

Republic of the Philippines
Department of Trade and Industry
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2019-0330

**REQUEST FOR QUOTATION
(NEGOTIATED PROCUREMENT – SMALL VALUE PROCUREMENT)**

The Center for International Trade Expositions and Missions (CITEM) invites all interested parties to submit quotation for:

**HIRING OF BRAND DEVELOPER FOR FOOD PHILIPPINES
MARKETING COLLATERAL FOR 2020**

Approved Budget	:	PHP 900,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation	:	16 December 2019, 05:00PM
Opening of Bid	:	19 December 2019, 02:00PM

The Notice of Award shall only be issued to the lowest calculated bidder who has complied with the following documentary requirements below, enclosed on a sealed and properly labeled envelope:

Eligibility Documents (1st Envelope)

1. Mayor's Permit for the current year or for individuals, BIR Certificate of Registration
2. Valid PhilGEPS Registration Number (evidenced by a certificate or screen shot)

PhilGEPS Certificate of Platinum Membership may be submitted in lieu of Mayor's Permit and PhilGEPS Registration Number.

3. Latest Income or Business Tax Return stamped and received by BIR
4. Notarized Omnibus Sworn Statement
5. Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable

Financial Bid (2nd Envelope)

- Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative.

Qualitative Evaluation Documents (3rd Envelope)

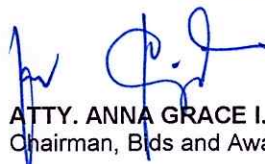
1. High quality printed portfolio with a minimum of 50 samples per photography in the field of food photography and others in a clear plastic sleeve folder or coffee table type of portfolio.
2. List of equipment with specifications that the photographer/s or company possess and intend to use in executing CITEM photography requirements. (to be included in the clear plastic sleeve folder)
3. Photographers/Company background with a profile of its clients (with contact person) within the last five (5) years. Samples of client usage is highly recommended e.g. photos used in publications and print material. (to be included in the clear plastic sleeve folder)

Kindly submit these documents to the BAC Secretariat, CITEM, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City on the above stated date and time.

A payment of non-refundable fee of Five Hundred Pesos (Php 500.00) may be paid at the CITEM Cashier Office for the bidding documents.

CITEM-BAC reserves the right to reject any or all bids disadvantageous to, waive any formality or accept such bids as may be considered advantageous to the government. Further, CITEM-BAC assumes no obligation whatsoever to compensate or indemnify the bidders for expenses or losses that may be incurred in participating in this bidding.

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. (02) 8-831-2201 local 309/294 or email at citembac@citem.com.ph.



ATTY. ANNA GRACE I. MARPURI
Chairman, Bids and Awards Committee

TERMS OF REFERENCE HIRING OF BRAND DEVELOPER FOR FOOD PHILIPPINES 2020

I. RATIONALE:

The Center for International Trade Expositions and Missions (CITEM) is mandated to market and promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs and missions and other export promotional programs. For this purpose, the Agency organizes professionally managed, locally held signature events as well as international trade fair participation.

For over 35 years, CITEM has established the country's image as a premier destination for quality export products and services and continues to set the highest standards of creativity, excellence and innovation to achieve export competitiveness in the international market.

With digital marketing as part of CITEM's major thrust for 2020, content marketing is now considered a vital aspect in executing the Agency's project. This whole new perspective in export promotion now starts via well-packaged and professionally managed and designed promotional collateral and ends 24/7 in the digital platform. With this new shift in promoting the Food Philippines as a brand, it is vital to invest in visual materials that will captivate multiple markets with various mindsets, interests, and capture their limited attention through effective advertising.

Aiming to enhance the Food Philippines as a brand, the Visual Design Division (VDD) is developing a new branding concept with a market-centric approach. Catering to five specific audiences that Food Philippines is aiming (Halal, Specialty Food, Beauty & Wellness sector), specific branding strategies are developed to carefully and effectively promote the selling proposition of the Food Philippines brand. This requires five distinct visual approaches across all Food Philippines branding materials for graphic design and application, exhibitions, including website graphics and social media campaigns that will pique the interest and buying impulse of various audiences. These branding images shall also set the parameters in conducting photography requirements for Food Philippines 2020.

In 2020, Food Philippines is also set to become a multi-sector promotional platform that will soon promote the Creative Industry, a growing sector that works closely with the food sector in promoting food products and items in the global scene through packaging and graphic design.

In the spirit of consistency and urgency and to address also the timetable of overseas trade fairs under the CITEM Work Program, the Visual Design Division aims to collaborate with a Brand Developer who has an encompassing expertise in the field of concept implementation, branding, graphic and print design, image treatment and generation, with concentration in creative branding, image branding, and photography.

