



**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
 Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue  
 1300 Pasay City, Metro Manila, Philippines  
 (632) 831-2201 to 09 ext. 218 (632) 831-1368, 832-3965  
 info@citem.com.ph www.citem.com.ph



JO Number: <b>2020-0081</b>	JO Date: <b>10/20/2020</b>	PAGE <b>1/3</b>
PR No.: <b>2020-0271</b>	PR Date: <b>09/08/2020</b>	

CONTRACTOR/SUPPLIER <b>ODV CREATIVE MEDIA INC/</b>	DELIVERY TERM .....
ADDRESS <b>X2 CREATIVE LTD</b>	PAYMENT TERM .....
.1006, 88 Corporate Center, Sedeno Street, Salcedo Village, Makati City	PLACE OF DELIVERY .....
MODE OF PROCUREMENT <b>OVERSEAS PROCUREMENT</b>	DATE OF DELIVERY .....

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
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<b>HIRING OF CHINESE SOCIAL MEDIA FIRM FOR THE PHILIPPINE PARTICIPATION IN CHINA INTERNATIONAL IMPORT EXPO (CIIE) 2020</b>			<b>Php500,000.00</b>
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### SCOPE OF WORK AND DELIVERABLES

Scope of Work	Deliverables
A. Digital Content Planning and Management Services	a. Overall communication strategy development for the digital content requirements of CITEM for CIIE 2020 b. Content plan development covering the following: i. Social media content with translation for WeChat ii. Social media content with translation for Weibo c. Scheduling and posting of approved content plans for WeChat and Weibo China d. Curate ads for the social media platforms (ad boosting)
B. Digital Creative Services	a. Creative direction and key visual development for the digital content requirements of CITEM for CIIE 2020 b. Creative development and copywriting with Chinese language translation covering the following: i. Social media cards for WeChat ii. Social media cards for Weibo c. Photo editing and digital graphics development (static or 2D animated graphics) for the above requirements - All raw photo files, logos, and brand assets to be provided by CITEM - Inclusive of up to two (2) revisions per material - Exclusive of photoshoot production d. Digital video editing for the above content requirements - All raw video files, logos, and brand assets to be provided by CITEM - Inclusive of up to two (2) revisions per material - Exclusive of video shoots, soundtrack, and voice over production

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division

CONFORME:

**Richard J. Alarcon**  
 Name & Signature of Contractor/Supplier

Date

BUR No. CIIE -20110699

DATE 11/03/2020

AMOUNT PHP500,000.00

Funds Available:  
  
**MALERNA O. BUYAO**  
 Chief, Controllership Division

Recommended by:

**ROWENA D. MENDOZA**  
 IC-EM, Operations Group 2

Approved By:

**PAULINA SUACO-JUAN**  
 Executive Director

# JOB ORDER

CITEM.STR.FR.006



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**SCOPE OF WORK AND DELIVERABLES**

Scope of Work	Deliverables
C. Social Media Accounts Set-up	a. Secure FOODPhilippines handles in Weibo and WeChat b. Set-up and registration with the necessary agencies or organizations of the FOODPhilippines handles in Weibo, WeChat, and LinkedIn under the name of PTIC-Shanghai

**PROPOSED TIMELINE**

TIMELINE	ACTIVITY
4th week of September 2020	Approval of PR
2nd week of October 2020	Awarding of contract/start of engagement
3rd week of October 2020	Production/creation of content
October - November 2020	Release of content in different SNS platforms
4th week of November	Submit accomplishment report and future digital strategy recommendations

**PAYMENT TERMS**

The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

MILESTONES	PAYMENT %
Upon approval of the digital strategy proposal and content for posting and commencement of seeding on the identified SNS platforms	80%
Submission of accomplishment report and future digital strategy recommendations	20%
<b>TOTAL</b>	<b>100%</b>

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

*Jaime Antonio S. Sandoval*  
**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division

CONFORME:

*Richard J. Alarcon*  
**Richard J. Alarcon**

Name & Signature of Contractor/Supplier

Date

BUR No. CIIE-20110699

DATE 11/03/2020

AMOUNT PHP500,000.00

Funds Available:  
*Malerna C. Buyao*  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

Recommended by:

*Rowena D. Mendoza*  
**ROWENA D. MENDOZA**  
 CIC-DM, Operations Group 2

Approved by:

*Paulina Suaco-Juan*  
**PAULINA SUACO-JUAN**  
 Executive Director

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**PERIOD OF ENGAGEMENT**

The Media Firm shall be contracted within a period of one (1) month upon awarding of bid by the CITEM Bac Secretariat.

**BUDGET**

The awarded amount for this project is **Php500,000.00 inclusive of all taxes** to be charged to CITEM budget allocated for CIIE 2020.

Description	With 15% ASF
1. Set-up and registration fees of the SNS platforms (WeChat and Weibo)	Php280,000.00
2. Video Production	Php110,000.00
3. Social Media Postings	Php110,000.00
TOTAL	Php500,000.00

TOTAL AMOUNT IN WORDS: **FIVE HUNDRED THOUSAND PESOS**      **Php 500,000.00**

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**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division

CONFORME:

*Richard J. Alarcon*  
**Richard J. Alarcon**

Name & Signature of Contractor/Supplier

Date

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DATE 11/03/2020

AMOUNT PHP500,000.00

Funds Available:

*Malerna C. Buyao*  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

Recommended by:

*Rowena D. Mendoza*  
**ROWENA D. MENDOZA**  
 OIC-DM, Operations Group 2

Approved by:

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**PAULINA SUACO-JUAN**  
 Executive Director