

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-2019-0202

**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 CONTENT AND GRAPHICS CONSULTANT FOR
CITEM OVERSEAS SHOWS FOR HOME AND FASHION”**

Approved Budget	: PHP 800,000.00
Pre-Bid Conference	: 15 August 2019, 02:00PM
Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation	: 19 August 2019, 05:00PM
Opening of Bid	: 22 August 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. **Portfolio** indicating the following:
 - a. Relevant work experiences in content creation/production, publication
 - b. Relevant work experiences in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials
2. Content Portfolio created/produced and published in traditional, online, and social media channels, and/or applied in commercial marketing and promotional collaterals
3. List of content created/produced and published in traditional, online, social media channels, and/or applied in commercial marketing and promotional collaterals, specifying media formats used, and the respective quantities for each.

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. 8312201 local 309 or email at citembac@citem.com.ph.


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



REQUEST FOR QUOTATION

- Shopping with ABC of Php 50,001 and above Small Value Procurement with ABC of Php 50,001 and above
 Lease of Real Property and Venue Others : _____

Company Name: _____
 Address: _____
 Contact No.: _____

Date: 6-Aug-19
 RFQ No: 2019-0202

Gentlemen:

Please quote hereunder your lowest possible price(s) for the following article(s)/work(s) which are urgently needed by this office. It is requested that the quotation be sealed, signed and stamped in an envelope and submitted to CITEM BAC.

Schedule of Pre-Bid Conference:	<u>15 August 2019</u>	Time:	<u>2:00PM</u>	Venue:	<u>Meeting Room 1</u>
Schedule of Opening of Bids:	<u>22 August 2019</u>	Time:	<u>2:00PM</u>	Venue:	<u>Meeting Room 1</u>

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		Hiring of Content and Graphics Consultant for CITEM Overseas Shows for Home and Fashion		
		<i>Please see attached Terms of Reference for more details.</i>		
		Approved Budget : Php 800,000.00		
		Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Eval. Document. : 19 August 2019, 05:00PM		

Terms and Condition:

- 1.) Delivery period: _____ working days upon acceptance of Purchase/Job Order.
- 2.) Bid price must be **Inclusive of Value Added Tax**.
- 3.) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 4.) Any alterations, erasures or overwritings shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.
- 5.) Required documents, if any, must be submitted within 3 Days after receipt of notice.

The CITEM-BAC reserves the right to reject any or all bids offer and waive any defects therein and accept bid/s it may consider advantageous to the government.


ATTY. ANNA GRACE I. MARPURI
 BAC Chairman

TO: CITEM Bids and Awards Committee:

Per your request, I/we have indicated the prices of the above mentioned article(s)/work(s) on the unit price/amount column above. I/We also certify that we have read, understood and shall conform with the terms and conditions of this requirement.

 Date Submitted

 Signature over printed name of the Authorized Company Representative
 Designation: _____
 Telephone no.(s) _____
 E-mail: _____

TERMS OF REFERENCE

Engagement for a Content and Graphics Consultant
CITEM Overseas Shows for Home and Fashion



I. EVENT BRIEF

Title of Events	Maison et Objet	Premiere Classe Tuileries
Dates	6-10 September 2019	27-30 September 2019
Location	Parc des Expositions, Nord Villepinte, Paris	Jardin des Tuileries Paris
Product Sector	Home and Lifestyle	Fashion Accessories and Wearables
Pavilion Size	100sqm	28sqm
Total Budget	PHP 800,000.00	

II. RATIONALE

CITEM shall organize the Philippines' participation in overseas tradeshows for home and fashion. These are namely Maison et Objet Paris and Premiere Classe Tuileries.

Maison et Objet is scheduled on 6-10 September in Paris, France where 13 Philippine exporters of home and lifestyle products shall be featured. It is considered the leading home decor fair connecting the international interior design and lifestyle community.

Premiere Classe Tuileries is scheduled on 27-30 September at Paris, France. Seven of the most renowned Philippine brands in the fashion industry shall exhibit at the fair. Premiere Classe showcases brands including jewelry, footwear, leather goods designers as well as every other type of accessory, each specially chosen for their creativity, originality and style.

