



**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:  
2021-0072

JO Date:  
08/12/2021

PAGE

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PR No.:  
2021-0162

PR Date:  
07/27/2021

CONTRACTOR/SUPPLIER CO STUDIO ADVERTISING SERVICES INC.  
 ADDRESS 221 Flordeliz corner Guam Sts., Brgy. La Paz, Makati City

DELIVERY TERM .....

PAYMENT TERM .....

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 DIGITAL CONTENT MERCHANDISER FOR 2021 HOME AND LIFESTYLE PHASE 2 CAMPAIGN (SPRING/SUMMER)**

Php980,000.00

**SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION**

**CREATIVE DIRECTION**

%

Value in Php

**A. PRE-PRODUCTION**

30%

Php294,000.00

- Craft overall art direction for 2021 Home and Lifestyle Phase 2 (Spring/Summer) Campaigns (including but not limited to mood boards, product stories, color palette, etc.) for products to be featured in the following milestone events:
  - NY NOW Spring/Summer Market August 2021
  - Maison & Objet and MORE (MOM) September 2021
  - FAMEPlus | Design Commune September – December 2021
- Craft up to 10 content buckets of video animation/gifs for distribution in CITEM social media platforms
- Conceptualize the creation of Home and Lifestyle Phase 2 (Spring/Summer Collection) Lookbook for use in CITEM's B2B events and other buyer promotion activities
- Conduct pre-production planning and creative briefing with the CITEM hired Production designer, Official Photographer, and creative team, within the timeline approved by the project team;

**B. PRODUCTION PROPER**

40%

Php392,000.00

- Provide onsite styling and direct and manage the CITEM-hired photographer and production designer throughout the duration of the campaign pictorials, for the following:
  - 22 EDITORIAL / CAMPAIGN VIGNETTE LAYOUTS featuring min. of 80 companies and up to 250 products, each with close-up product shots, within the timeline approved by the project team.

TOTAL AMOUNT IN WORDS:

Php

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,

ATTY. ANNA GRACE I. MARPURI  
 OIC-DM, Corporate Services Department

BUR No. MFO-21080588

DATE 08/16/2021

AMOUNT Php980,000.00

Recommended by:

ANNA MARIE D. ALZONA  
 Chief TIDS, Fashion Lifestyle

CONFORME:

Name & Signature of Contractor/Supplier

Date

Funds Available

MALERNA C. BUYAO  
 Chief, Controllorship Division

Approved by:

PAULINA SUACO-JUAN  
 Executive Director

# JOB ORDER

CITEM.STR.FR.006



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CONTRACTOR/SUPPLIER CO STUDIO ADVERTISING SERVICES INC.

ADDRESS 221 Flordeliz corner Guam Sts., Brgy. La Paz, Makati City

MODE OF PROCUREMENT Small Value Procurement

DELIVERY TERM

PAYMENT TERM

PLACE OF DELIVERY

DATE OF DELIVERY

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**HIRING OF DIGITAL CONTENT MERCHANDISER FOR 2021 HOME AND LIFESTYLE PHASE 2 CAMPAIGN (SPRING/SUMMER)**

**SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION**

CREATIVE DIRECTION	%	Value in Php
2. Engage and direct video production team to shoot the content buckets for the product animation/gif requirements for up to 10 content buckets 3. Produce Lookbook studies for approval of CITEM		
<b>C. POST- PRODUCTION</b> 1. Edit and provide packaged Final Artworks for the 22 approved EDITORIAL /CAMPAIGN VIGNETTE photos, including composition, polishing, and color grading, and submit edited artworks to CITEM in prescribed file format and size, within the timeline approved by the project team. 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 2 (Spring/Summer) Campaign	30%	Php294,000.00
<b>GRAND TOTAL</b>	<b>100%</b>	<b>Php980,000.00</b>

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI  
 OIC-DM, Corporate Services Department

CONFORME:

Roana C. Olanio

Name & Signature of Contractor/Supplier

Date

BUR No. MFO-21080588

DATE 08/16/2021

AMOUNT Php980,000.00

Funds Available:

MALERNA C. BUYAO  
 Chief, Controllership Division

Recommended by:

ANNA MARIE D. ALZONA  
 Chief, Fashion Lifestyle Division

Approved by:

PAULINA SUACO-JUAN  
 Executive Director

# JOB ORDER

CITEM.STR.FR.006

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		PR No.: 2021-0162	PR Date: 07/27/2021	

CONTRACTOR/SUPPLIER <b>CO STUDIO ADVERTISING SERVICES INC.</b>	DELIVERY TERM
ADDRESS <b>221 Flordeliz corner Guam Sts., Brgy. La Paz, Makati City</b>	PAYMENT TERM
MODE OF PROCUREMENT <b>Small Value Procurement</b>	PLACE OF DELIVERY
	DATE OF DELIVERY

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## HIRING OF DIGITAL CONTENT MERCHANDISER FOR 2021 HOME AND LIFESTYLE PHASE 2 CAMPAIGN (SPRING/SUMMER)

### TIMELINE AND PAYMENT

The engagement is valid from release of Notice of Award to December 2021 and upon satisfactory completion of all deliverables.