II. OBJECTIVE:

To hire a Brand Developer who would execute the Food Philippines 2020 brand identity for print, exhibitions and website materials. The Brand Developer should include "Branding Execution" like visual applications from production, hiring of models, costume, design, generate images that reflect the visual branding of Food Philippines components.

III. METHODOLOGY

The following steps shall be adopted by Visual Design Division for the procurement of a Service Provider for a Brand Developer for the 2020 international participation in food-related events.

1. The procurement for the service provider shall be bid out using the quality method of procurement;
2. Bidders, who passed the pre-bidding requirements, shall be elevated to the qualitative mode of procurement;
3. Only bidders who passed the qualitative assessment with a score of 85% shall be allowed to submit their financial bids;

4. The following deductions shall be imposed on below par performance which will cause delay in delivery, poor execution of work, substandard quality of services or non-compliance with the project outputs as indicated in these terms of reference resulting in a fair to satisfactory performance rating:

Adjectival Rating	Percentage Deduction from Total Contracted Amount (PhP900,000 / VAT inclusive)
Satisfactory	10%
Fair	15%
Poor	No payment and subject to revocation of contract.

5. Winning bidder shall coordinate closely with Visual Design Division for the onsite photography requirements; and
6. Processing of payments shall be on a progressive type.

1 st payment	December 2019 – awarding of the supplier January 2020 – Submission of the content plan	Submission and approval of the concept plans, shotlist, and timeline.	15% of the total payment inclusive of VAT
2 nd payment	Based on the approved timeline of the supplier	Execution and submission of the 1 st set of photoshoot. Products to be shot will be based on the approved concept plan.	15% of the total remaining payment inclusive of VAT
3 rd payment	Based on the approved timeline of the supplier	Execution and submission of the 2 nd set of photoshoot. Products to be shot will be based on the approved concept plan.	15% of the total remaining payment inclusive of VAT
4 th payment	Based on the approved timeline of the supplier	Execution and submission of the 3 rd set of photoshoot. Products to be shot will be based on the approved concept plan.	15% of the total remaining payment inclusive of VAT
5 th payment	Based on the approved timeline of the supplier	Execution and submission of the 4 th set of photoshoot. Products to be shot will be based on the approved concept plan.	15% of the total remaining payment inclusive of VAT
6 th payment	Based on the approved timeline of the supplier	Execution and submission of the 5 th set of photoshoot. Products to be shot will be based on the approved concept plan.	15% of the total remaining payment inclusive of VAT

7 th payment	Based on the approved timeline of the supplier	Submission of the 1TB hard drive with all the photos.	10% of the total remaining payment inclusive of VAT
		TOTAL:	100%

IV. SCOPE OF WORK & OUTPUT

1. Conceptualize (5) five graphic treatments and color theory that appeals to the Halal, Specialty Food, Beauty and Wellness and Organic Markets in collaboration with the Visual Design Division.
2. Generate (5) five sets of images incorporating the (5) five graphic treatments. Each set should include action shots.
3. All props and set designs should reflect the approved graphic treatments. Example: Can and bottle labels, box design, wrapper, tissue, cup label, plate, wallpaper, table cloth, etc.
4. Hire models/costume designer for action shots.
5. Hire food stylist.
6. Provide ingredients, fresh goods, and other food photography assets and props requirements.
7. Photographer has to submit two (2) post-processed for each REQUIRED shot. (To be included in the 1TB portable hard drive).
8. Photographer shall deliver their edited/post-processed photos and other requirements, among others, seven (7) working days after the the last photo session.

V. RESPONSIBILITIES OF THE SERVICE PROVIDER/S or SUPPLIERS

1. Reports directly to the Visual Design Division;
2. Ensures the fully satisfactory compliance of the scope of work and the delivery of the outputs stipulated in this project;
3. Must be knowledgeable in Food Photography, People shot like portrait and modeling; and
4. Venue or studio with complete lighting equipment should also be provided by the photographer with stylist.

V. RIGHTS AND RESPONSIBILITIES OF CITEM

1. Facilitating the service provider/contractor to acquire access to the place, venue, or subjects identified for coverage;
2. Provide the shot list guide for the project/s to be undertaken;
3. Have exclusive ownership of all images/concepts created or developed by reason of this engagement/contract; and
4. Right to penalize, if deemed necessary, or deduct from the contract price if violations are incurred such as delay in delivery, quality of service, or non-compliance to the project outputs, among others.

