



Contract ID : PCHRD – PB – 2021 – 01
 Contract Name : Procurement of Consulting Services for the “Development and Implementation of a Communication, and Dissemination Strategy for PCHRD R and D Outputs and Services”
 Contract Location : DOST-PCHRD Office, PCHRD Saliksik Building, Sikap Street, DOST Main Compound, Gen. Santos Ave., Bicutan, Taguig City

SUPPLEMENTAL / BID BULLETIN NO. 1

February 16, 2021

Subject : Modification/Amendment of some provisions in the Bidding Documents

In connection with the project stated above advertised at the PhilGEPS and PCHRD Website on February 02, 2021; this Supplemental / Bid Bulletin No. 1 is issued to modify or amend some provisions in the Bidding Documents. Attached is the **updated Terms of Reference** for this project:

For PART I – ELIGIBILITY DOCUMENTS:

ORIGINAL PROVISION	AMENDMENT / CHANGE / CLARIFICATION
<p><i>From:</i></p> <p>TERMS OF REFERENCE</p> <p>II. Description of Consulting Services</p> <p>.....</p> <p>2. Specific Objectives:</p> <p>a.</p> <p>b. To conceptualize an overall concept and branding guidelines that will sustain a general awareness level about PCHRD, its services, and R and D outputs.</p> <p>c. To develop a creative communication plan which will include key messaging, proposed activities, materials as well as platforms for dissemination.</p>	<p><i>To:</i></p> <p>TERMS OF REFERENCE</p> <p>II. Description of Consulting Services</p> <p>.....</p> <p>2. Specific Objectives:</p> <p>a.</p> <p>b. To formulate an overall concept and branding guidelines that will sustain a general awareness level about PCHRD, its services, and R and D outputs</p> <p>c. To develop a creative communication plan which will include audience analysis report, key messaging, proposed activities, prototype materials as well as platforms for dissemination</p>

<p>d. To develop and produce materials to be used for the campaign.</p> <p>e.</p> <p>f.</p>	<p><i>d. To develop, pretest, and produce materials to be used for the campaign</i></p> <p><i>e.</i></p> <p><i>f.</i></p>
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For PART II – BIDDING DOCUMENTS

<p><i>From:</i></p> <p><i>Section III: Bid Data Sheet</i></p> <p><i>1.3</i></p> <p>Specific Objectives:</p> <p>1.</p> <p>2. To conceptualize an overall concept and branding guidelines that will sustain a general awareness level about PCHRD, its services, and R and D outputs.</p> <p>3. To develop a creative communication plan which will include key messaging, proposed activities, materials as well as platforms for dissemination.</p> <p>4. To develop and produce materials to be used for the campaign.</p> <p>5.</p> <p>6.</p>	<p><i>To:</i></p> <p><i>Section III: Bid Data Sheet</i></p> <p><i>1.3</i></p> <p><i>Specific Objectives:</i></p> <p><i>1.</i></p> <p><i>2. To formulate an overall concept and branding guidelines that will sustain a general awareness level about PCHRD, its services, and R and D outputs</i></p> <p><i>3. To develop a creative communication plan which will include audience analysis report, key messaging, proposed activities, prototype materials as well as platforms for dissemination</i></p> <p><i>4. To develop, pretest, and produce materials to be used for the campaign</i></p> <p><i>5.</i></p> <p><i>6.</i></p>
<p><i>From:</i></p> <p><i>Section VI: Terms of Reference</i></p> <p><i>II. Description of Consulting Services</i></p> <p>.....</p>	<p><i>To:</i></p> <p><i>Section VI: Terms of Reference</i></p> <p><i>II. Description of Consulting Services</i></p> <p>.....</p>



