

September 29, 2022

REQUEST FOR QUOTATIONS

The Philippine Council for Health Research and Development (PCHRD), through its Bids and Awards Committee (BAC), requests PhilGEPS registered suppliers to submit **sealed quotations for the Consulting Services for the Digital / Online Media Placement Agency (Please see attached Terms of Reference)** with a total approved budget for the contract (ABC) in the amount of **Five Hundred Thousand Pesos (P 500,000.00)**.

- **Checklist of Eligibility Requirements (1st Envelope)**

1. Platinum PhilGEPS Certificate of Registration (each member in case of JV or Consortium)
2. Summary of all ongoing and completed government and private contracts including contracts awarded but not yet started within the last three (3) years prior to the deadline for the submission of quotations. Supported with the following:
 - Contract;
 - Certificate of Completion or Acceptance or valid proof of final payment issued by the client in case of completed contracts;
 - Customer Feedback / Customer Performance Evaluation Report for Completed Projects;
 - Notice of Award
 - Notice to Proceed or signed contracts for on-going contracts for contracts awarded but not yet started
3. Summary of CVs for Proposed Professional Staff (key personnel)
4. Curriculum Vitae for each of the following nominated key staff
5. Statement of Consultant Specifying its Nationality and Confirming that those who will Actually Perform the Services are Registered Professional authorized by the appropriate regulatory body to practice those professions and allied professions
6. Curriculum Vitae of the Firm (supported with Company Profile: Background, Services Offered, etc.)
7. List of Consultant's major equipment units and software, which are owned, leased, and/or under purchase agreements, supported by proof of ownership, certification of availability of equipment from the equipment lessor/vendor for the duration of the project.
8. Audited Financial Statement, duly stamped "RECEIVED" by the BIR

- **Checklist of Technical Proposal (2nd Envelope)**

1. Technical Proposal Submission Form
2. Duly signed and notarized Bid Securing Declaration
3. Description of Methodology and Work Plan for Performing the Project
4. Team Composition and Task
5. Duly signed and notarized Curriculum Vitae (CV) of each proposed Professional Staff to be assigned to the Project. Please attach supporting documents, i.e. valid licenses/professional registrations, certificates of trainings attended, work experiences, highest educational attainment, and other supporting documents relative to credentials of proposed Professional Staff
6. Time Schedule for Professional Personnel
7. Activity (Work) Schedule
8. Original duly signed and notarized Omnibus Sworn Statement (OSS) and if applicable, Original Notarized Secretary's Certificate in case of a corporation, partnership, or cooperative; or Original Special Power of Attorney of all members of the joint venture giving full power and authority to its officer to sign the OSS and do acts to represent the Bidder.

- **Checklist of Financial Proposal (3rd Envelope)**

1. Financial Proposal Submission Form
2. Summary of Costs
3. Breakdown of Price per Activity
4. Breakdown of Remuneration per Activity
5. Miscellaneous Expenses

Qualified bidders should submit their sealed quotations to the address below **on or before October 06, 2022 (Thursday), 10:00 AM**. Failure to strictly comply with the deadline and general conditions shall automatically disqualify the bidder/s from the bidding process. Winning bidder will be required to submit additional requirements as stipulated in the IRR of RA 9184.

PCHRD reserves the right to reject any or all quotations, to waive formality therein and to accept offers that may be considered most advantageous to the government.

For further information, please refer to:

Mr. Cirio D. Pangan Jr.

Secretariat, Bids and Awards Committee

Philippine Council for Health Research and Development

PCHRD Saliksik Building, Sikap Street,

DOST Main Compound, Gen. Santos Ave., Bicutan, Taguig City

Email: procurement@pchrd.dost.gov.ph

Tel. Nos. 8837-2931 or 8837-2924 loc. 504 or 506

Fax No. 8837-7536 or 8837-2924

(sgd.)

PAUL ERNEST N. DE LEON

Chair, BAC



TERMS OF REFERENCE

Consulting Services for the Digital/Online Media Placement Agency

I. General Background

The Philippine Council for Health Research and Development (PCHRD) is one of the sectoral Councils of the Department of Science and Technology (DOST) responsible for monitoring and coordinating health research activities in the country. The Council aspires to become a recognized lead provider of research-based solutions and innovations to address health system needs by 2028.