VI. MINIMUM QUALIFICATIONS STANDARD

1. Compliant with the requirements of CITEM's Bids and Awards Committee (BAC) in reference to Government procurement or Republic Act 9184.
2. Has been in the line of business of photography for more than five (5) years and with a good track record with clientele in photography.
3. Has the expertise in the respective fields of product photography and food styling and with an eye for capturing photos with high-visual impact at minimally given direction.
4. Possession/Usage of the following equipment:
 - a. Professional Digital SLR Camera with at least, 24 megapixel CMOS Sensor Digital SLR;
 - b. Wide, Normal and Zoom lens;
 - c. Tripod and a set of studio lights and modifiers (softboxes, scrims, grid etc.) white and various colored backgrounds, seamless paper background at least 6 ft. wide on stands for shooting big products like furniture, sculptures, etc.; ~~and~~
 - d. Light meter & wireless transmitter.
5. Has competent and technically-equipped assistant/s in photography.

VII. EVALUATION SYSTEM

1. Interested bidders shall undergo a qualitative mode of procurement. The Qualitative Evaluation (QE) shall be made by an in-house panel composed of CITEM's Division/Department representatives concerned.
2. For evaluation, the bidder shall:
 - a. Submit high-quality-printed portfolio with a minimum of **50 samples** per photography in the field of food photography and others in a clear plastic sleeve folder or coffee table type of portfolio. **(Bidders who failed to submit printed portfolio shall not be included in the qualitative evaluation.)**
 - b. List of equipment with specifications that the photographer/s or company possess and intend to use in executing CITEM photography requirements. *(To be included in the clear plastic sleeve folder.)*
 - c. Photographer's company background with a profile of its clients (with contact person) within the last five (5) years. Samples of client usage is highly recommended, e.g., photos used in publications and print materials. *(To be included in the clear plastic sleeve folder)*
3. Only bidders who passed the qualitative mode of procurement with the score of 85% shall submit the bid documents.

VII. SELECTION CRITERIA

PARAMETERS	NO. OF POINTS
The treatment and applicability of the photos for CITEM Food Philippines projects and requirements, e.g., likely photos we can use or want to use for print and press release materials.	40 (highest point)
Image quality and aesthetic value of the photos, e.g., the framing, the choice of viewpoint, and ability to capture the mood or ambiance.	30 (highest point)
Photographer or Company background / profile of the bidder together with a list of clientele with samples of photos done within the last 5 years. <i>(Present the company or venture set up with a list of projects and clients with samples.)</i>	20 (highest point)
List of technical equipment with specifications and resources to be used in executing or rendering services for CITEM projects, e.g., camera unit/s, its accessories, equipment, props, computer type and its software, etc.	10 (highest point)
TOTAL	100

Bidders with an average score of 85 and above points in the QE shall qualify for the Financial Bid. The bidder with the responsive Financial Bid shall be considered the Official Photographer for this requirement.

VIII. TOTAL ALLOTTED BUDGET:

Nine Hundred Thousand Pesos (Php 900,000.00) inclusive of VAT.

PREPARED BY:



MARIA PATRICIA P. BAGULBAGUL
Creative Arts Specialist III
Visual Design Division

RECOMMENDING APPROVAL BY:



ARTURO CRUZ DIMAANO
Department Manager III
Creative and Communication Department

APPROVED BY:



PAULINE SUACO-JUAN
Executive Director, CITEM

FOOD PHILIPPINES 2020 BRAND DEVELOPER QUALITATIVE EVALUATION

NAME OF RATEE: _____
NAME OF RATER: _____
DIVISION: _____
DATE: _____

Kindly rate the prospective bidder/s using the following criteria:

Bidders are required to submit high-quality printed portfolio with a minimum of **50 samples per photography** in the field of food photography and others in a clear plastic sleeve folder. **(Bidders who failed to submit printed portfolio, shall not be included in the qualitative evaluation)**

P A R A M E T E R S	RATER'S ASSIGNED POINTS	TOTAL
A. Branding Application	Not to exceed Total of 40 pts. 10 pts each as highest	
<ul style="list-style-type: none"> • Brand Application in Print Media and Packaging • Layout and Composition • Concept Development • Creating visual impact to audience 		
B. Experience in Photography	Not to exceed Total of 30 pts.	
<ul style="list-style-type: none"> • Model Photography • Food Photography • Network of Suppliers in Graphic Design, Modelling Agency and Production Design 		
C. Company/supplier background with a profile of its clients (with contact person) within the last 5 years. Samples of photo shot are highly recommended:	Not to exceed Total of 20 pts.	
<ul style="list-style-type: none"> • Company Profile (5 pts. or 0) • List of Company's Clients (5 pts. or 0) • Years of Experience as a Creative Agency 	SELECT ONE ONLY.	
	5 years = 10 pts	
	1 - 4 years = 5pt	
D. List of technical equipment (with specifications) and resources to be used in executing or rendering services for CITEM projects:	Not to exceed Total of 10 pts.	
<ul style="list-style-type: none"> • Complete list of equipment used. 		
GRAND TOTAL		

NOTE: Bidders with an average of **85 and above** points in the QE shall qualify for the financial bid.

PRINTED NAME & SIGNATURE OF RATER