

February 14, 2023

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 one (1) lot Video Production Services for the HeaRT for the Filipino Campaign with a total approved budget for the contract (ABC) in the amount of One Hundred Thousand Pesos (P 100,000.00).**

Outputs and Deliverables:

- **Please see attached Terms of Reference (TOR)**
- **Deadline of Delivery of Final Videos on or before March 15, 2023**

Qualified bidders should submit their quotations to the address below **on or before February 21, 2023 (Tuesday), 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.)

MARIA VIOLETA G. INTIA
Chair, BAC



TERMS OF REFERENCE

Video Production Services for the *HeaRT* for the Filipino Campaign

I. Type of Technical Assistance: Video Production Services

II. General Background

The Department of Science and Technology - Philippine Council for Health Research and Development (DOST-PCHRD) is the lead agency responsible for monitoring and coordinating health research initiatives in the country. Carrying the mission to make lives better for the Filipino people, the Council envisions to be the recognized lead provider of research-based solutions and innovations to address health system needs by 2028.

To encourage support for its initiatives, the Council leverages several communication strategies. In 2021, the Council evaluated its current market positioning by hiring a professional creative agency. The engagement enabled the Council to formulate a brand concept and accordingly publish creative materials following a strategic media plan. While the campaign generated positive results, the creative agency recommended continuation of communication strategies that will increase brand recall.

Parallel to this, the Communications Team will implement an integrated marketing communication (IMC) plan, which will carry the phrase: "Health Research and Technology or *HeaRT* for the Filipino." The phrase will serve as the umbrella messaging that will unify all the marketing and advocacy efforts of the Council.

The campaign will start with the launch of an introductory video, which will be published during the 41st anniversary celebration of the DOST-PCHRD.

III. Objective

To produce a 1-minute video and a 30-second cutdown video, which will feature the Council's initiatives and highlight the message: "*HeaRT for the Filipino*"

IV. Scope of Services

1. Produce a 1-minute video that is edited in compliance with the Council's requirements and industry standards on the agreed deadline
 - a. Produce the necessary voice-over, musical, and video components; and
 - b. Submit all raw files produced within the duration of the engagement.
2. Produce a 30-second cutdown version of the 1-minute video
3. Prepare and submit an Inception Report (overall plan) that will include the plans and timeline with the following minimum requirements:
 - Background of the project
 - Objectives
 - Implementation
 - Strategy/project methodology
 - Schedule of activities/timeline
 - Budget plan
 - Composition of project team
4. Provide regular updates to PCHRD on the status of the project;
5. Submit all required deliverables on the agreed timeline.

V. Responsibilities of the Service Provider

The responsibilities of the Service Provider include but not limited to:

1. Coordinate closely with PCHRD throughout the duration of the engagement (planning, development, implementation, and finalization/completion of project activities);
2. Submit overall plan and timeline for the video production to be discussed with the PCHRD Communications Team;
3. Produce the storyboard for the video production;
4. Conduct video shoots as needed;
5. Provide updates to PCHRD on the progress of work;
6. Abide by all the terms and conditions stipulated in this engagement. The Service Provider shall report directly to the person-in-charge of the project to approve notices and deliverables based on TOR, activities, and other related tasks.
7. Be responsible for the timely provision of all outputs and conduct of activities that are necessary within the time schedule/ implementation schedule agreed upon.
8. Coordinate with PCHRD for directions and requirements in the project implementation.
9. Call for meetings with PCHRD whenever deemed necessary.

VI. 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 and suggestions for the improvement of the video;
2. Provide needed resources to implement the overall production plan;
3. Assume primary responsibility for the acceptance of the project deliverables;
4. Make prompt reviews and recommendations for revisions of the work produced and presented by the service provider in the different phases of the work/services.

VII. Expected Deliverables

1. **Overall Production Plan/Inception Report.** The service provider shall prepare a detailed proposal which will serve as an inception report with the following minimum requirements:
 - Background of the project
 - Objectives
 - Implementation
 - Strategy/project methodology
 - Schedule of activities/timeline
 - Budget plan
 - Composition of project team (must include CVs)
2. **Progress Report.** The service provider shall provide and/or present weekly updates to monitor the progress of the engagement.
3. **Raw photos and video clips.** These are outputs from the video shoot.
4. **Final 1-minute video.** The video shall comply with the Council's requirements and industry standards.
5. **30-second video.** The video is a cutdown version of the 1-minute video.

VIII. Project Duration

The Service Provider shall deliver the final videos before March 15, 2023.

IX. Approved Budget for the Contract

The video production services for the Project have an Approved Budget for the Contract (ABC) of One Hundred Thousand Pesos (Php 100,000.00), inclusive of applicable taxes and fees.

X. Mode of Payment

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

Upon submission of production plan	15%
Upon completion of activities and acceptance of the Terminal Report	85%

XI. Qualifications of the Service Provider

Prospective Service Provider should possess the following:

- Must have completed at least two (2) contracts similar to this project in terms of scope and budget;
- For this purpose, similar contracts refer to production of video materials;
- 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;

XII. 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 <ul style="list-style-type: none">● Company's work portfolio in similar projects in the last two years● 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	40%

<ul style="list-style-type: none"> ● Clear and specific timeline of activities in eight-month project duration 	
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.

XIII. Manning Requirement

The Service Provider 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
Project Manager	1	<ul style="list-style-type: none"> ● Must possess at least a Bachelor's Degree in Marketing/ Advertising and related courses ● At least 5 events for the last 3 years working experience gained as a lead in events management and coordination for scientific events
Videographer	1	<ul style="list-style-type: none"> ● Knowledgeable in operating video production equipment ● Knowledgeable in cinematography elements and techniques ● Must have portfolio of past video production work
Video editor	1	<ul style="list-style-type: none"> ● Highly proficient in Adobe video editing applications and related tools ● Must have demonstrable video and audio editing skills with good portfolio ● Strong eye for visual composition and elements of design
Multimedia Artist	1	<ul style="list-style-type: none"> ● Highly proficient in Adobe creative suite applications and related tools ● Must have demonstrable graphic design, illustration, and animation skills with good portfolio ● Strong eye for visual composition and elements of design ● Preferably with basic programming skills

XIV. Performance Security

1. To guarantee the faithful performance by the winning Service Provider 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 Service Provider fail to fulfill any of its obligations under this TOR or the Contract. Additional penalties may be imposed upon the Service Provider for such failure.

XV. Standard of Services

The Service Provider shall fulfill its obligations under the agreement by using its technical expertise and according to the best-accepted professional and industry standards. The Service Provider 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 Service Provider 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 Service Provider in accordance with the instructions or directions made or to be made by PCHRD at any time before its completion. The Service Provider shall conduct regular consultation with PCHRD in relation to the undertaking of its responsibilities under the Contract of Service.

XVI. General Terms and Conditions

Confidentiality Clause

Except with the prior consent of PCHRD, the Service Provider 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 Service Provider 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 Service Provider to PCHRD prior to engaging in said activity. Any agreement entered into by the Service Provider 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 Service Provider 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 Service Provider 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 Service Provider 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 Service Provider.

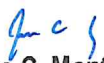
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