



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: 2020-0147	JO Date: 03/12/2021	PAGE 1/3
PR No.: 2020P-0446	PR Date: 12/28/2020	

CONTRACTOR/SUPPLIER CO STUDIO ADVERTISING SERVICES INC.	DELIVERY TERM
ADDRESS 221 Flordeliz cor. Guam Sts., Brgy. La Paz, Makati City	PAYMENT TERM
MODE OF PROCUREMENT Small Value Procurement	PLACE OF DELIVERY
	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
HIRING OF DIGITAL CONTENT MERCHANDISER FOR 2021 HOME AND LIFESTYLE CAMPAIGNS (FALL/WINTER) PHASE 1			Php980,000.00
SCOPE OF WORK AND DELIVERABLES WITH BUDGET AND VALUATION			

	%	Value in Php
A. PRE-PRODUCTION	30%	Php294,000.00
1. Craft overall art direction for 2021 Home and Lifestyle Phase 1 (Fall/Winter) Campaigns (including but not limited to mood boards, product stories, color palette, etc.) for products to be featured in the following milestone events: - Maison & Objet March 2021 - AIFFS/ASEAN Furniture Show March 2021 - FAMEPlus March – June 2021		
2. Craft up to 10 content buckets of video animation/gifts for distribution in CITEM social media platforms.		
3. Conceptualize the creation of Home and Lifestyle Phase 1 (Fall/Winter Collection) Lookbook for use in CITEM's B2B events and other buyer promotion activities		
4. Conduct pre-production planning and creative briefing with the CITEM-hired Production designer, Official Photographer, and Creative Team;		
B. PRODUCTION PROPER	40%	392,000.00
1. Provide onsite styling and direct and manage the CITEM-hired photographer and production designer throughout the duration of the campaign pictorials, for the following: - 32 EDITORIAL/CAMPAIGN VIGNETTE LAYOUTS featuring min of 30 companies and up to 150 products		
2. Engage and direct video production team to shoot the content buckets for the product animation/gif requirements for up to 10 content buckets		

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,
JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division
 CONFORME: *Margaret M. Olano*
Roana C. Olano
 Name & Signature of Contractor/Supplier
 Date

BUR No. HLC21-20121009
 DATE 02/01/2021
 AMOUNT Php980,000.00

Recommended by:
ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Operations Group
 Approved by:
PAULINA SUACO-JUAN
 Executive Director

Funds Available:
MALERNA C. BUYAO
 Chief, Controllership Division



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SCOPE OF WORK AND DELIVERABLES WITH BUDGET AND VALUATION			
		%	Value in Php
3. Produce Lookbook studies for approval of CITEM.			
B. POST-PRODUCTION		30%	Php294,000.00
1. Edit and provide packaged Final Artworks for the 32 approved EDITORIAL/CAMPAIGN VIGNETTE photos, including composition, polishing, and color grading, and submit edited artworks to CITEM in prescribed file format and size.			
2. Direct, supervise and review the post-production/editing of the CITEM-hired official photographer for product focused images.			
3. Provide guidance on visual treatment, and graphics materials that will be digitally produced and/or published independently by CITEM, if any, for 2021 Home and Lifestyle campaigns, including but not limited to fameplus website, social media campaigns, etc.			
4. Produce the Digital Lookbook for Home & Lifestyle Phase I (Fall/Winter) Campaign			
GRAND TOTAL		100%	Php980,000.00

TIMELINE & PAYMENTS

Engagement is valid from release of Notice of Award to June 2021, or upon satisfactory completion of all deliverables within engagement period.

Activities	Requirement for payment	% of payment	Amount
Conceptualization, approval of art director, Pre-production	Approved Art Direction product stories and content buckets	30%	Php294,000.00

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division
 CONFORME:

Roana C. Olano
 Name & Signature of Contractor/Supplier

 Date

BUR No. HLC21-20121009
 DATE 02/01/2021
 AMOUNT Php980,000.00

Recommended by:

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Operations Group 1
 Approved by:

PAULINA SUACO-JUAN
 Executive Director

Funds Available:

MALERNA C. BUYAO
 Chief, Controllership Division

JOB ORDER

CITEM.STR.FR.006



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2021 HOME AND LIFESTYLE CAMPAIGNS (FALL/WINTER) PHASE 1**

Activities	Requirement for payment	% of payment	Amount
Production proper	- Raw files of all materials obtained from pictorial proper i.e. images and videos - Vignette selection for approval	40%	Php392,000.00
Post-production and final selection and approval	- Approved FAs of all 32 Vignette layouts - Approved all 10 content buckets - Approved Home & Lifestyle Phase 1 (Fall/Winter) Collection Lookbook	30%	Php294,000.00
TOTAL			Php980,000.00

BUDGET

A total of Php980,000.00 is earmarked for this engagement (inclusive of all applicable taxes), to be sourced from 2021 Home and Lifestyle Campaign budget.

TOTAL AMOUNT IN WORDS:	Nine Hundred Eighty Thousand Pesos	Php 980,000.00
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Roana C. Olano
 Name & Signature of Contractor/Supplier

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MALERNA C. BUYAO
 Chief, Controllership Division

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 Executive Director