<p>2. Specific Objectives:</p> <p>a.</p> <p>b. To conceptualize an overall concept and branding guidelines that will sustain a general awareness level about PCHRD, its services, and R and D outputs.</p> <p>c. To develop a creative communication plan which will include key messaging, proposed activities, materials as well as platforms for dissemination.</p> <p>d. To develop and produce materials to be used for the campaign.</p> <p>e.</p> <p>f.</p>	<p>2. Specific Objectives:</p> <p>a.</p> <p><i>b. To formulate an overall concept and branding guidelines that will sustain a general awareness level about PCHRD, its services, and R and D outputs</i></p> <p><i>c. To develop a creative communication plan which will include audience analysis report, key messaging, proposed activities, prototype materials as well as platforms for dissemination</i></p> <p><i>d. To develop, pretest, and produce materials to be used for the campaign</i></p> <p>e.</p> <p>f.</p>
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This Supplemental / Bid Bulletin shall form an integral part of the said Bidding Documents.

For guidance and information of all concerned.

ROSELLE L. MARTONITO
Chairperson, Bids and Awards Committee

Terms of Reference

Consulting Services for the Development and Implementation of a Communication, and Dissemination Strategy for PCHRD R and D Outputs and Services

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.

Guiding the PCHRD in realizing this vision is the Philippine National Health Research System (PNHRS) Strategy Map 2019-2022, which serves as a medium-term roadmap to provide an enabling environment to the health research community to generate and use knowledge, technology, products, policies, and services that contribute to the attainment of better health for all Filipinos.

In realizing the vision, it is imperative for the PCHRD to strengthen its communication efforts. Over the years, the Council has been utilizing both traditional and digital platforms to reach its target audiences. Communication strategies are often dependent on the program or project, and do not follow a singular cohesive approach. In turn, measuring outcomes and evaluating results are limited to statistics gathered from social media platforms such as Facebook and Twitter, and from the reports provided by Media Meter. Aside from this, the Council would like to build meaningful relationships with its stakeholders founded on regular, open communication. Good relations with stakeholders can enhance an organization's credibility and influence, allowing it to generate greater support for its programs, policies, and actions.

For 2021, PCHRD seeks to seize this opportunity to develop an overarching communication campaign that will position the Council's R and D outputs and services in the hearts and minds of the Filipinos. To ensure consistency in message development and sustain brand recall and recognition, PCHRD seeks to appoint an experienced creative agency that will help conceptualize, design, execute, and implement the communication plan.

II. Description of Consulting Services

The Consultant shall plan and execute a nationwide communication campaign for the services and R and D outputs of the Council henceforth referred to as the Project, and must satisfy the following objectives:

1. Main Objective: This project aims to produce and implement a national comprehensive Communication Plan/Campaign about the PCHRD and its R and D outputs

2. Specific Objectives:

- a. To evaluate PCHRD's current market positioning among its target users which will serve as the basis for the communication plan
- b. To formulate an overall concept and branding guidelines that will sustain a general awareness level about PCHRD, its services, and R and D outputs.
- c. To develop a creative communication plan which will include audience analysis report, key messaging, proposed activities, prototype materials as well as platforms for dissemination.
- d. To develop, pretest, and produce materials to be used for the campaign.
- e. To implement the communication strategy.
- f. To evaluate the outcome of the campaign.

III. Scope of Services

1. Submit a full proposal including budget requirement for the communication campaign not exceeding P10 million pesos;
2. Once selected, conduct a startup discussion with PCHRD to discuss the communication campaign;
3. Prepare an Inception Report that will include a production plan 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

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 plans, scripts, or storyboards.
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
 - Implementation
 - Strategy/project methodology
 - Schedule of activities/timeline
 - Budget plan
 - Composition of project team (must include CVs)
2. **Progress Report.** The consultant shall prepare and submit the following documents to be able to monitor the progress of the engagement:
 - a. **Pre-Evaluation.** This contains the PCHRD's current positioning among its target users which will serve as the basis for the communication plan
 - b. **Approved Communication Plan.** This is the national communication plan that will serve as the foundation of the communication strategy to be implemented for 2021.
 - c. **Communication Plan Milestones Report.** This will depend on the approved timeline that will cover updates on materials development, dissemination timetable, and analytic reports on the campaigns launched.
 - d. **Monitoring and Evaluation Report.** This report contains the method and result of the assessment of the outputs of the campaign.

