



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: 2020-0154	JO Date: 03/01/2021	PAGE 1/3
PR No.: 2020P-0437	PR Date: 11/23/2020	

CONTRACTOR/SUPPLIER CO STUDIO ADVERTISING SERVICES INC.	DELIVERY TERM
ADDRESS 221 Flordeliz Street cor Guam Sts Brgy La Paz	PAYMENT TERM
Makati City	PLACE OF DELIVERY
MODE OF PROCUREMENT Small Value Procurement	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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Hiring of Creative Director for FAME+ 2021			Php990,000.00
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Scope of Work and Deliverables

Development of Key Messaging	<p>Conceptualize the key messaging for Manila FAME 2021:</p> <ol style="list-style-type: none"> 1. Assess the existing messaging of Manila FAME and FAME+ and based on the assessment, prescribe key messaging for the Manila FAME hybrid show; 2. Meet with the Creative Director of the physical show to ensure the seamless translation of the key messaging to the critical components and activities of the physical show.
Curation of Components	<p>Oversee translation and application of the key messaging in all critical components and activities of the virtual show:</p> <ol style="list-style-type: none"> 1. Produce, develop and edit the main artwork that CITEM will use for its digital collateral creation; 2. Provide input and recommendations on materials created by CITEM for the implementation of the approved plan; 3. Develop content guides for, provide insights and feedback on the proposals and/or output of all third party suppliers that will produce content for FAME+ including but not limited to: <ul style="list-style-type: none"> • Touchpoint editorial team • Community Managers • Web Developers (such as IPG) • Any incoming creative supplier for the Manila FAME hybrid show 2021's virtual components;

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,
JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

BUR No. **MFO-20120996**
 DATE **01/29/2021**
 AMOUNT **Php990,000.00**

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

Approved by:
PAULINA SUACO-JUAN
 Executive Director

CONFORME:
Roana C. Olano
 Name & Signature of Contractor/Supplier

Funds Available:
MALERNA C. BUYAO
 Chief, Controllership Division

Date



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 MODE OF PROCUREMENT **Small Value Procurement**

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Hiring of Creative Director for FAME+ 2021

Scope of Work and Deliverables

Curation of Components	4. Meet with the Creative Director of Manila FAME and suggest how to incorporate aspects of the physical show (eg. Design Commune special setting, other experience design) in the digital FAME+; 5. Recommend actions and solutions in response to insights and analytics to be provided by CITEM. These recommendations will be used should there be a need to adjust in the direction in response to the performance of FAME+.
Digital Events Conceptualization	Handle strategy in designing virtual events that is in line with the key messaging to drive traffic, encourage engagement and ensure audience retention for FAME+; 1. Conceptualize virtual events that can be executed by CITEM; 2. Provide input and recommendations on the event components such as, but not limited to its program, topics, speakers and intermission activities.
Curation of Downloadable Content	Curate, conceptualize and/or repurpose at least three (3) content materials that CITEM Very Important Buyers (VIBs) can exclusively download.

Period of Engagement

The Creative Director will be engaged from the issuance of Award Notice to November 15, 2021.

PROPOSED TIMELINE OF DELIVERABLES

Upon receipt of the Award Notice, the hired Creative Director should refer and follow the timeline specified below:

Deliverable	Timeline
Presentation of initial concept for the key messaging, digital show components, and digital events ideas	One week upon receipt of Award Notice

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:

Roana C. Olano
Roana C. Olano
 Name & Signature of Contractor/Supplier

Date

BUR No. **MFO-20120996**

DATE **01/29/2021**

AMOUNT **Php990,000.00**

Funds Available:

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

Recommended by:

Anna Grace I. Marpuri
ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Operations Group 1

Approved by:

Paulina Suaco-Juan
PAULINA SUACO-JUAN
 Executive Director



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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
Hiring of Creative Director for FAME+ 2021			
Deliverable	.Timeline		
Submission of main artwork and content guide based on the approved key messaging	One week upon approval of concept		
Submit evaluation report and conduct debriefing with the CITEM team	30 days after the completion of all the deliverables agreed upon		

PAYMENT TERMS

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

Milestone	Payment
Upon submission of the key messaging, digital events line up, main artwork and content guide	50%
Upon execution of majority of the components of FAME+ following the key messaging	40%
Upon submission of evaluation report and completion of the debriefing with the CITEM team	10%
Total	100%

Estimated Budget:

The above expense shall be charged to the Manila FAME 2020 with a total maximum budget allotment of Nine Hundred Ninety Thousand Pesos (Php990,000.00).

TOTAL AMOUNT IN WORDS:	Nine Hundred Ninety Thousand Pesos	Php 990,000.00
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