

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-2021-0159P

**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 MEDIA BUYING FOR #FLEXPHRIDAYS CAMPAIGN**  
(Please see attached Request for Quotation Form and Terms of Reference for more details.)

Approved Budget for the Contract	: PHP 990,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 21 March 2022, 12:00PM
Opening of Qualitative Evaluation Documents	: 21 March 2022, 12:00PM
Opening of Eligibility Documents and Financial Bid	: 22 March 2022, 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](mailto:citembac@citem.com.ph). The link will be sent on the actual day of the Opening of Bids.

The *Notice of Award* shall only be issued to the lowest calculated and responsive 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)*

- 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 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.*
- 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.*
- Latest Income/Business Tax Return**
- 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.*
- 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 (3<sup>rd</sup> Envelope / Compressed Folder)*

- **Service description on item; with proof and attachments of clients (at least 5 clients)**

To encourage the sanctity of the bids, bidders must submit these documents separately, on the above stated date and time, either on the following:

- Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- Online submission to the BAC Secretariat through email at [citembac@citem.com.ph](mailto: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 Eligibility Documents, Financial Bid and Qualitative Evaluation Documents as 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](mailto:citembac@citem.com.ph).

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



**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](mailto: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: 17 March 2022

Company Name: \_\_\_\_\_

RFQ No.: 2021-0159P

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 or compressed folder and submitted to CITEM BAC / [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents:	<u>21 March 2022</u>	Time:	<u>12:00 PM</u>
Schedule of Opening of Qualitative Evaluation Documents:	<u>21 March 2022</u>	Time:	<u>12:00 PM</u>
Schedule of Opening of Eligibility Documents and Financial Bid:	<u>22 March 2022</u>	Time:	<u>02:00 PM</u>
		Venue:	<u>Zoom</u>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	<p><b>HIRING OF DIGITAL MEDIA BUYING FOR #FLEXPHRIDAYS CAMPAIGN</b></p> <p><i>Please see attached Term of Reference for more details.</i></p> <p><b>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 990,000.00</u></b></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: \_\_\_\_\_

## TERMS OF REFERENCE

**PROJECT TITLE:** Hiring of Digital Media Buying for #flexPHridays campaign

**PROPONENT:** Center for International Trade Expositions and Missions

**BUDGET ESTIMATES:** Php 990,000.00

### I. Background

The Center for International Trade Expositions and Missions (CITEM), the export promotion arm of the Department of Trade and Industry (DTI), is mandated to promote the Philippines as a reliable source of quality export products and services as it leads Philippine companies in the global market through trade fairs, missions and other marketing initiatives. CITEM organizes professionally managed and locally held signature events as well as international trade fair participations in key cities worldwide.

As an upshot of the Buy Local, Go Lokal, the Department of Trade and Industry has recently introduced, **#flexPHridays**, a new international advocacy that aspires to amplify the call to support local businesses and entrepreneurs by patronizing homegrown products and services. It is a user-generated campaign (UGC) that aims to feature real people enjoying homegrown products and services where they create and share content in the form of pictures, videos, testimonials, tweets, blog posts every Friday of the week.

### II. Rationale

CITEM is keen on strengthening its network with its stakeholders to better perform its function to promote local MSMEs for the global market and continue building the brand of the Philippines as a premier sourcing destination for quality export products and services. In fulfillment of the agency's mandate to promote Filipino products and companies in the international market, CITEM is conducting a digital campaign to invite more people to participate in the #flexPHridays movement.

### III. Objectives

1. The hashtag campaign is focused on accomplishing the following:
  - Create the consciousness to buy local to instill pride among Filipinos;
  - Continuously convey the message to support local MSMEs;
  - Implement the campaign as a constant call-to-action that involves the participation of different sectors in society; and
  - Create appealing and eye-catching visual displays that will lead to higher buyer interest.

#### IV. 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

##### C. Criteria

<b>Creative Services and Media Buying for #FlexPHridays Campaigns</b>	
<b>Criteria</b>	<b>Points</b>
Expertise in ad campaign management. This refers to competency of the company in marketing, consumer behavior, market research and communication techniques.	With expertise of 15 years or more (25 points) With expertise of 10 to 14 years (20 points) With expertise of 9 years or less (15 points)
Media knowledge. This refers to understanding of media planning and buying techniques.	With expertise of 15 years or more (25 points) With expertise of 10 to 14 years (20 points) With expertise of 9 years or less (15 points) <i>To submit service description on item; with proof and attachments of clients: {at least five (5) clients}</i>
Communication techniques. These refer to the company's existing projects in communication programs such as direct marketing, customer relationship management and product information.	With expertise of 15 years or more (25 points) With expertise of 10 to 14 years (20 points) With expertise of 9 years or less (15 points) <i>To submit service description on item; with proof and attachments of clients: {at least five (5) clients}</i>

With operation in major countries	With operation in 100 countries or more (15 points) With operation in 50 to 99 countries (10 points) With operation in 1 to 49 countries (5 points)
Major client testimonials on campaign results.	With 1 or more testimonials from high quality clients (10 points) Without testimonials from high quality clients (0 point)

\*\*Bidder must reach 90 points to make a financial bid.

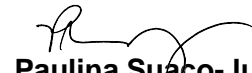
### V. Engagement Period

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.

Prepared by/ Recommending Approval:

Approved by:

  
**Charles Aames Bautista**  
 Department Manager, CCSD

  
**Paulina Suaco-Juan**  
 Executive Director