

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: 2021-0142	JO Date: 04/12/2022	PAGE
PR No.: 2021-0341	PR Date: 12/27/2021	

CONTRACTOR/SUPPLIER UNIVERSAL MCCANN OWNED AND OPERATED BY IPG MEDIABRANDS PHILIPPINES, INC. ADDRESS The Trade and Financial Tower, 7th Avenue Cor 32nd Street, Fort Bonifacio, Taguig City MODE OF PROCUREMENT Small Value Procurement	DELIVERY TERM PAYMENT TERM PLACE OF DELIVERY DATE OF DELIVERY
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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 MEDIA BUYING FOR #FLEXPHRIDAYS CAMPAIGN Scope of Work and Deliverables A. Manpower 1. Provide a lead creative consultant to supervise creation of campaign materials and Facebook ads targeting; 2. Assign a specific graphic artist that works on all of the creative requirements for consistency 3. Assign a specific copywriter and content distribution specialist that works on all of the creative requirements for consistency 4. Assign a specific media buyer and analytics specialist for placement of digital ads B. Output 1. Create social media plan for ninety (90) social media posts. The content plan for the social media posts must be submitted seven (7) days after the issuance of the Notice of Award (NOA). 2. Create thirty (30) social media posts, including graphics (either photo or video) and copywriting 3. Develop minimum of eight (8) stories/ advertorials, minimum of five hundred (500) words, with at least three (3) accompanying graphics (photos or videos) 4. Media Buying/Allocation of at least ten thousand pesos (P 10,000.00) for forty-two (42) social media posts generated for Facebook boosting. (Cost for media buying already integrated in contract price) 5. Provide weekly analytics report on Facebook ads/ boosted social media posts 6. Distribute stories/advertorials to at least twenty (20) media outlets and/or online communities 7. Provide final report on campaign outlining the reach and engagement of social media posts and media value of distribution of stories Engagement Period The engagement will run for four (4) months upon issuance of Notice of Award (NOA). The Winning bidder will run the campaign based on the approved content plan to be finalized by BDTP, EMB and CITEM which will form part of this engagement.			Php980,000.00

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:
 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, CS Department
 CONFORME:

Ma. Regina R. Francisco
 Name & Signature of Contractor/Supplier
 May 20, 2022
 Date

BUR No. **IP Corpcom-22040302**
 DATE **04/29/2022**
 AMOUNT **Php980,000.00**

Funds Available:
MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:
NORMAN C. BAGULBAGUL
 OIC-DM, CCSD

Approved by:
PAULINA SUACO-JUAN
 EXECUTIVE DIRECTOR