In 2021, PCHRD hired an experienced creative agency who evaluated PCHRD's current market positioning among its target users, formulated a brand concept for PCHRD, developed creative materials and implemented the approved media plan. The project ran from May 2021 up to June 2022.

The key challenges that the agency tackled include the lack of brand awareness and low brand recall on PCHRD from the general public and the lack of attribution to the contributions of PCHRD for research outputs.

Using social listening tools, the consultant validated that there is little conversation in the last two years and mentions, reports, and articles that often cite DOST central agency alone.

After the implementation of the three-month media plan, the creative agency proposed to continue boosting the materials on Facebook, especially since materials still had no creative fatigue even at the end of the campaign period.

In view of this, DOST-PCHRD will engage the services of a Digital/Online Marketing Placement Agency to continue the implementation of the awareness campaign to promote the brand position of the Council for a bigger reach and lower investment since materials are now ready for use.

II. Description of Consulting Services

The Consultant shall plan and execute a media plan that will continue the generation of awareness about the Council's new brand using the materials produced from the Making Life Better Digital Campaign.

III. Scope of Services

- Review the insights from the previous campaign and from there develop an effective online/digital media plan to increase promotion of PCHRD's new brand positioning;
- Execute the PCHRD-approved media plan;
- Monitor, measure and analyze the effectiveness of the campaign in promoting the PCHRD brand;
- Submit a monthly report with the agency's recommendations based on the findings to increase effectiveness of the project;
- The agency shall coordinate directly with the PCHRD Comms Team, to ensure timely execution of the proposed strategy and campaign.

IV. Responsibilities of the Consultant

The responsibilities of the Consultant include but not limited to:

1. Coordinate closely with PCHRD throughout the duration of the engagement.
2. Provide monthly updates to PCHRD on the progress of work.

3. Abide by all the terms and conditions stipulated in this engagement. The Consultant shall report directly to the person-in-charge of the project to approve notices and deliverables based on TOR, activities, and other related tasks.
4. Be responsible for the timely provision of all outputs and conduct of activities that are necessary within the time schedule/ implementation schedule agreed upon.
5. Coordinate with PCHRD for directions and requirements in the project implementation.
6. Call for meetings with PCHRD whenever deemed necessary.

V. Data and Services to be Provided by PCHRD

The responsibilities of PCHRD includes but not limited to:

1. Exercise supervision of the project. This includes the provision of technical assistance, suggest improvements on media plan.
2. Assume primary responsibility for the acceptance of the project deliverables.
3. Make prompt reviews and recommendations for revisions of the work produced and presented by the Consultant in the different phases of the work/services.

VI. Deliverables

The Consultant shall prepare and submit the following:

1. **Proposal.** The Consultant shall prepare a detailed proposal which will serve as an inception report with the following minimum requirements:
 - Background of the project
 - Objectives
 - Online/Digital Media Plan
 - Advertising content plan and calendar
 - Composition of project team (must include CVs)
2. **Implementation Report.** The consultant shall implement the approved media plan and prepare progress report in a monthly basis with insights and recommendations.
3. **Final Report.** The consultant shall prepare a terminal report at the end of the project detailing the accomplishments of the project, include insights and recommendations.

VII. Project Duration

The Consultant will be engaged in the Project for a period of five (5) months from the signing of the Contract of Service.

VIII. Approved Budget for the Contract

The consulting services for the Project has an Approved Budget for the Contract (ABC) of Five Hundred Thousand Pesos (Php 500,000.00), inclusive of applicable taxes and fees.