Each project shall have its own strategy to promote the participating brands in each fair based on how the reception and perception of the audience (media, stakeholders) and the market (buyers, consumers).

The Content and Graphics Consultant to be hired for the above CITEM-organized overseas projects must be capable of creating and managing content to drive traffic, encourage engagement, and ensure audience retention. He/She must develop a content marketing strategy that will maximize the use of all available media platforms to promote the participating brands and the Philippines as a destination of contemporary design.

The Content and Graphics Consultant to be hired must be able to tell the stories behind each brand. He/ She must craft an inspirational media campaign that targets the right audience. The consultant to be hired must also be capable of creating graphics that will complement the brands' identities and create a unifying brand logo to represent the Philippines' participation at the trade fair. These graphics shall be used for all promotional platforms – print and online.

Aside from creating materials that promote the companies and their participation in the overseas trade fairs, the Content and Graphics Consultant must create materials that will entice its audience, particularly the trade buyers, to find out more about the brands and where else to find them and more manufacturers. The consultant must include teasers of Manila FAME in order to create awareness, and to entice the buyers to learn more about the show and eventually visit Manila FAME.

III. OBJECTIVES

1. To identify and engage the services of a Content and Graphics Consultant whose responsibilities include, but are not limited to, the following tasks:
 - a. Develop original, insightful, timely story ideas that evolve around the participating brands;
 - b. Craft a content management strategy
 - c. Create original content that shall be used for promotions of the Philippines' participation in overseas tradeshows for home and fashion;
 - d. Create original graphics, including logos, to be used for print and online materials; and
 - e. Incorporate the international buyer campaign for Manila FAME in materials to be produced for the tradeshows.
2. To define the selection process in choosing the Content and Graphics Consultant;
3. To identify the qualifications on the prospective bidder; and
4. To enumerate the requirements from the Content and Graphics Consultant.

IV. SCOPE OF WORK AND DELIVERABLES

The Content and Graphics Consultant shall be responsible in creating the content and production graphics. The Contractor must be highly experienced in writing, crafting content in multi-media formats for deployment/publication across traditional, online and social media channels and marketing collaterals to be used at the overseas trade shows mentioned in this TOR.

Contractor must be knowledgeable about traditional and online audience behaviors and preferences, online and social media usage and trends. He/She must have a proven track record or experience in original content creation/production and publishing for online, social media, and other digital platforms.

He/She must have a creative mindset, capable of conceptualizing and producing high-quality content with takeaway messages that are clear, consistent, innovative, fresh, and with potential to go viral. He/She must be a passionate and visual storyteller, an excellent feature-writer, updated on local and global trends in fashion and design innovation.

CONTENT AND GRAPHICS CONSULTANT UNDERTAKINGS:

- A. Comprehensive Content Media Plan
 - He/She must submit a Content Media Plan for the local market which is aligned with the PR Strategy and Content direction set by the international publicist to be hired separately.
 - The content media plan must detail content core topics, story slants/ story-lines, specifics covered, communication objectives, media format, target publication channels/venues, publication dates.
- B. Content Writing and Production
 - Craft, create, produce compelling, captivating, highly engaging stories or features about the participating Philippine brands
- C. Over-all Graphics and Branding Manual for Tradeshows
 - Create original graphics (e.g. logos, etc.) and identify color ways that will represent the Philippines' participation.

SPECIFIC DELIVERABLES PER PROJECT AND TIMELINE:

