



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: citembac@citem.com.ph

REQUEST FOR QUOTATION

- Shopping with ABC of Php 50,001 and above Small Value Procurement with ABC of Php 50,001 and above
 Lease of Real Property and Venue Others: _____

Date: 24 February 2021

Company Name: _____

RFQ No.: 2020P-0216

Address: _____

Contact No.: _____

Gentlemen:

Please quote hereunder your lowest possible price(s) for the following article(s)/work(s) which are urgently needed by this office. It is requested that the quotation be sealed, signed, and stamped in an envelope and submitted to CITEM BAC.

Schedule of Opening of Bids: <u>02 March 2021</u>	Time: <u>2:00PM</u>	Venue: <u>ZOOM</u>
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QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		<p align="center">HIRING OF DIGITAL CONTENT MERCHANDISER FOR 2021 HOME AND LIFESTYLE CAMPAIGNS (FALL/WINTER) PHASE 1</p> <p align="center"><i>Please see attached Terms of Reference for more details.</i></p> <p align="center">APPROVED BUDGET FOR THE CONTRACT: <u>PHP 980,000.00</u></p> <p align="center">DEADLINE OF SUBMISSION OF ELIGIBILITY DOCUMENTS, FINANCIAL BID, AND QUALITATIVE EVALUATION DOCUMENTS: <u>01 March 2021, 12:00NN</u></p>		

Terms and Conditions:

- 1) Delivery period: _____ working days upon acceptance of Purchase/Job Order.
- 2) Bid price must be **Inclusive of Value Added Tax**.
- 3) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 4) Any alterations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.
- 5) Required documents, if any, must be submitted within 3 Days after receipt of notice.

The CITEM-BAC reserves the right to reject any or all bids offer and waive any defects therein and accept bid/s it may consider advantageous to the government.


ATTY. ANNA GRACE I. MARPURI
 BAC Chairman

TO: CITEM Bids and Awards Committee:

Per your request, I/we have indicated the prices of the above-mentioned article(s)/work(s) on the unit price/amount column above. I/We also certify that we have read, understood, and shall conform with the terms and conditions of this requirement.

Date Submitted

Signature over printed name of the Authorized Company Representative
Designation: _____
Telephone No(s): _____
Email: _____

Republic of the Philippines
Department of Trade and Industry
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2020P-0216

**REQUEST FOR QUOTATION
(NEGOTIATED PROCUREMENT – SMALL VALUE PROCUREMENT)**

The Center for International Trade Expositions and Missions (CITEM) invites all interested parties to submit quotation for:

**HIRING OF DIGITAL CONTENT MERCHANDISER FOR 2021 HOME AND LIFESTYLE CAMPAIGNS
(FALL/WINTER) PHASE 1**

(Please see attached Request for Quotation Form for more details.)

Approved Budget	:	PHP 980,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	:	01 March 2021, 12:00NN
Opening of Bids	:	02 March 2021, 02:00PM

Conduct of *Opening of Bids* shall be held virtually thru Microsoft Teams or Zoom and shall be open to all prospective bidders. Link of the Opening of Bids may be requested through the BAC Secretariat at citembac@citem.com.ph.

The *Notice of Award* shall only be issued to the lowest calculated bidder who has complied with the following documentary requirements below, submitted in an enclosed, sealed and properly labeled envelope or compressed folder:

Eligibility Documents (1st Envelope / Compressed Folder)

- 1. Mayor's Permit for the current year or for individuals, BIR Certificate of Registration**
Expired Mayor's permit with Official Receipt of renewal application shall be accepted as alternate documentary document during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020. However, a valid Business or Mayors permit must be submitted after award of contract but before payment.
- 2. Valid PhilGEPS Registration Number (evidenced by a certificate or screen shot)**
PhilGEPS Certificate of Platinum Membership may be submitted in lieu of Mayor's Permit and PhilGEPS Registration Number.
- 3. Latest Income/Business Tax Return**
- 4. Notarized Omnibus Sworn Statement**
Unnotarized Omnibus Sworn Statement subject to compliance therewith after award of contract before payment shall be accepted as alternate documentary requirement during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020.
- 5. Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable**
Unnotarized Special Power of Attorney or Unnotarized Secretary's Certificate or Board/Partnership Resolution are likewise accepted in accordance with ARTA Advisory No. 01 series of 2020 on the Advisory for the Adoption of Fast-Track Measures during the COVID-19 State of Calamity.

Financial Bid (2nd Envelope / Compressed Folder)

- **Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative.**

Qualitative Evaluation Documents (3rd Envelope / Compressed Folder)

- **Portfolio or Curriculum Vitae (CV) indicating:**
 - i. Length of relevant experience in content creation, production, and publication.
 - ii. List of content created, produced, and published in traditional, online, and social media channels, and/or applied in commercial marketing and promotional collaterals specifying media formats used, and the respective quantities for each.
 - iii. List of relevant work experience in creating visual content using original photos/images, graphics, videos, infographics, and other relevant materials.

