



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
 Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue
 1300 Pasay City, Metro Manila, Philippines
 (632) 831-2201 to 09 ext. 218 (632) 831-1368, 832-3965
 info@citem.com.ph www.citem.com.ph



JO Number:
2022-0066
PR No.:
2022-0163

JO Date:
07/21/2022
PR Date:
06/24/2022

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CONTRACTOR/SUPPLIER SPACE SHEEP MEDIA LAB, INC.
 ADDRESS 1411 Corporate 145 Bldg., Mother Ignacia Avenue, Quezon City
 MODE OF PROCUREMENT Small Value Procurement

DELIVERY TERM _____
 PAYMENT TERM _____
 PLACE OF DELIVERY _____
 DATE OF DELIVERY _____

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
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DIGITAL CONTENT PROVIDER FOR CHINA INTERNATIONAL FAIR FOR TRADE IN SERVICES (CIFTIS) 2022

Php400,000.00

SCOPE OF WORK

The Digital Content Provider will be contracted for 4 months from the issuance of Job Order / Contract and is expected to perform the following duties:

1. Content Planning & Development

For Promotion:

- Develop content strategy and concepts that will respond to and carry out CITEM's objectives for CIFTIS;
- Submit a Content Plan detailing the proposal on the strategic approach to content for the campaign period of 3 months as follows:

SCHEDULE	CONTENT OBJECTIVES	FREQUENCY OF CAMPAIGN
Last week of July to first week of August	General announcement of the participation	At least 2 materials
2nd to 4th week of August	Company and sector features to target possible stakeholders for B2B	At least 2 material per week
1st week of September	CIFTIS show proper	At least 4 materials for the entire week
2nd to 4th week of September	Show highlights to translate leads to actual sales and/or to encourage leads to visit the CREATEPhilippines platform	At least 3 materials

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, CS Department
 CONFORME:

PAULINE ANN E. MAMINTA
 Name & Signature of Contractor/Supplier
 August 9, 2022
 Date

BUR No. OTF-BC-22070542

DATE 07/25/2022

AMOUNT Php400,000.00

Funds Available:

 MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

ANNA MARIE D. ALZONA
 Chief TIDS, OG1-OTF

Approved by:

MA. LOURDES D. MEDIRAN
 Alternate HOPE



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<p>The Content Plan shall include:</p> <ul style="list-style-type: none"> - Overall content strategy / approach - Detailed project timeline on the line-up of backend/preparatory activities (i.e. interviews) necessary to deliver the objectives; - Content types and formats to be produced which includes, but not limited to articles, e-newsletters, non-static promotion materials. These should be supported by corresponding production timeline and target publication dates. <p>For the digital booth:</p> <ul style="list-style-type: none"> - Develop content theme and narrative for the Philippine Pavilion based on the sectors covered and participating companies. <p>2. Content Production</p> <p>For Promotion:</p> <ul style="list-style-type: none"> - Production of at least two (2) original main visuals/artworks and of actual promotion materials in English based on the submitted Content Plan and timeline; <p>For the digital booth:</p> <ul style="list-style-type: none"> - Production of text content (English) requirement for the Philippine Pavilion; - Develop menu of services for the Philippine Pavilion in English. Pertinent data/information about the participating sector and companies will be provided by CITEM; - Editing of at least three (3) company / sector existing AVP videos to include Chinese subtitles - Provide creative direction to around 10 individual companies should assistance be needed. <p>3. Others</p> <ul style="list-style-type: none"> - Shoulder all the necessary logistics and administrative expenses needed to accomplish the deliverables at no additional cost to CITEM; - Assign a primary contact person for CITEM to touch base with for follow up, concerns, and queries; 			

TOTAL AMOUNT IN WORDS:	Php
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MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

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 Chief TIDS, OG1-OTF
 Approved by:

MA. LOURDES D. MEDIRAN
 Alternate HOPE

JOB ORDER

CITEM.STR.FR.006



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- All materials must be approved by CITEM and the hired Content Provider must be willing to allow revisions should CITEM require them to;
- Turnover all coverage reports, data, interviews, photos, videos, and all other multimedia materials gathered from the purpose of this contract in a hard drive;
- Recommend actions and solutions on how to improve future promotion efforts for CIFTIS.

RESPONSIBILITIES OF CITEM

CITEM shall adhere to the following responsibilities:

1. Assign a point person from CITEM to coordinate relevant information and serve as a coordinator for any questions and concerns;
2. Provide available data, information, and materials (photo, videos, text write-up) from the industry associations covered and from the participating companies that could be of use;
3. Distribution of all promotion materials to be produced by the Digital Content Provider will be c/o CITEM;
4. Share data and analytics of all content released and tracked by CITEM;
5. Assist in routing for review and approval of all content submitted by the Content Provider before releasing/publishing.

BUDGET & PAYMENT TERMS

The Contracted Price for this requirement is Php400,000.00 inclusive of all applicable taxes charge to CIFTIS 2022 budget. Payment for the hired Digital Content Provider shall be made in the following schedule:

PAYMENT	PROPOSED DELIVERABLES
40% of the contract price (July)	Submission of Content Plan
40% of the contract price (August)	<ul style="list-style-type: none"> • Submission of booth digital asset requirements for the Philippine Pavilion • Submission of produced materials for approval
20% of the contract price (September/October)	<ul style="list-style-type: none"> • Submission of produced materials for approval (Other 50% of the actual promotional materials based on the submitted Content Plan and timeline) • Turnover all coverage reports, data, interviews, photos, videos, and all other multimedia materials • Report submission on how to improve future promotion efforts for CIFTIS.

TOTAL AMOUNT IN WORDS: **Four Hundred Thousand Pesos** **Php 400,000.00**

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