MONTH	SCOPE OF WORK AND DELIVERABLES	
August 2019	Maison & Objet Paris - 13 home decoration	Premiere Classe - 7 fashion brands
	Pre-Event 1. Creative Concepts 2. Logo design for Kindred 3. Copywriting for press releases (2 article pre-show) 4. Copywriting for e-card campaign (4 e-cards) 5. Photography of products for the press kit/ brochure	Pre-Event 1. Creative Concepts 2. Logo/Brand design for the participation based on Fashion Philippines 3. Copywriting for press releases (2 article pre-show) 4. Copywriting for e-card campaign (4 e-cards) 5. Photography of products for the press kit/ brochure
September 2019	Pre-Event 1. Copywriting for press releases (2 article pre-show) 2. Copywriting, lay-out and design of postcard for distribution to buyers. - Content: about the Philippines, about the companies, listing of brands with contact details. 3. Copywriting, design and layout for press kit Post-Event 1. Post-event release; overview / highlights of show and Philippine participation results (figures and data will be given)	Pre-Event 1. Copywriting for press releases (2 article pre-show) 2. Copywriting, lay-out and design of postcard for distribution to buyers. - Content: about the Philippines, about the companies, listing of brands with contact details. 3. Copywriting, design and layout for press kit
	October 2019	Post-Event 1. Post-event release; overview / highlights of show and Philippine participation results (figures and data will be given)

Other Deliverables:

1. Promote Manila FAME as a sourcing venue, and that the brands' participation at the above-mentioned trade fairs serve as teasers to more products and manufacturers that buyers can find in the Philippines.
2. Act as a consultant and coordinator/guide for the production of online and printed collaterals.
3. Provide advice on media and publicity matters that will have an impact on the Philippine brand.
4. Submit a comprehensive report on media mileage generated and recommendations for a more effective campaign for the next participation.

V. EVALUATION

For the Qualitative Evaluation, bidders will be assessed based on the following criteria:

CRITERIA	VALUE POINT
a. Experience with any government agency in work related content creation/production, publication. i. With government experience - 10 points ii. With no government experience - 5 points (Document required: Portfolio indicating relevant work experience in content creation/production, publication)	10
b. Quality of published content created/produced in various multi-media formats showing effective and optimized content that: <ul style="list-style-type: none"> • Leverage on visuals – photos, videos, illustrations, demonstrations, etc.; • Have compelling, convincing storylines; • Have takeaway messages that are clear, consistent, innovative, and fresh, and 	25

<ul style="list-style-type: none"> Have potential to generate online conversations and buzz, spawn "viral" interest <p>(Contractor to present a Content Portfolio created/produced and published in traditional, online, and social media channels, and/or applied in commercial marketing and promotional collaterals.)</p>	
<p>c. Quantity and diversity of published content in various multi-media formats:</p> <ul style="list-style-type: none"> i. At least three (3) published contents in video format - 5 points ii. At least five (5) published articles in any of the following formats: long-form write-up, feature articles/advertorials, listicles, short bios - 10 points iii. At least five published contents in any of the following formats: blogs, vlogs, - 5 points iv. At least three (3) published articles other than online - 5 points <p>(Contractor to present a list of content created/produced and published in traditional, online, and social media channels, and/or applied in commercial marketing and promotional collaterals, specifying media formats used, and the respective quantities for each.)</p>	25
<p>d. Experience in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials for at least 10 entities/brands/companies:</p> <ul style="list-style-type: none"> i. Experience with 10 outfits or more - 25 points ii. Experience with less than 10 outfits - 0 points <p>(Document required: Portfolio indicating relevant work experience in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials)</p>	25
<p>e. Knowledge of local and global trends and innovations in the home and fashion industry</p> <p>(Evaluator to refer to the Content Portfolio submitted)</p>	15
TOTAL	100

Only those who receive a passing score of 85 shall proceed to the opening of financial bid. The lowest calculated and most responsive bidder shall be declared the winner of the contract, subject to post-qualification, if required.

VI. ESTIMATED BUDGET


Total Budget - PHP 800,000.00 (inclusive of all taxes)
Procurement Mode - Small Value Procurement

VIII. CONDITIONS OF PAYMENT

The contracted firm, which will be engaged as soon as awarded, and shall be compensated Eight Hundred Thousand Pesos (PHP 800,000.00) only, inclusive of taxes. Payment shall be processed based on the following terms:

- 50% upon submission of creative concepts and photo artworks in coordination with International Publicist
- 50% upon satisfactory delivery of output commitments and submission of a Summary Report specifying all content media formats delivered.

Prepared by:


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Recommending Approval:


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Anna Marie R. Alzona
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Fashion Lifestyle Division

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