

03/26/2020

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2020-0185

03/18/2020

**RONA JOY BULAONG
(NINE26 MARKETING CONSULTANCY)**

433 Canlapan Street, San Juan
Malolos City, Bulacan

NP-Scientific Scholarly or Artistic Work,
Exclusive Technology and Media Services

100,000.00

**HIRING OF DIGITAL MARKETING SPECIALIST FOR PAID
CAMPAIGNS OF MANILA FAME TOUCHPOINT ONLINE
MATERIALS**

Scope of Work and Deliverables:

Legend:

Campaign=means a series of advertisement messages that share a single idea and theme.

Goal of the campaign= is to boost awareness of Manila FAME materials in the European region.

Campaign duration= two months or 60 days after the Notice of Award to the Digital Marketing Specialist.

Content = means the information being transmitted to the reader or audience who are able to view content. This way, the reader or audience will have the best idea possible of what they are reading or viewing.

Content may come in the form of a Facebook and/or Instagram postings (images, link share, videos, etc.)

Targeted country = means the specific country where the ads to be placed by the Digital Marketing Specialist via Facebook and/or Instagram will be shown. The campaign centers on countries in the European continent.

B.S. MF 2020

1/10 of 1%

SIGNED

JAIME ANTONIO S. SANDOVAL
Head, STREDO and Procurement

BUR# : IP-20040366
Date : 4/9/2020
Amount : ₱ 100,000.00

MALERNA C. BUYAO
DC, Controllership Div.

RYANORLIE ABELEDO
OIC-DM, WMD

II
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SIGNED

ARTURO CRUZ DIMAANO
Department Manager III, CCSD

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Europe = because it is the continent where Manila FAME does not have much buyers based on data from Full Text Reports from 2017 to 2019. According to the United Nations, Europe is composed of 44 countries: Russia, Germany, United Kingdom, France, Italy, Spain, Ukraine, Poland, Romania, Netherlands, Belgium, Czech Republic, Greece, Portugal, Sweden, Hungary, Belarus, Austria, Serbia, Switzerland, Bulgaria, Denmark, Finland, Slovakia, Norway, Ireland, Croatia, Moldova, Bosnia and Herzegovina, Albania, Lithuania, North Macedonia, Slovenia, Latvia, Estonia, Montenegro, Luxembourg, Malta, Iceland, Andorra, Monaco, Liechtenstein, San Marino, and Holy See.

Ad sets = mean one or more ads being placed at a chosen platform. An ad is the creative the Digital Marketing Specialist will use in the campaign. An ad will be created by CITEM based on the messaging direction set by the Manila FAME project team. An ad will be shown or placed via Facebook and/or Instagram's account of CITEM.

Total of ad sets to be placed by Digital Marketing Specialist = a minimum of 20 ad sets for the entire campaign duration.

1/10 of 1%

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Jaime Antonio S. Sandoval

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Digital Marketing Specialist - means the outsourced or hired personnel to be tapped by CITEM for the campaign. He or she will be assigned as an "Advertiser" at the official Facebook and/or Instagram of CITEM/Manila FAME. The Digital Marketing Specialist will define Manila FAME's targeting, budget, schedule, bidding and placement at the ad set level.

A Digital Marketing Specialist requires a diverse skill set, including paid social media advertising expertise, sales skills, specific marketing channel expertise, the ability to think objectively, the ability to execute and analyze drip marketing campaigns, a mix of creativity and analytical abilities, good copy and visual storytelling abilities, understanding of brevity, the ability to analyze quantifiable metrics, listening skills, agility, and basic design skills. Current manpower setup at Web Marketing Division is lacking on the mentioned skills of a Digital Marketing Specialists who will manage the paid campaigns of the division at Facebook and/or Instagram.

Demographic = means a particular sector of a population. The target demographic for this campaign is European countries and the Digital Marketing Specialist will calibrate ad sets according to the buyer profile of Manila FAME, which is most business people who are looking for high-quality and design-oriented home, fashion, holiday, architectural and interior products.