Bidders shall submit these documents, on the above stated date and time, either on the following:

- a. Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- b. As highly encouraged, online submission to the BAC Secretariat through email at citembac@citem.com.ph. A password protection maybe inflicted in the compressed folders to ensure security of the documents. The password must be disclosed an hour before the date and time of the Opening of Bids indicated above.

CITEM-BAC reserves the right to reject any or all bids disadvantageous to, waive any formality or accept such bids as may be considered advantageous to the government. Further, CITEM-BAC assumes no obligation whatsoever to compensate or indemnify the bidders for expenses or losses that may be incurred in participating in this bidding.

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. (02) 8-831-2201 local 309/294 or email at citembac@citem.com.ph.


ATTY. ANNA GRACE I. MARPURI
Chairman, Bids and Awards Committee

TERMS OF REFERENCE

Engagement of Digital Content Merchandiser for 2021 Home and Lifestyle (Fall/Winter) Phase 1 Campaigns



I. EVENT BRIEF

Title of Project	2021 Home and Lifestyle (Fall/Winter) Phase 1 campaigns
Location	(Digital Participations)
Product Sector	Home and Lifestyle
Total budget	PhP 980,000.00 (inc. VAT)
Period of Engagement	Upon release of NOA to June 2021

II. RATIONALE

Digital has leveled the playing field. But while it has torn off walls from bigger brands that used to dominate trade exhibition floors, it has also created a massive open space that presents thousands of products to the buyers all at once. Competition has entirely shifted from pavilion sizes into thumbnail-size product windows, where algorithms reward good content with more discoverability.

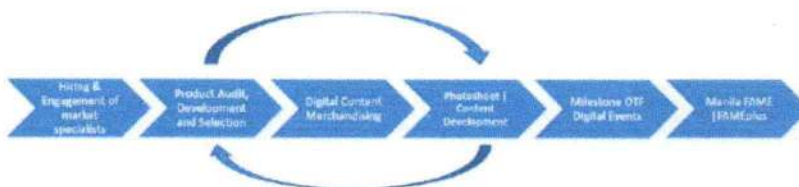
This is the dynamic, new landscape that CITEM currently operates in. With prevailing uncertainties in the physical trade exhibition industry, this era represents critical opportunities to amplify and capitalize on our online presence.

Online, content remains as king. We've seen this firsthand when in 2021, the campaigns we launched in Maison & Objet Digital resulted to over \$3.183 million reported sales from our exhibitors, which is 179% of our target, and over 780 inquiries. This also paved the way for our companies to be featured in multiple local and international media platforms. We were featured prominently on the cover, and in 4 out of 8 trends by WGSN, the global authority on consumer design trends and have received feature request for another Global trend authority, Pantone, for 2022.

We aim to replicate this success across multiple online trade platforms in 2021. To do this more effectively, we are rethinking our approach and rolling out an integrated product-development-to-market strategy in two phases Phase 1 (Fall/Winter Market) and Phase 2 (Spring/Summer market). See 2021 Process Framework below.

This framework aims to 1) reduce time-to-market cycle for our exhibitors; 2) implement cost-efficient product development and content production; and 3) optimize our efforts and our resources by serving up the right content and inspiration, to the right people, at the right time.

2021 Process Framework



The average attention span of an online user has been found to last for only 12 seconds. Within that period, any brand that's worthy of its salt, must be able to highlight its value proposition.

2021 will feature a continuous product audit, selection, development, and production shoots integrated with famed product development — the results of which will form part of our campaigns for off digital events, in two 'seasons' or phases.

The role of a Digital Content Merchandiser who is capable of effectively telling our products' stories through captivating visuals and impeccable contents, is crucial in leveraging our virtual show windows to effectively appeal to our targeted audience and ultimately, translate online reach and impressions into lucrative business results for our exhibitors.

III. OBJECTIVES

To amplify our online presence and translate online reach and impressions into lucrative business results by:

- Telling captivating visual narratives that capitalize on the strengths of our exhibitor base and product stories;
- Launching a series of attractive and cohesive editorial campaigns that will amplify and offer up fresh and high-quality visual content in multiple digital trade platforms in time for the fall/winter season;
- Expand our content marketing assets and produce readily available materials that we can deploy based on target market requirements.