Activities	Requirement for payment	% of payment
Conceptualization, approval of art direction, Pre-production	<ul style="list-style-type: none"> <li>Approved Art Direction product stories and content buckets</li> </ul>	30% of contract cost
Production proper	<ul style="list-style-type: none"> <li>Raw files of all materials obtained from pictorial proper i.e. images and videos</li> <li>Vignette selection for approval</li> </ul>	40% of contract cost
Post-production and final selection and approval	<ul style="list-style-type: none"> <li>Approved FAs of all 22 Vignette layouts</li> <li>Approved all 10 content buckets</li> <li>Approved Home &amp; Lifestyle Phase 2 (Spring/Summer) Collection Lookbook</li> </ul>	30% of contract cost
		<b>100% of contract cost</b>

### BUDGET

The total contracted price for this requirement is **NINE HUNDRED EIGHTY THOUSAND PESOS (PhP 980,000.00)** (inclusive of all applicable taxes), to be sourced from 2021 Home and Lifestyle Campaigns budget.

TOTAL AMOUNT IN WORDS:	NINE HUNDRED EIGHTY THOUSAND PESOS	Php 980,000.00
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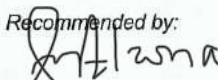
This order is placed subject to the following terms and conditions:

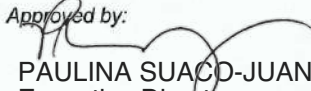
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Very truly yours,  
  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Corporate Services Department  
 CONFORME:  
  
**Boana C. Olano**  
 Name & Signature of Contractor/Supplier  
 Date

BUR No. MFO-21080588  
 DATE 08/16/2021  
 AMOUNT Php980,000.00

Funds Available  
  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

Recommended by:  
  
**ANNA MARIE D. ALZONA**  
 Chief TIDS, Fashion Lifestyle Division

Approved by:  
  
**PAULINA SUACO-JUAN**  
 Executive Director

## BUDGET UTILIZATION REQUEST AND STATUS

CITEM

\_\_\_\_\_  
Entity Name

Serial No.: MFO-21080588

Date: Aug 16, 2021

Fund: S

Payee	<b>GO STUDIO ADVERTISING SERVICES INC.</b>
Office	
Address	<b>221 Florenz corner Guam Sts., Brgy. La Paz, Makati City</b>

Responsibility Center	Particulars	Project	Object Code/ Expenditures	Amount
	Payment for the HIRING OF DIGITAL CONTENT MERCHANDISER FOR 2021 HOME AND LIFESTYLE PHASE 2 CAMPAIGN (SPRING/SUMMER)		<b>795</b>	PHP 980,000.00
	<b>Total</b>			PHP 980,000.00

**A. Certified:** Charges to budget necessary, lawful, and under my direct supervision; and supporting documents valid, proper, and legal.

Signature: \_\_\_\_\_  
 Printed Name: **PAULINA SUACAJUAN**  
 Position: **EXECUTIVE DIRECTOR**  
 Head, Requesting Unit/Authorized Representative

Date: \_\_\_\_\_

**B. Certified:** Budget available and utilized for the purpose/adjustment necessary as indicated above.

Signature: \_\_\_\_\_  
 Printed Name: **WILMA G. DULAY**  
 Position: **Chief, Budget & Cash Div.**  
 Head, Budget Unit/Authorized Representative

Date: \_\_\_\_\_

C. STATUS OF UTILIZATION							
Reference			Amount				
Date	Particulars	BURS/JEV/RCI No.	Utilization (a)	Payable (b)	Payment (c)	Balances	
						Utilization (a-b)	Payable (b-c)
<b>Aug 16, 2021</b>	Payment for the HIRING OF DIGITAL CONTENT MERCHANDISER FOR 2021 HOME AND LIFESTYLE PHASE 2 CAMPAIGN (SPRING/SUMMER)	<b>MFO-21080588</b>	980,000				