

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-2022-0080

**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 AN ART DIRECTOR FOR HOME AND LIFESTYLE CAMPAIGNS 2022**

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

Approved Budget for the Contract	: PHP 980,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 13 July 2022, 12:00PM
Opening of Qualitative Evaluation Documents	: 13 July 2022, 12:00PM
Opening of Eligibility Documents and Financial Bid	: 14 July 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 *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 (3rd Envelope / Compressed Folder)*

- **Portfolio indicating:**
  - Relevant work experience in content creation/production, publication
  - Relevant work experience in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials
- **Content Portfolio created/produced and published in traditional, online, and social media channels, and/or applied in commercial marketing and promotional collaterals**
- **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**

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 on or before the date and time of the Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents as indicated above. Failure to disclose the password during the opening of bids may result to non-responsiveness of the bid.

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  
 Lease of Real Property and Venue  
 Small Value Procurement with ABC of Php 50,001 and above  
 Others: \_\_\_\_\_

Date: 08 July 2022

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

RFQ No.: 2022-0080

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>13 July 2022</u>	Time: <u>12:00PM</u>
Schedule of Opening of Qualitative Evaluation Documents: <u>13 July 2022</u>	Time: <u>12:00PM</u>
Schedule of Opening of Eligibility Documents and Financial Bid: <u>14 July 2022</u>	Time: <u>02:00PM</u> Venue: <u>ZOOM</u>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	<p><b>HIRING OF ART DIRECTOR FOR HOME AND LIFESTYLE CAMPAIGNS 2022</b></p> <p><b>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 980,000.00</u></b></p> <p><i>(Please see attached Term of Reference for scope of work and more details)</i></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  
Hiring of an Art Director  
for 2022 Home and Lifestyle Campaigns



**I. EVENT BRIEF**

Title of Project	2022 Home and Lifestyle Campaigns
Location	(Digital Participations)
Product Sector	Home and Lifestyle
Total budget	PhP 980,000.00 (inc. VAT)

**II. RATIONALE**

The Center for International Trade Expositions and Missions (CITEM) is the export promotions arm of the Department of Trade and Industry. Among the various industries that the agency services are the home, fashion and lifestyle sectors which encompasses weavers, furniture designers, artisans, textile entrepreneurs and more. These sectors represent a dynamic industry that continuously evolve based on global design trends that cut across style concepts, sustainability demands and the latest technologies in manufacturing.

CITEM supports these sectors through its DesignPhilippines brand which expands to its Manila FAME exhibition, FAME+ Market Days digital event, FAME+ lead generation and community platform and its various participation in overseas trade fairs and B2B sourcing platforms. In marketing Filipino products and companies from these industries, CITEM collaborates with creative directors who design new collections under the agency's product development program to ensure the competitiveness of exhibitors in the international market.

As part of this "Home and Lifestyle Campaigns in 2022," CITEM intends to hire an Art Director to produce multimedia content and materials who will effectively tell our products' stories through captivating visuals and impeccable content, which is crucial in leveraging our virtual show windows, effectively appeal to our targeted audience and ultimately, translate online reach and impressions into lucrative business results for our exhibitors.

**III. OBJECTIVES**

To virtually launch new collections, amplify our online presence, and translate online reach and impressions into lucrative business results through:

- Captivating art direction and visual narratives that capitalize on the strengths of our exhibitor base and product stories, fit for the Spring/Summer sourcing market;
- Creating a series of attractive and cohesive editorial campaigns that will amplify and offer up fresh and high-quality visual content on multiple digital trade platforms; and
- Expand our content marketing assets and produce readily available materials for social media and other B2 B platforms that we can deploy on time and based on target market requirements.