IV. SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION

	%	Value in PhP
A. PRE-PRODUCTION 1. Craft overall art direction for 2021 Home and Lifestyle Phase 1 (Fall/Winter) Campaigns (including but not limited to mood boards, product stories, color palette, etc.) for products to be featured in the following milestone events: <ul style="list-style-type: none"> • Maison & Objet March 2021 • AIFFS / ASEAN Furniture Show March 2021 • FAMEPlus March - June 2021 2. Craft up to 10 content buckets of video animation/gifs for distribution in CITEM social media platforms 3. Conceptualize the creation of Home and Lifestyle Phase 1 (Fall/Winter Collection) Lookbook for use in CITEM's B2B events and other buyer promotion activities 4. Conduct pre-production planning and creative briefing with the CITEM-hired Production designer, Official Photographer, and creative team;	30%	294,000.00
B. PRODUCTION PROPER 1. Provide onsite styling and direct and manage the CITEM-hired photographer and production designer throughout the duration of the campaign pictorials, for the following: <ul style="list-style-type: none"> • 32 EDITORIAL /CAMPAIGN VIGNETTE LAYOUTS featuring min. of 30 companies and up to 150 products 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	40%	392,000.00
B: POST- PRODUCTION 1. Edit and provide packaged Final Artworks for the 32 approved EDITORIAL /CAMPAIGN VIGNETTE photos, including composition, polishing, and color grading, and submit edited artworks to CITEM in prescribed file format and size.	30%	294,000.00

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 1 (Fall/Winter) Campaign		
GRAND TOTAL	100%	980,000.00

VI. TIMELINE & PAYMENTS

The engagement is valid from release of Notice of Award to June 2021, or upon satisfactory completion of all deliverables within engagement period.			
Activities	Requirement for payment	% of payment	Amount
Conceptualization, approval of art direction, Pre-production	<ul style="list-style-type: none"> Approved Art Direction product stories and content buckets 	30%	294,000.00
Production proper	<ul style="list-style-type: none"> Raw files of all materials obtained from pictorial proper i.e. images and videos Vignette selection for approval 	40%	392,000.00
Post-production and final selection and approval	<ul style="list-style-type: none"> Approved FAs of all 32 Vignette layouts Approved all 10 content buckets Approved Home & Lifestyle Phase 1 (Fall Winter) Collection Lookbook 	30%	294,000.00
TOTAL			980,000.00

V. EVALUATION

For the Qualitative Evaluation, bidders will be assessed based on the following criteria:

CRITERIA	VALUE POINT
a. Experience with any government agency in work related content creation/production, publication. <ul style="list-style-type: none"> i. With government experience - 10 points ii. With no government experience - 5 points (Document required: Portfolio indicating relevant work experience in content creation/production, publication)	10
b. Quality of published content created/produced in various multi-media formats showing effective and optimized content that: <ul style="list-style-type: none"> • Leverage on visuals – photos, videos, illustrations, demonstrations, etc.; • Have compelling, convincing storylines; • Have takeaway messages that are clear, consistent, innovative, and fresh, and • Have potential to generate online conversations and buzz, spawn “viral” interest 	25

(Contractor to submit a Content Portfolio created/produced and published in traditional, online, and social media channels, and/or applied in commercial marketing and promotional collaterals.)	
c. Quantity and diversity of published content in various multi-media formats: i. At least three (3) published contents in video format - 5 points ii. At least five (5) published articles in any of the following - 10 points formats: long-form write-up, feature articles/advertorials, listicles, short bios iii. At least five published contents in any of the following - 5 points formats: blogs, vlogs, iv. At least three (3) published articles other than online - 5 points (Contractor to present a list of content created/produced and published in traditional, online, and social media channels, and/or applied in commercial marketing and promotional collaterals, specifying media formats used, and the respective quantities for each.)	25
d. Experience in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials for at least 10 entities/brands/ companies: i. Experience with 10 outfits or more - 25 points ii. Experience with less than 10 outfits - 0 points (Document required: Portfolio indicating relevant work experience in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials)	25
e. Knowledge of local and global trends and innovations in the home and fashion industry (Evaluator to refer to the Content Portfolio submitted)	15
TOTAL	100

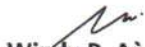
Only those who receive a passing score of **85** shall proceed to the opening of financial bid. The lowest calculated and most responsive bidder shall be declared the winner of the contract, subject to post-qualification, if required.

VI. BUDGET

A total of Php 980,000 is earmarked for this engagement (inclusive of all applicable taxes), to be sourced from 2021 Home and Lifestyle Campaigns budget. (See above budget vis a vis scope of deliverables).

Mode of Procurement: Small Value Procurement

Prepared by:


Windy P. Añonuevo
Senior – TIDS

Noted by:


Anna Marie R. Alzona
Division Chief, OTF

Recommending Approval:


Atty. Anna Grace Marpuri
OIC – Department Manager

Approved by:


Paulina Suaco-Juan
Executive Director 