Manila FAME Buyers = means wholesalers, retailers, importers, distributors, end-consumers, online retailers.

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**HIRING OF DIGITAL MARKETING SPECIALIST FOR PAID
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 MATERIALS**

- A. Digital Marketing Specialist for Paid Campaigns Undertakings:
1. Recommend the most cost-efficient paid ads via Facebook and/or Instagram per targeted country in Europe.
 2. Launch or place and manage the ads via Facebook and/or Instagram for 60 days after Digital Marketing Specialist receives the Notice of Award based on the Approved Paid Campaign Plan of Manila FAME below:

| Campaign Period | Manila FAME October 2020 Php300,000.00 | | Total per Month |
|-----------------|---|-------------------|-------------------|
| | Facebook | Instagram | |
| March | | P 10,742.71 | P 10,742.71 |
| April | P 14,545.40 | 10,396.20 | 24,941.60 |
| May | 14,335.02 | 10,742.74 | 25,077.76 |
| June | 17,974.02 | 10,396.20 | 28,370.22 |
| July | 18,620.76 | 14,481.65 | 33,102.41 |
| August | 16,620.76 | 14,481.65 | 31,102.41 |
| September | 12,831.14 | 29,937.80 | 42,768.94 |
| October | 57,092.16 | 8,821.05 | 65,913.21 |
| November | 19,431.06 | | 19,431.06 |
| December | 18,549.68 | | 18,549.68 |
| TOTAL | 190,000.00 | 110,000.00 | 300,000.00 |

* Estimated ad placement budget per month

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 Department Manager III, CCSD

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Rona Joy Bulaong

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A total of minimum 20 ad sets must be placed by the Digital Marketing Specialist at Facebook and/or Instagram using CITEM's credit card account for the entire 60-day or 2-month campaign. Also, CITEM will pay for the ad spending scheduled above. This ad spending may be increased subject to availability of credit card balance and to ensure the campaign will be able to reach more buyer audiences in Europe.

3. Prepare and create digital ad sets that would reach Manila FAME's Buyers demographic at the same time create awareness/attention for Manila FAME Touch Point materials.
4. Submit reports on the performance of the ads: one (1) month or 30 days after launching or placing the ads at Facebook and/or Instagram, and two (2) months or 60 days after launching or placing the ads at Facebook and/or Instagram.

B. CITEM Undertakings:

1. Allocate the budget for the paid campaigns to be launched or placed via Facebook and/or Instagram.
2. Ensure ad spending will not exceed the credit card limitation in the Approved Paid Campaign Plan of Manila FAME stated above. This will be done in coordination with Accounting Division.
3. Prepare the content postings at Facebook and/or Instagram.

1/10 of 1%

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- 4. Use CITEM credit card for the placement of digital ads via Facebook and/or Instagram.
- 5. Prepare the necessary internal paperwork to ensure credit card can be used in placing the digital ads at Facebook and/or Instagram.
- 6. Pay Digital Marketing Specialist a professional fee in the amount of Php100,000.00 in total inclusive as described under Contract Duration and Payment.

CONTRACT DURATION AND PAYMENT:

Two months or 60 days after the Notice of Award to the winning bidder.

Payments are as follows:

| Number of Ads Needed to be Launched/Placed | Timeline | Platform(s) | Professional Fee (*Inclusive of taxes) | Notes |
|--|---|---------------------------|--|---|
| Equal or greater than 10 ads | first month or 30 days after the Notice of Award | Facebook and/or Instagram | Php50,000.00 | Ms. Rona Bulaong must submit a report, billing, proof of ads placed |
| Equal or greater than 10 ads | second month or 60 days after the Notice of Award | Facebook and/or Instagram | Php50,000.00 | Ms. Rona Bulaong must submit a report, billing, proof of ads placed |

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