should be provided, including outputs/deliverables, location of project, and other information necessary to enable potential bidders to decide whether or not to respond to the invitation.

“Government Procurement Reform Act”, and its Implementing Rules and Regulations (IRR). The shortlist shall consist of **five (5)**³ **prospective bidders** who will be entitled to submit bids.

6. The criteria and rating system for short listing are:

PARTICULARS		RATING
I. APPLICABLE EXPERIENCE OF THE BIDDING AGENCY BASED ON SUBMITTED STATEMENT OF ONGOING AND COMPLETED CONTRACTS FOR THE PAST FIVE (5) YEARS		60%
A.	Appropriateness of the Full Service Media Agency	20%
	Integrated Media Buying and Advertising Agency (20%)	
	Media Planning and Buying Agency (15%)	
	Advertising Agency, Public Relations Agency, and Others (10%)	
B.	Extent of network and affiliation	10%
	Nationwide and with global affiliation – capacity for media placements in all 16 local regions of the country (10%)	
	Nationwide but without global affiliation (8%)	
	Regional capacity for media placements is only limited to selected regions in the Philippines (5%)	
C.	Years of existence as a full-service media planning & placement agency based on the articles of incorporation	10%
	More than 5 years (10%)	
	At least 5 years (5%)	
D.	Similar projects completed in the last 5 years	10%
	3 and above Media Plans targeting the entire Philippines for a nationwide campaign (10%)	
	1-2 Media Plans targeting the entire Philippines for a nationwide campaign (5%)	
	2 and above Media Plans targeting the select regions in the Philippines only (2%)	
E.	Similar projects completed in the last 5 years with at least one contract equivalent to 50% of the ABC (Php42,550,000.00)	10%
	1 or more similar projects with contract cost equal or greater than Php42,550,000.00 (10%)	
	Similar projects with contract cost less than Php42,550,000.00 (0)	
II. QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE PROJECT		30%
	Required number and positions of personnel with minimum years of experience with additional 6 personnel following any of the profiles of the identified minimum required personnel mentioned in item VII of the TOR (30%)	
	1. Account Director	
	2. Managing Supervisor	
	3. Digital Strategist/Planner	
	4. Strategic Media Planner	
	5. Media Buyer	

³ For World Bank financed contract, the short list should be six (6) Consultants.

	6. Creative Director 7. Digital Media Buyer 8. Graphic Designer/Artist 9. Data Analyst 10. Copywriter	
	Required number of personnel with minimum number of years' experience in the same position mentioned in item VII of the TOR is met (25%) 1. Account Director 2. Managing Supervisor 3. Digital Strategist/Planner 4. Strategic Media Planner 5. Media Buyer 6. Creative Director 7. Digital Media Buyer 8. Graphic Designer/Artist 9. Data Analyst 10. Copywriter	
III. CURRENT WORKLOAD RELATIVE TO CAPACITY		10%
	Number of ongoing projects being handled of similar scope, nature ⁴ and contract cost	
	Two (2) projects or less (10%)	
	Three (3) or more projects (5%)	
	TOTAL	100%

Criteria	Percentage Weight
Total	100%
Factor Rating	
Applicable Experience of the Bidding Agency based on submitted Statement of On-Going and Completed Contracts for the past five (5) years	____ * (.60) =
Qualification of Personnel who may be assigned to the job	____ * (.30) =
Current Workload relative to Capacity	____ * (.10) =

Passing Score: **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.

⁴Similar scope and nature to that of market research, media planning and buying, creative services, implementation and reporting, and account management for branding campaign

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)**. The **Tourism Promotions Board** 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 shall be completed for a period of **three (3) – five (5) months commencing from the date of acceptance and receipt of the approved Notice to Proceed (NTP)** based on the milestones provided below:

MILESTONES
Submission of the approved and signed media plan and an irrevocable letter of credit (LOC) equivalent to the amount of the initial 15% payment
Submission of progressive billing with TPB signed implementation report and proof of placements based on the billing invoice equivalent to 70% of the contract price
Full delivery of the services and submission of TPB approved/signed terminal report (for the remaining 15% payment)

10. The **Tourism Promotions Board** reserves the right to reject any and all bids, to 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:

Eloisa A. Romero/Farhan M. Ambiong
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4th Floor Legaspi Towers 300, Roxas Boulevard, Manila
Tel. No. (8) 525-9318 local 268
E-mail: bac_sec@tpb.gov.ph/farhan_ambiong@tpb.gov.ph

12. As may visit the **Tourism Promotions Board (TPB)** and other websites:

For downloading of Bidding Documents: www.tpb.gov.ph.
For the actual posting of the requirement: www.philgeps.gov.ph.

4 August 2021


MARIAN SARAH C. GARATE
Vice Chairperson 
Bids and Awards Committee