IX. Mode of Payment

In consideration of the services required under this TOR, the proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Upon submission and acceptance of the Inception Report	15%
Upon approval of the media plan	40%
Upon completion of the 90% of the activities in the media plan	25%
Upon acceptance of the Terminal Report	20%

X. Qualification of the Consultant

Prospective Consultants should possess the following:

- Must have completed at least two (2) contracts similar to this project in terms of scope and budget in the last three years;
- For this purpose, similar contracts refer to a media plan for digital campaign (Facebook, YouTube, Instagram);
- With good track record and extensive experience with various clients;
- Has the ability to exercise critical and analytical thinking to interpret data and analytics and use the data to gain insights and implement, maintain, and adjust an effective digital campaign;
- Has enough number of personnel and has the needed equipment including software, and is capable to meet the needed requirements;

XI. Shortlisting of Prospective Bidders

Evaluation Criteria for Selection of Bidders

Qualified service provider must submit the following:

- Company's Work Portfolio - list and description of recent similar undertakings (with links to online published work if available).
- Customer Satisfaction Rating – feedback form, performance evaluation, or customers' feedback on similar undertakings
- Personal Curriculum Vitae of the Main Consultant and Key Personnel; include the number of on-going projects handled by each personnel

Criteria	Weight
Applicable Experience of the Service Provider/Firm <ul style="list-style-type: none">• Company's work portfolio for projects similar in nature and complexity to the contract to be bid in terms of scope and budget within the last three (3) years• Customer Feedback / Customer Performance Evaluation Report	50%
Qualifications of Key Personnel <ul style="list-style-type: none">• Engagement in similar projects in the last two years• Educational Background• Work portfolio	30%
Current Capacity <ul style="list-style-type: none">• Number of other projects currently handled by key personnel• Number of key personnel to be assigned to the project• List of equipment and software	20%
Total	100%

Prospective bidders must pass the required minimum score of 70% to be shortlisted. Failure of the Service Provider to meet the specified requirements would result in a zero (0) rating for the specific criterion.

I.Determination of the Highest Rated Bid (HRB)

Shortlisted bidders shall be evaluated to determine the bidder with the HRB, wherein the criteria shall be as follows:

Criteria	Weight
Experience of Service Provider/ Firm Company's work portfolio for projects similar in nature and complexity to the contract to be bid in terms of scope and budget within the last three (3) years <ul style="list-style-type: none"> Customer Feedback / Performance Evaluation Report 	30%
Qualifications of Key Personnel <ul style="list-style-type: none"> Engagement in similar projects in the last two years Educational Background Work portfolio 	30%
Methodology and Timeline <ul style="list-style-type: none"> Clarity, feasibility, innovativeness, and comprehensiveness of the plan approach Event plan satisfies the TOR Clear and specific timeline of activities in four (4) months 	40%
Total	100%

To be declared as HRB, the bidder shall pass the required minimum technical score of seventy percent (70%). Failure of the Service Provider to meet the specified requirements would result in a zero (0) rating for the specific criterion.

XII. Manning Requirement

The Consultant shall form a team of qualified, experienced, physically and mentally fit key personnel, specialists, support and administrative staff (not necessarily limited to those listed below) with satisfactory experience in similar projects.

Key Personnel	Qty	Qualifications
Managing Director	1	<ul style="list-style-type: none"> Must possess at least a Bachelor's Degree in Advertising/Mass Communication/Marketing or equivalent At least 2 years of working experience gained as a lead in the implementation of digital campaigns
Strategic Media Planner	1	<ul style="list-style-type: none"> Proven demonstrable experience as Media Planner; experience in digital media is preferred Familiarity with campaign metrics Knowledge of analytic tools
Digital Media Buyer	1	<ul style="list-style-type: none"> Proven demonstrable experience as Digital Media Buyer; Familiarity with media-buying, planning and research

		<ul style="list-style-type: none"> • Working knowledge of media analytics software • Excellent communication and negotiation skills
Copywriter	1	<ul style="list-style-type: none"> • Bachelor's degree in English, Journalism, Marketing, or Communications. • 3-5 years experience in content marketing or copywriting, preferably with an agency. • Strong creative thinking skills and ability to think conceptually.

