



REQUEST FOR QUOTATION (OVERSEAS PROCUREMENT)

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

Date: 6-Feb-2020
RFQ No: 2020-0046

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 Opening of Bids: 11 February 2020 Venue: Meeting Room 1 Time: 2:00 PM

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		PROCUREMENT OF DIGITAL MARKETING CAMPAIGN ADS FOR THE FOLLOWING PROJECTS:		
		A. MANILA FAME OCTOBER 2020		
		Campaign Period: <i>March to December 2020</i>		
		Approved Budget of the Contract: <i>PHP 300,000.00</i>		
		<i>(Please see attached Terms of Reference for more details.)</i>		
		B. CREATE PHILIPPINES 2020		
		Campaign Period: <i>March to October 2020</i>		
		Approved Budget of the Contract: <i>PHP 300,000.00</i>		
		<i>(Please see attached Terms of Reference for more details.)</i>		
		C. FOOD HOTEL ASIA		
		Campaign Period: <i>01 March 2020 to 15 April 2020</i>		
		Approved Budget of the Contract: <i>PHP 5,000.00</i>		
		<i>(Please see attached Terms of Reference for more details.)</i>		
		xxx NOTHING FOLLOWS xxx		
		DEADLINE OF SUBMISSION OF QUOTATIONS: 10 February 2020, 05:00PM		

Terms and Conditions:

- 1.) The above-quoted prices must be inclusive of all costs and applicable taxes. Prices shall be quoted in Philippine Peso or US Dollar.
- 2.) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 3.) Any alterations, erasures or overwritings shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.

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 L. MARPUR
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) _____

TERMS OF REFERENCE

I. PROJECT TITLE	Digital Marketing Campaign Ads for Manila FAME October 2020
II. LOCATION	World Trade Center Metro Manila Pasay City, Philippines
III. DURATION	March to December 2020
IV. BUDGET	Php300,000.00
V. PROJECT DETAILS	Social Media Marketing is a platform which enables businesses to reach and engage potential customers, increase website traffic, express the brand voice, improve business reputation, generate brand awareness, and generate leads for the business.

According to "We Are Social's Special Report on Digital 2019" Q2 Global Digital Statshot (<https://wearesocial.com/blog/2019/04/the-state-of-digital-in-april-2019-all-the-numbers-you-need-to-know>), there are 4.437 billion internet users with 350 million new users which equates to 58% penetration to the global population. Out of the 4.437 billion users, 3.499 billion are active social media users, equating to 45% penetration to customers.



This gives businesses which use social media marketing campaign an advantage to reach audiences based on their age, interests, behavior online, location, and other key aspects monitored and gathered by search engines and social media platforms.





As organic reach and engagement continues to decline, the need for Facebook Inc.'s paid ads to reach target audience is increasing. Paid ads allow marketers to do the following:

Targeted Form of Advertising

A major benefit of social media advertising is its ability to reach the exact audience. A business can engage the audience by advertising to people specifically by age, interests, behavior online, and location.

Cost Efficiency in Running Campaigns

Social media advertising is one of the cheapest forms of advertising compared to traditional forms of advertising considering that businesses can target their specific audiences.

Result Tracking and Monitoring

The results are measurable. Social media advertising also gives a detailed analytics report of the campaign which helps managers to check which campaigns are effective and produces better results for every centavo spent for each campaign.

Preferred Media of Information

Based on the presented data, the use of social media marketing advertising delivers opportunities for business to boost their brand awareness, increase lead generation, and engage possible customers at a most cost-efficient manner than traditional advertising.

In addition to social media marketing, placement of the show information on event listing websites will also be pursued for this edition.

VI. RATIONALE

As there is a need to continuously engage customers online, CITEM must work on setting up its prominence through paid advertising.

Facebook is the most versatile among all social media platforms when it comes to social media advertising with 2.320 billion active users. Its algorithm to target specific audience is beneficial for CITEM to ensure the ads are seen by its intended audiences. By getting people's attention, increasing awareness, and engaging with the audience, CITEM can get new leads and customers who can become invested in and loyal to CITEM's brands.

VII. OBJECTIVES

The ads will run via Facebook and Instagram simultaneously to:

- Increase brand awareness of Manila FAME October;
- Reach and engage prospective clients through an interactive and relevant platform;
- Gain valuable business insight through boosting website traffic by efficiently targeting specific audience;
- Continuously feed information (text and digital content) regarding Manila FAME October through social media marketing campaign before, during, and after the event.

VIII. REQUIREMENTS

See attached social media ad plan with timeline.

IX. TERMS OF PAYMENT

Online payment via credit card per ad placed/posted.

X. PARTNER

Operations Group I

Prepared by:


Ryanorlie Abeledo
OIC – Division Chief
Web Marketing Division

Recommending Approval:

 01/29
Arturo Cruz Dimaano
Department Manager III
CCSD

Approved by:


Atty. Anna Grace I. Marpuri
OIC, Department Manager
Operations Group I

TERMS OF REFERENCE

I. PROJECT TITLE	Digital Marketing Campaign Ads for CREATE Philippines 2020
II. LOCATION	Manila, Philippines
III. DURATION	March to October 2020
IV. BUDGET	Php300,000.00
V. PROJECT DETAILS	Social Media Marketing is a platform which enables businesses to reach and engage potential customers, increase website traffic, express the brand voice, improve business reputation, generate brand awareness, and generate leads for the business.

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The ads will run via Facebook and Instagram simultaneously to:

- Increase brand awareness of CREATE Philippines;
- Reach and engage prospective clients through an interactive and relevant platform;
- Gain valuable business insight through boosting website traffic by efficiently targeting specific audience;
- Continuously feed information (text and digital content) regarding CREATE Philippines through social media marketing campaign before, during, and after the event.

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IX. TERMS OF PAYMENT

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X. PARTNER

Operations Group I

Prepared by:


Ryanorlie Abeledo
OIC – Division Chief
Web Marketing Division

Recommending Approval:


Arturo Cruz Dimaano 01/29
Department Manager III
CCSD

Approved by:


Atty. Anna Grace I. Marpuri
OIC, Department Manager
Operations Group I

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TERMS OF REFERENCE

I. PROJECT TITLE	Digital Marketing Campaign Ads for the Philippine participation in Food Hotel Asia
II. LOCATION	Singapore Expo, Singapore
III. DURATION	March 1 to April 15, 2020
IV. BUDGET	Php5,000.00
V. PROJECT DETAILS	Social Media Marketing is a platform which enables businesses to reach and engage potential customers, increase website traffic, express the brand voice, improve business reputation, generate brand awareness, and generate leads for the business.

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VII. OBJECTIVES

The ads will run via Facebook and Instagram simultaneously to:

- Increase brand awareness of Food Hotel Asia;
- Reach and engage prospective clients through an interactive and relevant platform;
- Gain valuable business insight through boosting website traffic by efficiently targeting specific audience;
- Continuously feed information (text and digital content) regarding the Philippine participation in Food Hotel Asia through social media marketing campaign before, during, and after the event.

VIII. REQUIREMENTS

See attached social media ad plan with timeline.

IX. TERMS OF PAYMENT

Online payment via credit card per ad placed/posted.

X. PARTNER

Operations Group II

Prepared by:


Ryanorlie Abeledo
OIC - Division Chief
Web Marketing Division

Recommending Approval:


Arturo Cruz Dimaano
Department Manager III
CCSD

Approved by:


Ma. Lourdes D. Mediran
Supervising Deputy Executive Director
Operations Group 2