VII. Project Duration

The Consultant will be engaged in the Project for a period of twelve (12) 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 Ten Million Pesos (Php 10,000,000.00), 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 campaign concept including the materials	40%

to be developed/ produced and timelines.	
Upon receipt and dissemination of the 100% of the creative materials for dissemination	25%
Upon acceptance of the Evaluation and Terminal Report	20%

X. Qualification of the Consultant

Prospective Consultants should possess the following:

1. Must have completed at least two (2) contracts similar to this project in terms of scope and budget;
2. For this purpose, similar contracts refer to a comprehensive development and implementation of a communication strategy using various kinds of materials in various media platforms;
3. With good track record and extensive experience with various clients;
4. Has a good relationship with various number of media outlets;
5. 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

Qualified consultants 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
Experience of Consultant/Firm <ul style="list-style-type: none"> • Company's work portfolio for similar projects in the last five years including the results of previous campaigns such as the uptake of services, media mileage or social media analytics • Customer Feedback / Customer Performance Evaluation Report 	50%
Qualifications of Key Personnel <ul style="list-style-type: none"> • Engagement in similar projects in the last five 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 Consultant to meet the specified requirements would result in a zero (0) rating for the specific criterion.

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 Consultant/ Firm <ul style="list-style-type: none"> ● Company's work portfolio in similar projects in the last five years ● Customer Feedback / Performance Evaluation Report 	30%
Qualifications of Key Personnel <ul style="list-style-type: none"> ● Engagement in similar projects in the last five years ● Educational Background ● Work portfolio 	30%
Methodology and Timeline <ul style="list-style-type: none"> ● Clarity, feasibility, innovativeness, and comprehensiveness of the plan approach ● Communication plan satisfies the TOR ● Clear and specific timeline of activities in 12-month project duration 	40%
Total	100%

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

XIII. Evaluation Procedure

In order to determine the Consultant with the HRB, PCHRD shall conduct an evaluation of bids using the Quality-Cost Based Evaluation (QCBE) Procedure wherein the technical and financial proposal shall be given corresponding weight equivalent of 85% (technical) and 15% (financial).

XIV. 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
Main Consultant / Project Manager	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 at least two national communication campaign projects
Graphic Artists/ Graphic Designers	At least 2	<ul style="list-style-type: none"> ● Highly proficient in Adobe creative suite applications and related tools ● Must have demonstrable graphic design skills with good portfolio ● Strong eye for visual composition and elements of design ● Preferably familiar with basic programming skills ● At least 2 years of working experience
Writers	At least 2	<ul style="list-style-type: none"> ● Graduate of communication or equivalent ● Preferably with background in science communication, technical writing, and copyediting ● Preferably knowledgeable in health and health research ● At least 2 years of working experience
Videographers/Photographers	1 or more	<ul style="list-style-type: none"> ● Knowledge on operating and handling audio/video equipment ● Must have portfolio of past video production work ● At least 2 years of working experience
Video editor	1 or more	<ul style="list-style-type: none"> ● Highly proficient in video and

		editing soft wares, animation soft wares, and related tools. <ul style="list-style-type: none"> ● Must have portfolio of past video editing work ● At least 2 years of working experience
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XV. 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 PCHR 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 PCHR 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 PCHR 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.

XVI. 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 PCHR. 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.

XVII. General Terms and Conditions

a. Intellectual Property and Ownership of Project Outputs

All materials developed and produced for the project shall be submitted to the PCHRD, and that the PCHRD has all perpetual rights to the finished products, including all the raw materials used to produce the finished products.

b. Confidentiality

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.

c. 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.