



**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:  
2021-0126

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12/27/2021

PAGE

1/4

PR No.:  
2021-0316

PR Date:  
11/18/2021

CONTRACTOR/SUPPLIER **CO STUDIO ADVERTISING SERVICES INC.**

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

MODE OF PROCUREMENT **SMALL VALUE PROCUREMENT**

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 CREATIVE DIRECTOR FOR FAME+ 2022**

Php990,000.00

**SCOPE OF WORK AND DELIVERABLES**

**A. Overall Visual/Creative Direction of FAME+ (Website and Digital Event)**

1. Assess the previous messaging of FAME+
2. Based on the assessment, prescribe the overall visual/creative direction of FAME+, particularly for the website and digital event, which includes the following:
  - a. Graphic design direction
  - b. Thematic campaign design
  - c. Typography and font selection
  - d. Content production supervision for single page layouts, multipage layouts and digital materials including video and streaming assets, and overall experience
3. Oversee content or materials (i.e. single page layouts, multipage layouts, digital materials including video and streaming assets, etc.) produced by CITEM and/or third-party suppliers to ensure consistency and cohesiveness with the identified overall visual/creative direction, communication message and content direction for the FAME+ website and digital event.

**B. The Event (FAME+ Market Days 2022)**

1. Develop the communication message, content direction and overall theme for FAME+ Market Days.
2. Design the components of the FAME+ Market Days including, but not limited to the program, topics and speakers, intermission and/or networking activities, and/or exhibits.
3. Oversee the team (CITEM and/or outsourced) who will produce the

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI  
OIC-DM, CS DEPARTMENT

CONFORME:

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

Date

BUR No. MFO-21120992

DATE 12/17/2021

AMOUNT Php990,000.00

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

Recommended by:

*Marjo H. Evio*  
MARJO H. EVIO  
Chief, Signature Events Team  
Operations Group 1

Approved by:

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



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### HIRING OF CREATIVE DIRECTOR FOR FAME+ 2022

designed program, and ensure that the identified communication message and content direction for the FAME+ Market Days will be implemented on the event.

4. Coordinate and conduct meetings with CITEM and the hired Program Producer and Coordinator for FAME+ Market Days, when necessary.

### C. The Website ([www.fameplus.com](http://www.fameplus.com))

1. Develop the communication message, and content direction for FAME+.
2. Meet the FAME+ Product Development Creative Director to collaborate and develop themes to best present the newly developed products in FAME+.
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:
  - a. Touchpoint editorial team
  - b. Community Managers
  - c. Web Developers (such as IPG)
  - d. Any other incoming suppliers for FAME+
4. Oversee the teams (CITEM and/or outsourced) who will produce content for the website, and create/mirror content from the website to the social media channels of FAME+.
5. Ensure that the identified communication message and content direction will be implemented on the website and social media channels of FAME+.
6. Coordinate and conduct regular meetings with CITEM and the hired Content Producer's for the FAME+ website, Website Developers, and Community Manager/s for all social media platforms of FAME+.

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI  
OIC-DM, CS DEPARTMENT

CONFORME:

Rozana C. Olanio

Name & Signature of Contractor/Supplier

Date

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AMOUNT Php990,000.00

Funds Available:

MALERNA C. BUYAO  
Chief, Controllership Div.

Recommended by:

MARJOLIF. EVIO  
Chief, Signature Events Team  
Operations Group 1

Approved by:

PAULINA SUACO-JUAN  
Executive Director



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7. Update the creative direction, communication message and content direction, when necessary, in response to the website and social media analytics, and other reports (i.e. surveys, feedback from stakeholders, etc.) provided by CITEM.

### D. Others

1. Represent CITEM in media guesting, interviews, and other events where it is relevant to promote FAME+.
2. Submit post-event report of the FAME+ Market Days and conduct debriefing session with the project team, when necessary.

## PROPOSED TIMELINE OF DELIVERABLES

The Hired Creative Director for FAME+2022 should refer and follow the timeline specified below:

DELIVERABLES	TIMELINE
Presentation of initial concepts for the website key messaging	One month upon receipt of the Award Notice
Curation of Components if FAME+ 2022 (Website and Digital Event)	February to October 2022
Submission of main artwork, themes and content guide based on approved by messaging	
Presentation of initial Digital Event Concept	May 2022
Submit evaluation report and conduct debriefing with the CITEM Team	November – December 2022

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OIC-DM, CS DEPARTMENT

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Rogand C. Olano

Name & Signature of Contractor/Supplier

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AMOUNT Php990,000.00

Funds Available:  
MALERNA C. BUYAO  
Chief, Controllorship Div.

Recommended by:

MARJOL F. EVIO  
Chief, Signature Events Team  
Operations Group 1

Approved by:

PAULINA SUACO-JUAN  
Executive Director



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### PERIOD OF ENGAGEMENT

The Creative Director shall be contracted for a period of 12 months from January 01, 2022 or upon issuance of the Notice of Award by CITEM Bids and Awards Committee (BAC), whichever comes later.

### ESTIMATED BUDGET AND PAYMENT TERMS

The Contracted Price for this requirement is Php990,000.00 inclusive of applicable taxes and shall be charged to the Manila FAME 2021 budget.

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

MILESTONE	PAYMENT
After presentation, submission, and approval of the overall creative direction of FAME+	50%
After submission of main artwork, themes and content guide based on the approved key messaging	40%
After submission of final report/evaluation which includes observations, assessments and recommendation on the implementation of the communication strategy and content direction, work/process flow chosen platforms and other promotional materials for FAME+, etc.	10%
<b>TOTAL</b>	<b>100%</b>

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

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Roana C. Olano

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MALERNA C. BUYAO  
Chief, Controllership Div.

Recommended by:

*Marjo F. Evio*  
MARJO F. EVIO  
Chief, Signature Events Team  
Operations Group 2

Approved by:

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