

# CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS Golden Shell Pavilion. Roxas Blvd. Cor. Sen. Gil Puyat Avenue. Pasay City Tel.: (632) 8-831-2201 local 309/294 E-mail: <a href="mailto:citembac@citem.com.ph">citembac@citem.com.ph</a>

# REQUEST FOR QUOTATION (OVERSEAS PROCUREMENT)

Company Name Address Contact No				Date: 6-Feb-2020 RFQ No: 2020-0046	
this office. It is req	te hereunder your lowest possible price(s) for the follouested that the quotation be sealed, signed and stamped ning of Bids: 11 February 2020Venue;	wing article(s)/work(e) which are ur in an envelope and submitted to 0 Meeting Room 1	gently needed by ITEM BAC Time:	2:00 PM	
QUANTITY UNIT	ARTICLE / WORK / DESCRIPTION	N / SPECIFICATION	UNIT PRICE	AMOUNT	
	PROCUREMENT OF DIGITAL MARKETING CAMPAK FOR THE FOLLOWING PROJECTS:	GN ADS			
	A. MANILA FAME OCTOBER 2020				
	Campaign Period: March to December 2020				
	Approved Budget of the Contract: PHP 300,000.00				
	(Please see attached Terms of Refe	rence for more details.)			
	B. CREATE PHILIPPINES 2020				
	Campaign Period March to October 2020				
	Approved Budget of the Contract: PHP 300,000,00				
	(Please see attached Terms of Refe	rence for more details.)			
	C. FOOD HOTEL ASIA				
	Campaign Period: 01 March 2020 to 15 April 2020				
	Approved Budget of the Contract: PHP 5,000,00				
	(Please see attached Terms of Refe	vence for more details )			
	xxx NOTHING FOLL	OWS xxx			
	DEADLINE OF SUBMISSION OF QUOTATIONS: 10 F	ebruary 2020, 05:00PM			
Terms and Cond					
1.) The above quo 2.) Payment will be Purchaser and Su 3.) Any alterations The CITEM-BAC	ated prices must be inclusive of all costs and applicable tall a processed after receipt of invoice. Other terms of payme	ent will be based on the Contract ag ned or initialed by the bidder or his?	road by the her authorized represe	entative.	
Per your requ	nd Awards Committee. Jest, I/We have indicated the prices of the above mention We also certify that we have read, understood and she				
D	itie Submitted Signature over printed name of the Authorized Company Representative  Designation			tive	
Telephone no (s)		98197711/1/11=============================			

#### TERMS OF REFERENCE

I. PROJECT TITLE

Digital Marketing Campaign Ads for Manila FAME October 2020

II. LOCATION

World Trade Center Metro Manila Pasay City, Philippines

III. DURATION

March to December 2020

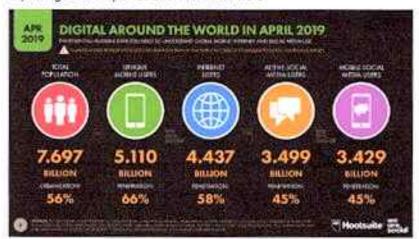
IV. BUDGET

Php300,000.00

V. PROJECT DETAILS

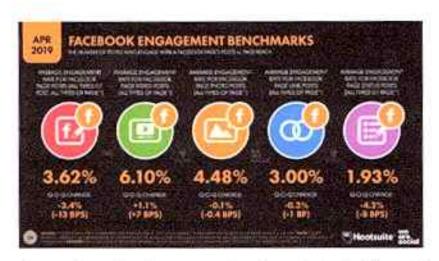
Social Media Marketing is a platform which enables businesses to reach and engage potential customers, increase website traffic, express the brand voice, improve business reputation, generate brand awareness, and generate leads for the business.

According to "We Are Social's Special Report on Digital 2019" Q2 Global Digital Statshot (https://wearesocial.com/blog/2019/04/the-state-of-digital-in-april-2019-all-the-numbers-you-need-to-know), there are 4.437 billion internet users with 350 million new users which equates to 58% penetration to the global population. Out of the 4.437 billion users, 3.499 billion are active social media users, equating to 45% penetration to customers.



This gives businesses which use social media marketing campaign an advantage to reach audiences based on their age, interests, behavior online, location, and other key aspects monitored and gathered by search engines and social media platforms.





As organic reach and engagement continues to decline, the need for Facebook Inc.'s paid ads to reach target audience is increasing. Paid ads allow marketers to do the following:

# Targeted Form of Advertising

A major benefit of social media advertising is its ability to reach the exact audience. A business can engage the audience by advertising to people specifically by age, interests, behavior online, and location.

#### Cost Efficiency in Running Campaigns

Social media advertising is one of the cheapest forms of advertising compared to traditional forms of advertising considering that businesses can target their specific audiences.