XIII. Performance Security

1. To guarantee the faithful performance by the winning Consultant of its obligations under the Contract, it shall post a performance security within a maximum period of ten (10) calendar days from the receipt of the Notice of Award from PCHRD and in no case later than the signing of the Contract.
2. Performance security shall be denominated in Philippine Pesos and posted in favor of PCHRD in an amount equal to the percentage of the total contract price in accordance with the following schedule:

Form of Performance Security	Amount of Performance Security (Not less than the Percentage of the Total Contract Price)
a. Cash or cashier's/manager's check issued by a Universal or Commercial Bank b. Bank draft/guarantee or irrevocable letter of credit issued by a Universal or Commercial Bank: Provided, however, that it shall be confirmed or authenticated by a Universal or Commercial Bank, if issued by a foreign bank; and/or	Five percent (5%)
c. Surety bond callable on demand issued by a surety or insurance company duly certified by the Insurance Commission as authorized to issue such security.	Thirty percent (30%)

3. The Performance Security shall be forfeited in favor of PCHRD should the Consultant fail to fulfil any of its obligations under this TOR or the Contract. Additional penalties may be imposed upon the Consultant for such failure.

XIV. Standard of Services

The Consultant shall fulfill its obligations under the agreement by using its technical expertise and according to the best-accepted professional and industry standards. The Consultant shall exercise all reasonable skill, care, diligence, and prudence in the discharge of the duties agreed to be performed and shall always work in the best interest of PCHRD. To attain these, the Consultant shall provide personnel with sufficient qualifications and experience to ensure the full and satisfactory accomplishment of the required services/undertakings.

The services shall be conducted by the Consultant in accordance with the instructions or directions made or to be made by PCHRD at any time before its completion. The Consultant shall conduct regular consultation with PCHRD in relation to the undertaking of its responsibilities under the Contract of Service.

XV. General Terms and Conditions

Confidentiality Clause

Except with the prior consent of PCHRD, the Consultant or its Principals and Staff shall not at any time communicate to any persons or entity any information disclosed to them by PCHRD for the purposes of this Project, nor shall the Consultant or its Principals and Staff make public any information as to the recommendations formulated in the course of or as a result of the Project. After the completion of the contract, all materials, data, and other related documents provided must be returned to DOST-PCHRD.

Third Party Participation

Any activity in the course of the implementation of the Project assigned to or contributed by third parties including, but not limited to use of materials/samples, collaborative research, or use of facilities should be disclosed by the Consultant to PCHRD prior to engaging in said activity. Any agreement entered into by the Consultant without prior consent of PCHRD will not be binding on the latter insofar as confidentiality, treatment, ownership, enforcement and disposition of intellectual property rights resulting from said activity is concerned. The PCHRD reserves the right to withhold consent to such agreement upon determination that it is not to the best interest of the herein Parties or gives undue advantage to said parties and for similar causes.

Conflict of Interest

The Consultant and its key staff, who may be directly associated with entities that may have an interest in or bias against any DOST-PCHRD project, shall divulge the extent of its conflict with DOST-PCHRD. The Consultant agrees that the conflict of interest may be a ground for DOST-PCHRD to terminate the Contract.

Settlement of disputes

The Parties agree to resolve any dispute that may arise between them with respect to this CONTRACT through good faith and amicable negotiation. If at any time during such negotiation, one Party determines in good faith that the Parties cannot resolve the dispute through negotiations, that Party will deliver a notice to the other Party that the dispute will be settled by arbitration in accordance with Republic Act No. 9285 otherwise known as the "Alternative Dispute Resolution Act of 2004", as amended, failing which, the Parties may resort to the filing of the appropriate case in the proper courts of Taguig City to the exclusion of the other courts. The arbitration shall be conducted in Metro Manila, Philippines.

Anti-corruption Policy

The Consultant warrants that no money or material consideration was given or has been promised to be given to any director, officer, or employee of DOST-PCHRD to obtain the approval of this CONTRACT. The violation of this warranty shall constitute a sufficient ground for the rescission or termination of this CONTRACT without need of judicial action. Such rescission or termination shall be immediately effective upon service of notice to the Consultant.

Prepared by:

for

Ana Claren H. Itulid
SRS2

Noted by:

Ulyann C. Garcia
Chief, RICUD

Approved by:

Jaime C. Montoya, MD, MSc, PhD, CESO II
Executive Director