



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:

2020-060

PR No.:

2020-0220

JO Date:

08-27-2020

PR Date:

07-07-2020

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CONTRACTOR/SUPPLIER CO STUDIO ADVERTISING SERVICES INC.

ADDRESS 221 Flordeliz cor Guam Streets, 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	PERCENTAGE (%)	VALUE IN PHP	AMOUNT
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Hiring of Digital Content Producer for OTF Maison & Digital Fair (MOM)

Php980,000.00

SCOPE OF WORK AND DELIVERABLES with BUDGET AND VALUATION

A. Pre-Production

- Craft, present, and execute the overall art and visual direction for 14 companies** (in collaboration with CITEM including but not limited to the: visual and typography treatment, production plan for the collective pictorial vignettes/ stylized presentations; and individual products (up to 280 products);
- Provide and manage the manpower (studio assistants, janitorials, etc.) venue, props, and production equipment** (including transportation of these equipment to the studios) e.g. lighting and tripods, etc. for the pictorials (exhibitors to shoulder shipment of items to the studios);
- Research and interview the 14 participating companies, 2 CITEM-hired curators and the CITEM project team** (total of 16 articles, 1 each per branch and 2 focused creative team and the collective participation)

40

Php392,000.00

10

Php98,000.00

10

Php98,000.00

B. Production

- Direct and manage photographers and provide styling during the pictorial of 14 participating brand** within approved timeline with the project team; also provide for the safety requirements and food for the production staff and other miscellaneous expenses required throughout the duration (maximum seven days) of the pictorials;

10

Php98,000.00

TOTAL AMOUNT IN WORDS:

Php

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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,

BUR No. MFO-20080565

Recommended by:

Jaime Antonio S. Sandoval
 JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

DATE 8/27/2020

Anna Marie D. Alzona
 ANNA MARIE D. ALZONA
 Chief, OTF

Anna Grace I. Marpur
 ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Operations Group 1

CONFORME:

AMOUNT PHP 980,000.00

Approved by:

Roana C. Olano
 Roana C. Olano / Co. Studio Advertising Services Inc.

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

Paulina Suaco-Juan
 PAULINA SUACO-JUAN
 Executive Director

Name & Signature of Contractor/Supplier

Date



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Hiring of Digital Content Producer for OTF Maison & Digital Fair (MOM)
SCOPE OF WORK AND DELIVERABLES with BUDGET AND VALUATION

B. Production

- 2. Craft a total of 16 articles featuring all participating brands, the creative team, and the overall participation in Maison & Objet Digital Fair (MOM); and
- 3. Craft min. of 200-character description per product shot (up to 280 products)

C. POST-PRODUCTION

- 1. Conduct final touch-up and render the final artwork for images selected by the curators and the project team;
- 2. Fact-check all the 16 articles and product descriptions with the featured brands and the project team; and apply necessary revisions until approved by the project team.
- 3. Provide guidance on visual treatment and graphics materials that will be digitally produced and/or published independently by CITEM, if any, for MOM, including but not limited to e-newsletters, social media campaigns, etc.

Grand Total 100% Php980,000.00

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

BUR No. MFO-20080565

Recommended by:

DATE 8/27/2020

AMOUNT PHP 980,000.00

ANNA MARIE D. ALZONA
Chief, Fashion Lifestyle Division

ATTY. ANNA GRACE I. MARPURI
OIC-DM, Operations Group 1

JAIME ANTONIO S. SANDOVAL
Chief, STREDO & Procurement Division

CONFORME:

Roana C. Olano / Co. Studio Advertising Services Inc.

Name & Signature of Contractor/Supplier

Date

Funds Available
MALERNA C. BUYAO
Chief, Controllership Division

Approved by:

PAULINA SUACO-JUAN
Executive Director

JOB ORDER

CITEM.STR.FR.006



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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
Hiring of Digital Content Producer for OTF Maison & Digital Fair (MOM)			
TIMELINE AND PAYMENTS			
ACTIVITIES	TIMELINE	REQUIREMENT FOR PAYMENT	% OF PAYMENT
Submission and approval of Visual and Art Direction	2 nd Week of August	Approved visual and art direction (pre-production plan); and schedule of interviews with exhibitors	40%
Submission and approval of Content plan for copywriting requirements	2 nd week of August	Submitted content for copywriting and raw files for selection	30%
Production/Pictorial proper Rendition	2 nd to 3 rd week of August		
Post-production and final artwork	3 rd to 4 th week of August	Submission of approved final artwork and articles	30%

The engagement is valid from release of Notice of Award to October 2020, or upon satisfactory completion of all deliverables, whichever comes later.

III. BUDGET – A total of Php980,000.00 is earmarked for this engagement (inclusive of all applicable taxes), to be sourced from Manila FAME 2020 budget for OTF and digital participation. (See above budget vis a vis scope of deliverables).

TOTAL AMOUNT IN WORDS: Nine Hundred Eighty Thousand Pesos Php 980,000.00

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Jaime Antonio S. Sandoval
 JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

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Roana C. Olano
 Roana C. Olano / Co. Studio Advertising Services Inc.

Name & Signature of Contractor/Supplier

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 MALERNA C. BUYAO
 Chief, Controllership Division

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Paulina Suaco Juan
 PAULINA SUACO JUAN
 Executive Director