<b>IV. SCOPE OF WORK AND DELIVERABLES WITH BUDGET &amp; VALUATION</b>		
<b>CREATIVE DIRECTION</b>	<b>%</b>	<b>Value in PhP</b>
<p><b>A. PRE-PRODUCTION</b></p> <ol style="list-style-type: none"> <li>Craft overall art direction for 2022 Home and Lifestyle Campaigns (including but not limited to moodboards, product stories, color palette, etc.) for products to be featured in the following milestone events: <ul style="list-style-type: none"> <li>Maison &amp; Objet and MORE (MOM)</li> <li>FAME Plus   Design Commune</li> <li>And other H&amp;L Overseas Events</li> </ul> </li> <li>Craft at least 10 content buckets of video animation/gifs for distribution in CITEM social media platforms</li> <li>Conceptualize the creation of Home and Lifestyle Campaign Lookbook for use in CITEM's B2B events and other buyer promotion activities</li> <li>Conduct pre-production planning and creative briefing with the CITEM-hired Production designer, Official Photographer, and creative team, within the timeline approved by the project team;</li> </ol>	<b>30%</b>	<b>294,000.00</b>
<p><b>B. PRODUCTION PROPER</b></p> <ol style="list-style-type: none"> <li>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"> <li>22 EDITORIAL /CAMPAIGN VIGNETTE LAYOUTS featuring at least 67 companies and up to 200 products, each with close-up product shots, within the timeline approved by the project team.</li> </ul> </li> <li>Engage and direct the video production team to shoot the content buckets for the product animation/gif requirements for up to 10 content buckets</li> <li>Produce Lookbook studies for approval of CITEM</li> </ol>	<b>40%</b>	<b>392,000.00</b>
<p><b>C. POST- PRODUCTION</b></p> <ol style="list-style-type: none"> <li>Edit and provide packaged Final Artworks for the 22 approved EDITORIAL /CAMPAIGN VIGNETTE photos, including composition, polishing, and color grading, and submit edited artworks to CITEM in prescribed file format and size, within the timeline approved by the project team.</li> <li>Direct, supervise and review the post-production/editing of the CITEM-hired official photographer for product focused images</li> <li>Provide guidance on visual treatment, and graphics materials that will be digitally produced and/or published independently by CITEM, if any, for 2022 Home and lifestyle campaigns, including but not limited to FAME+ website, social media campaigns, etc.</li> <li>Produce the Digital Lookbook for Home &amp; Lifestyle Campaign</li> </ol>	<b>30%</b>	<b>294,000.00</b>
<b>GRAND TOTAL</b>	<b>100%</b>	<b>980,000.00</b>

## VI. TIMELINE AND PAYMENT TERMS

The engagement is valid for three (3) months after the release of JO/Contract.

Timeline	Activity	
4 <sup>th</sup> Week of July	Pre-prod Meeting + Approved Art Direction	
1 <sup>st</sup> week of August	Shoot Proper	
4 <sup>th</sup> week of August to 1 <sup>st</sup> week of September	<ul style="list-style-type: none"> <li>Approved FAs of all 22 Vignette layouts</li> <li>Approved all 10 content buckets</li> <li>Approved Home &amp; Lifestyle Phase 2 (Spring/Summer) Collection Lookbook</li> </ul>	
Requirement for payment		% of payment
Approved Art Direction product stories and content buckets		30% of contract cost
<ul style="list-style-type: none"> <li>Approved FAs of all 22 Vignette layouts</li> <li>Approved all 10 content buckets</li> <li>Approved Home &amp; Lifestyle Phase 2 (Spring/Summer) Collection Lookbook</li> </ul>		70% of contract cost
In the event that the supplier delivered less than the minimum required items, the payment of the supplier shall be subjected to the following equitable deduction:		
Item	Equitable Deduction	
Vignette Layouts	Minus 1.3% of contract amount per 1 vignette layout missing	
Content Buckets	Minus 3% of contract amount per 1 content bucket missing	
Lookbook	Minus 40% of contract amount if there is no lookbook	

## 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"> <li>i. With government experience - 10 points</li> <li>ii. With no government experience - 5 points</li> </ul> (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"> <li>• Leverage on visuals —photos, videos, illustrations, demonstrations, etc.;</li> <li>• Have compelling, convincing storylines;</li> <li>• Have take away messages that are clear, consistent, innovative, and fresh, and</li> <li>• Have potential to generate online conversations and buzz, spawn “viral” interest (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.)</li> </ul>	25

<p>c. Quantity and diversity of published content in various multi-media formats:</p> <ul style="list-style-type: none"> <li>i. At least three (3) published contents in video format - 10 points</li> <li>ii. At least five (5) published articles in any of the following -15pointsformats: long-form write-up, feature articles/advertorials, listicles, short bios</li> </ul> <p>(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.)</p>	25
<p>d. Experience in creating visual content using original photos/images, graphics, videos, infographics, and other relevant materials for at least 10 entities/brands/companies:</p> <ul style="list-style-type: none"> <li>i. Experience with 10 outfits or more – 25 points</li> <li>ii. Experience with less than 10 outfits – 15 points</li> </ul> <p>(Document Required: Portfolio indicating relevant work experience in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials)</p>	15
<p>e. Knowledge of local and global trends and innovations in the home and fashion industry (Evaluator refer to the Content Portfolio submitted)</p>	15
<p><b>Total</b></p>	<b>100</b>
<p>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.</p>	

An agency estimate of PhP 980,000 is the maximum approved budget contract (ABC) for this engagement, inclusive of all applicable taxes, and it will be sourced from 2022 Home and Lifestyle Campaigns budget. (See above budget vis a vis scope of deliverables).

Mode of Procurement: Small Value Procurement

Prepared by  
  
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