



February 14, 2024

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 Consulting Services for the DOST-PCHRD Social Media Campaign with a total approved budget for the contract (ABC) in the amount of Five Hundred Thousand Pesos (P 500,000.00).**

- **Outputs and Deliverables:**
 - Please see attached Terms of Reference (TOR)
- **Determination of the Highest Rated Bid (HRB)**
 - 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"> a. Company’s work portfolio in similar projects in the last three (3) years b. Customer Feedback / Performance Evaluation Report 	30%
Qualifications of Key Personnel <ul style="list-style-type: none"> a. Engagement in similar projects in the last three years b. Educational Background c. Work portfolio 	30%
Methodology and Timeline <ul style="list-style-type: none"> a. Clarity, feasibility, innovativeness, and comprehensive of the plan approach b. Event plan satisfies the TOR c. Clear and specific timeline of activities in eleven-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 bidder to meet the specified requirements would result in zero (0) rating for the specific criterion.	

- **Checklist of Requirements:**
 1. PhilGEPS Certification / Number
 2. Mayor's / Business Permit (2024)
 3. Certification of Registration (BIR 2303)
 4. Duly Notarized Omnibus Sworn Statement



5. 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
6. Summary of CVs for Proposed Professional Staff (key personnel)
7. Curriculum Vitae for each of the following nominated key staff
8. Team Composition and Task
9. Description of Methodology and Work Plan for Performing the Project

****NOTE: All bidders are required to submit the above-mentioned requirements along with their quotation/proposal. Place them in a sealed envelope and submit it to the address given below on or before the submission date.**

Qualified bidders should submit their quotations to the address below **on or before February 21, 2024 (Wednesday), 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@pchr.dost.gov.ph
Tel. Nos. 8837-7535
Fax No. 8837-7536 or 8837-2942

(sgd.)
MARIA VIOLETA G. INTIA
Chair, BAC



TERMS OF REFERENCE

2024 DOST-PCHRD Social Media Consultancy

I. Background / Rationale

The Department of Science and Technology- Philippine Council for Health Research and Development (DOST-PCHRD) utilizes various traditional and new media platforms in disseminating the Council's programs and services.

Social media is among the various platforms utilized by the DOST-PCHRD to bring health research and related information to its stakeholders and the general public. Continuing the implementation of its Integrated Marketing Campaign which was launched in 2023, the Council aims to strengthen its online presence on Facebook and Twitter.

II. Description of Consulting Services

The service provider must guide the DOST-PCHRD Communications Team in the planning and implementation of DOST-PCHRD's social media campaign to ensure increased followers and engagement across platforms in 2024.

III. Scope of Services

1. Provide a comprehensive strategy in selecting wordings and hashtags to optimize DOST-PCHRD's online presence in search engines.
2. Guide the planning and implementation of the 2024 DOST-PCHRD Social Media Campaign.
3. Prepare and implement Facebook activations and Twitter Premium subscription.
4. Prepare monthly social media analytics reports for DOST-PCHRD social media platforms.
5. Prepare monthly SEO analytics reports of the Council.

IV. 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. Collaborate with and provide inputs to the DOST-PCHRD Communications Team in planning social media activations.
3. Provide a comprehensive hashtag strategy and come up with a search engine optimization plan.
4. Provide monthly social media analytics reports.
5. 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.
6. Be responsible for the timely provision of all outputs and conduct of activities that are necessary within the time schedule/ implementation schedule agreed upon. Fulfill all the requirements and deliverables of the project.
7. Coordinate with PCHRD for directions and requirements in the project implementation.

8. Call for meetings with PCHRD whenever deemed necessary.

V. Responsibilities of DOST PCHRD

The responsibilities of PCHRD include but not limited to:

1. Supervise the execution of the plan.
2. Formulate overall direction for activations. Create messaging and select contents to be highlighted across platforms.
3. Provide timely comments, recommendations, and approval on the deliverables/work produced and presented in the different phases of the project.

VI. Expected Deliverables

The service provider shall prepare and submit the following:

1. **Overall 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. **Monthly analytics reports.** Reports on the performance of social media activations and recommendations for improvement.

VII. Project Duration

The service provider will be engaged in the Project from February 2024 to 30 December 2024.

VIII. Approved Budget for the Contract

The consulting service for the Project has an Approved Budget for the Contract (ABC) of Five Hundred Thousand Pesos only (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 project will be billed progressively upon completion of the following milestones:

Approval of the overall consultancy plan	15%
Upon submission of 6 months of analytics report	35%
After implementation of the overall consultancy plan (production of final video outputs) and acceptance of the terminal report	50%

X. Qualification of the Service Provider

Prospective Service Provider must meet the following minimum requirements in order to be considered for selection:

- Must have completed at least two (2) contracts for the last three (3) years similar to this project in terms of scope and budget;
- With good track record and extensive experience with various clients;
- Full Disclosure of in house services vs. outsourced services that will be provided during the course of engagement; and
- Has enough personnel and needed equipment including software, and is capable of meeting the requirements.

XI. 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 three years• Customer Feedback / Performance Evaluation Report	30%
Qualifications of Key Personnel <ul style="list-style-type: none">• Engagement in similar projects in the last three 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 eleven-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 Service Provider to meet the specified requirements would result in a zero (0) rating for the specific criterion.

XII. 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
Main Consultant / 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 projects handled in the last 3 years working experience gained as a lead in social media content planning and execution
Social Media Advertiser	1	<ul style="list-style-type: none"> • Must possess at least a Bachelor's Degree in Marketing/ Advertising and related courses • Strong understanding of managing budgets and social media platforms • Knowledgeable in SEO and content optimization
Social Media Analyst	1	<ul style="list-style-type: none"> • Must possess at least a Bachelor's Degree in Digital Marketing and related courses • Knowledgeable in SEO and campaign data analysis

XIII. 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%)
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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.

XIV. 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.

XV. 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 master copies, raw materials used to produce the finished products.


B. Confidentiality

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.

C. Third Party Participation

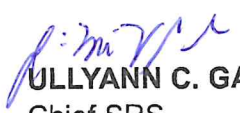
Any activity in the course of the implementation of the Project assigned to or contributed by third parties including, but not limited to use of materials/samples, collaborative research, or use of facilities should be disclosed by the Service Provider to PCHRD prior to engaging in said activity. Any 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.

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