

JOB ORDER

CITEM.STR.FR.006



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:	JO Date:	PAGE 1/8
2020-062	09/11/2020	
PR No.:	PR Date:	
2020-0254	09/07/2020	

CONTRACTOR/SUPPLIER **RONA JOY C. BULAONG**
 ADDRESS **(NINE 26 Marketing Consultancy)**
433 Canlatpat Street, San Juan, Malolos Bulacan
 MODE OF PROCUREMENT Negotiated Procurement - Scientific, Scholarly or Artistic Work; Exclusive Technology and Media Services

DELIVERY TERM _____
 PAYMENT TERM _____
 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
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Hiring of Digital Marketing Specialist for Paid Campaigns of Maison & Objet and More (MOM) Digital Fair and Launching of FAME +

OBJECTIVES

To achieve the goal stated above, CITEM needs to hire a Digital Marketing Specialist for Paid Campaigns at Facebook and Instagram who will develop a targeted campaign for both Design Philippines participation at MOM and launching of Fame+.

SCOPE OF WORK AND DELIVERABLES

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Philippine Department of Trade and Industry (DTI).

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 target countries will be determined by WMD and the Manila FAME Project primarily because materials to be promoted are dependent on CITEM postings.

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

BUR No. DIGITAL-20090610

DATE 09/24/2020

AMOUNT Php400,000.00

Funds Available: MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:
ANNA MARIE D. ALZONA Chief, OTF-OG1
MARJO F. EVIO Chief TIDS, OG1
 Signature Events

Approved by:
PAULINA SUACO-JUAN
 Executive Director

Jaime Antonio S. Sandoval
 Chief, STREDO/Procurement Unit

CONFORME:
RONA JOY C. BULAONG
 Name & Signature of Contractor/Supplier

 Date

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Hiring of Digital Marketing Specialist for Paid Campaigns of Maison & Objet and More (MOM) Digital Fair and Launching of FAME +

These postings will be provided later as submission of developed content would come from another outsourced supplier, internal content approval of CITEM, and actual posting of contents.

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.

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.

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

BUR No. DIGITAL-20090610

Recommended by:

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

DATE 09/24/2020

Anna Marie D. Alzona
 ANNA MARIE D. ALZONA
 Chief, Overseas Trade Fair OG 1
Marjo F. Evio
 MARJO F. EVIO
 Chief, Signature Events Team, OG 1
gms

AMOUNT Php400,000.00

CONFORME:
Rona Joy C. Bulaong
 RONA JOY C. BULAONG
 Name & Signature of Contractor/Supplier

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

Approved by:
Paulina Suaco-Juan
 PAULINA SUACO-JUAN
 Executive Director
9

Date



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Hiring of Digital Marketing Specialist for Paid Campaigns of Maison & Objet and More (MOM) Digital Fair and Launching of FAME +

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 the target countries will be determined by WMD and the Manila FAME Project primarily because materials to be promoted are dependent on CITEM postings. These postings will be provided later as submission of developed content would come from another outsourced supplier, internal content approval of CITEM, and actual posting of contents. 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.

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

A. Digital Marketing Specialist Undertakings:

MOM

1. Recommend the most cost-efficient paid ads via Facebook and/or Instagram per targeted country based on the above table of Maison & Objet January 2020 Report https://edmmo.s3.amazonaws.com/Website_download/Report_Maison%26Objet+Paris+-+Jan2020_EN.pdf

TOTAL AMOUNT IN WORDS:	Php
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BUR No. DIGITAL-20090610

DATE 09/24/2020

AMOUNT Php400,000.00

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

Recommended by:

Anna Marie D. Alzona
 ANNA MARIE D. ALZONA
 Chief, OTF-OG1

Marjo F. Evio
 MARJO F. EVIO
 Chief TIDS, OG1
 Signature Events

Approved by:

Paulina Suaco-Juan
 PAULINA SUACO-JUAN
 Executive Director

Jaime Sandoval
 JAIME ANTONIO S. SANDOVAL
 Chief, STREDO/Procurement Unit

CONFORME:

Rona Joy C. Bulaong
 RONA JOY C. BULAONG
 Name & Signature of Contractor/Supplier

Date



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<p>Hiring of Digital Marketing Specialist for Paid Campaigns of Maison & Objet and More (MOM) Digital Fair and Launching of FAME +</p> <p>2. Prepare and submit an analytical campaign report about the paid ads after the conclusion of the event on 18th September, including screenshots of paid ads launched.</p> <p>3. Budget would include: Php100,000 for ads placed and Ph100,000 as service fees, inclusive of taxes.</p> <p>FAME+</p> <p>1. Recommend the most cost-efficient paid ads via Facebook and/or Instagram per targeted country based on past top buyer attendance of Manila FAME. CITEM, through WMD and/or Manila FAME Project Team will provide the information after a contract is awarded.</p> <p>2. Launch, place and manage the ads via Facebook and/or Instagram for 30 days after Digital Marketing Specialist receives the Notice of Award based on identified postings by WMD and Manila FAME Project Team. These postings will be provided in the later part of September as contents are dependent of a range of variables submission of developed content by another outsourced supplier, internal content approval of CITEM, and actual posting of contents.</p> <p>3. Budget would include: Php100,000 for ads placed and Ph100,000 as service fees, inclusive of taxes.</p>			

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

 JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

CONFORME:

 RONA JOY C. BULAONG
 Name & Signature of Contractor/Supplier

Date _____

BUR No. DIGITAL-20090610
 DATE 09/24/2020
 AMOUNT Php400,000.00

Funds Available:

 MALERNA O. BUYAO
 Chief, Controllership Division

Recommended by:

 ANNA MARIE D. ALZONA
 Chief, Overseas Trade Fair OG 1

MARJO F. EVIO
 Chief, Signature Events Team, OG 1

Approved by:

 PAULINA SUACO-JUAN
 Executive Director



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<p>Hiring of Digital Marketing Specialist for Paid Campaigns of Maison & Objet and More (MOM) Digital Fair and Launching of FAME +</p> <p>4. A total of minimum 20 ad sets must be placed by the Digital Marketing Specialist at Facebook and/or Instagram using the winning bidder's credit card account for the entire 60-day or 2-month campaign.</p> <p>5. 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.</p> <p>6. Prepare and submit an analytical campaign report on the performance of the Fame+ ads after the end of October 2020</p> <p>B. CITEM Undertakings:</p> <p>1. Allocate the budget for the paid campaigns for MOM and Fame+.</p> <p>2. Prepare the content postings at Facebook and/or Instagram.</p> <p>3. Prepare the necessary internal paperwork to payment of Digital Marketing Specialist in the amount of Php400,000.00 in total inclusive as calendared below:</p>			

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

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

 RONA JOY C. BULAONG
 Name & Signature of Contractor/Supplier

 Date

BUR No. DIGITAL-20090610
 DATE 09/24/2020
 AMOUNT Php400,000.00
 Funds Available:

 MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

 ANNA MARIE D. ALZONA
 Chief, Overseas Trade Fair OG 1

 MARJO F. EVIO
 Chief, Signature Events Team, OG 1
 Approved by:

 PAULINA SUACO-JUAN
 Executive Director

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Hiring of Digital Marketing Specialist for Paid Campaigns of Maison & Objet and More (MOM) Digital Fair and Launching of FAME +

Number of Ads Needed to be Launched/Placed	Timeline	Platform(s)	Professional Fee + Paid Ads (*Inclusive of Taxes)	Notes
Equal or greater than 10 ads	Immediately after Notice of Award until the conclusion of MOM campaign and/or first 30 days after Notice of Award	Facebook and/or Instagram	Php200,000.00	Winning bidder must submit a report, billing, proof of ads placed
Equal or greater than 10 ads	second month or second 30 days for FAME+ after the Notice of Award	Facebook and/or Instagram	Php200,000.00	Winning bidder must submit a report, billing, proof of ads placed

TOTAL AMOUNT IN WORDS: _____ **Php**

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 Chief, STREDO & Procurement Division

DATE 09/24/2020

Anna Marie D. Alzona *Marjo F. Evio*
 ANNA MARIE D. ALZONA MARJO F. EVIO
 Chief, Overseas Trade Fair Team, OG 1 Chief, Signature Events Team, OG 1

CONFORME:

AMOUNT Php400,000.00

Approved by:

Rona Joy C. Bulaong
 RONA JOY C. BULAONG
 Name & Signature of Contractor/Supplier

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

Paulina Suaco-Juan
 PAULINA SUACO-JUAN
 Executive Director

Date

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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 + Paid Ads (*Inclusive of Taxes)	Notes
Equal or greater than 10 ads	Immediately after Notice of Award until the conclusion of MOM campaign and/or first 30 days after Notice of Award	Facebook and/or Instagram	Php200,000.00	Winning bidder must submit a report, billing, proof of ads placed
Equal or greater than 10 ads	second month or second 30 days after the Notice of Award	Facebook and/or Instagram	Php200,000.00	Winning bidder must submit a report, billing, proof of ads placed

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 Chief, STREDO & Procurement Division

DATE 09/24/2020

AMOUNT Php400,000.00

Anna Marie D. Alzona
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 Chief, Overseas Trade Fair OG 1

Marjo F. Evio
 MARJO F. EVIO
 Chief, Signature Events Team, OG 1

CONFORME:

Rona Joy C. Bulaong
 RONA JOY C. BULAONG
 Name & Signature of Contractor/Supplier

Funds Available:
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 MALERNA C. BUYAO
 Chief, Controllership Division

Approved by:
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 Executive Director

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<p>Hiring of Digital Marketing Specialist for Paid Campaigns of Maison & Objet and More (MOM) Digital Fair and Launching of FAME +</p> <p><u>BUDGET</u></p> <p>Total budget for the contract is Php400,000.00 sourced from Digital: Manila FAME Budget for FY 2020:</p> <ol style="list-style-type: none"> Paid Campaign Strategist - Services Fees Php300,000.00 Google Ads/Linkedin Ads/Other Outsourced Service Providers - Php100,000.00 			

TOTAL AMOUNT IN WORDS: FOUR HUNDRED THOUSAND PESOS Php 400,000.00

This order is placed subject to the following terms and conditions:
 The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the **PENALTY** of 1/10 OF 1% of the **TOTAL VALUE** of this ORDER for **EACH DAY OF DELAY**. In case the contractor/supplier does not deliver within the due date, s/he shall be considered in default and will be liable to pay **LIQUIDATED DAMAGES** in the amount of _____ of the **TOTAL AMOUNT** unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and Invoice or Official Receipt with the Job Order upon delivery.

Very truly yours,

 JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division
mjm cgu

BUR No. DIGITAL-20090610
 DATE 09/24/2020
 AMOUNT Php400,000.00

Recommended by:

 ANNA MARIE D. ALZONA
 Chief, Overseas Trade Fair OG 1

 MARJO F. EVIO
 Chief, Signature Events Team, OG 1

CONFORME:

 RONA JOY C. BULAONG
 Name & Signature of Contractor/Supplier

 Date _____

Funds Available:

 MALERNA C. BUYAO
 Chief, Controllership Division

Approved by:

 PAULINA SUACO-JUAN
 Executive Director