#### Result Tracking and Monitoring

The results are measurable. Social media advertising also gives a detailed analytics report of the campaign which helps managers to check which campaigns are effective and produces better results for every centavo spent for each campaign.

# Preferred Media of Information

Based on the presented data, the use of social media marketing advertising delivers opportunities for business to boost their brand awareness, increase lead generation, and engage possible customers at a most cost-efficient manner than traditional advertising.

In addition to social media marketing, placement of the show information on event listing websites will also be pursued for this edition.

As there is a need to continuously engage customers online, CITEM must work on setting up its prominence through paid advertising.

Facebook is the most versatile among all social media platforms when it comes to social media advertising with 2 320 billion active users. Its algorithm to target specific audience is beneficial for CITEM to ensure the ads are seen by its intended audiences. By getting people's attention, increasing awareness, and engaging with the audience, CITEM can get new leads and customers who can become invested in and loyal to CITEM's brands.

# VI. RATIONALE

#### VII. OBJECTIVES

The ads will run via Facebook and Instagram simultaneously to:

- Increase brand awareness of Manila FAME October:
- Reach and engage prospective clients through an interactive and relevant platform;
- Gain valuable business insight through boosting website traffic by efficiently targeting specific audience;
- Continuously feed information (text and digital content) regarding Manila FAME October through social media marketing campaign before, during, and after the event.

VIII. REQUIREMENTS

See attached social media ad plan with timeline.

IX. TERMS OF PAYMENT

Online payment via credit card per ad placed/posted.

X. PARTNER

Operations Group 1

Prepared by:

Ryanorlie Abeledo OIC - Division Chief Web Marketing Division

Recommending Approval:

Artyto Cruz Dimaano Department Manager III

CCSD

Approved by:

Atty. Anna Grace I. Marpuri OIC, Department Manager Operations Group I

#### TERMS OF REFERENCE

I. PROJECT TITLE

Digital Marketing Campaign Ads for CREATE Philippines 2020

II. LOCATION

Manila, Philippines

III. DURATION

March to October 2020

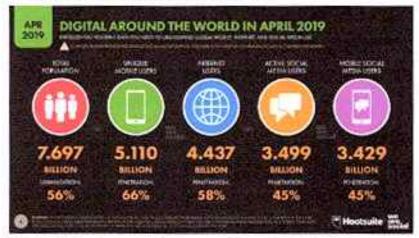
IV. BUDGET

Php300,000.00

V. PROJECT DETAILS

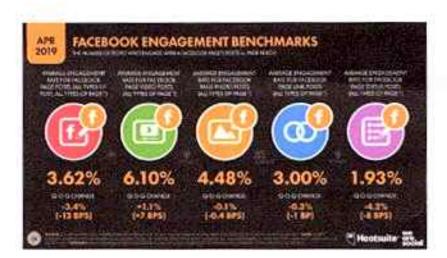
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VI. RATIONALE

#### VII. OBJECTIVES

The ads will run via Facebook and Instagram simultaneously to:

- Increase brand awareness of CREATE Philippines;
- Reach and engage prospective clients through an interactive and relevant platform;
- Gain valuable business insight through boosting website traffic by efficiently targeting specific audience:
- > Continuously feed information (text and digital content) regarding CREATE Philippines through social media marketing campaign before, during, and after the event.

VIII. REQUIREMENTS

See attached social media ad plan with timeline

IX. TERMS OF PAYMENT

Online payment via credit card per ad placed/posted.

X. PARTNER

Operations Group I

Prepared by

Ryanorlie Abeledo OIC - Division Chief Web Marketing Division

Recommending Approval:

Department Manager III

CCSD

Approved by:

Atty. Anna Grace I. Marpuri OIC, Department Manager

Operations Group I

#### TERMS OF REFERENCE

I. PROJECT TITLE

II. LOCATION

III. DURATION

IV. BUDGET

V. PROJECT DETAILS

Digital Marketing Campaign Ads for the Philippine participation in Food Hotel Asia

Singapore Expo. Singapore

March 1 to April 15, 2020

Php5,000.00

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#### VII. OBJECTIVES

The ads will run via Facebook and Instagram simultaneously to:

- Increase brand awareness of Food Hotel Asia;
- Reach and engage prospective clients through an interactive and relevant platform;
- Gain valuable business insight through boosting website traffic by efficiently targeting specific audience;
- Continuously feed information (text and digital content) regarding the Philippine participation in Food Hotel Asia through social media marketing campaign before, during, and after the event.

VIII. REQUIREMENTS See attached social media ad plan with timeline.

IX. TERMS OF PAYMENT Online payment via credit card per ad placed/posted.

Χ. PARTNER Operations Group II

Prepared by:

Ryanorlie Abeledo OIC - Division Chief Web Marketing Division

Recommending Approval:

Department Manager III

CCSD

Approved by:

Ma. Lourdes D. Mediran Supervising Deputy Executive Director

Operations Group 2