

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-2021-0057

**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 DIGITAL CONTENT MERCHANDISER FOR 2021 HOME AND LIFESTYLE PHASE 2  
CAMPAIGN (SPRING/SUMMER)**

*(Please see attached Request for Quotation Form for more details.)*

|   |                           |
|---|---------------------------|
| Approved Budget for the Contract  | : PHP 980,000.00          |
| Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents | : 02 August 2021, 12:00NN |
| Opening of Qualitative Evaluation Documents   | : 02 August 2021, 12:00NN |
| Opening of Eligibility Documents and Financial Bid  | : 03 August 2021, 02:00PM |

Conduct of *Opening of Bids* shall be held virtually thru Microsoft Teams or Zoom and shall be open to all prospective bidders. Link of the Opening of Bids may be requested through the BAC Secretariat at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

The *Notice of Award* shall only be issued to the lowest calculated bidder who has complied with the following documentary requirements below, submitted in an enclosed, sealed and properly labeled envelope or compressed folder:

*Eligibility Documents (1st Envelope / Compressed Folder)*

- Mayor's Permit for the current year or for individuals, BIR Certificate of Registration**  
*Expired Mayor's permit with Official Receipt of renewal application shall be accepted as alternate documentary document during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020. However, a valid Business or Mayors permit must be submitted after award of contract but before payment.*
- 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.*
- Latest Income/Business Tax Return**
- Notarized Omnibus Sworn Statement**  
*Unnotarized Omnibus Sworn Statement subject to compliance therewith after award of contract before payment shall be accepted as alternate documentary requirement during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020.*
- Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable**  
*Unnotarized Special Power of Attorney or Unnotarized Secretary's Certificate or Board/Partnership Resolution are likewise accepted in accordance with ARTA Advisory No. 01 series of 2020 on the Advisory for the Adoption of Fast-Track Measures during the COVID-19 State of Calamity.*

*Financial Bid (2nd Envelope / Compressed Folder)*

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

*Qualitative Evaluation Documents (3rd Envelope / Compressed Folder)*

- **Portfolio indicating:**
  - Experience with any government agency in work related content creation/production, publication
  - 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.
  - List of published content in various multi-media formats
  - Experience in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials for at least 10 entities/brands/companies.
  - Proof on knowledge of local and global trends and innovations in the home and fashion industry

Bidders shall submit these documents, on the above stated date and time, either on the following:

- Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- As highly encouraged, online submission to the BAC Secretariat through email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph). A password protection maybe inflicted in the compressed folders to ensure security of the documents. The password must be disclosed an hour before the date and time of the Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents as indicated above.

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](mailto:citembac@citem.com.ph).

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



**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
Golden Shell Pavilion, Roxas Blvd. Cor. Sen. Gil Puyat Avenue, Pasay City  
Tel.: (632) 8-831-2201 local 309/294 E-mail: [citembac@citem.com.ph](mailto:citembac@citem.com.ph)

## REQUEST FOR QUOTATION

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

Date: 27 July 2021

Company Name: \_\_\_\_\_

RFQ No.: 2021-0057

Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

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 or compressed folder and submitted to CITEM BAC / [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

|   |                       |        |                |
|---|-----------------------|--------|----------------|
| Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: | <u>02 August 2021</u> | Time:  | <u>12:00NN</u> |
| Schedule of Opening of Qualitative Evaluation Documents:  | <u>02 August 2021</u> | Time:  | <u>12:00NN</u> |
| Schedule of Opening of Eligibility Documents and Financial Bid:                                       | <u>03 August 2021</u> | Time:  | <u>2:00PM</u>  |
|   |                       | Venue: | <u>ZOOM</u>    |

| QTY | UNIT | ARTICLE / WORK / DESCRIPTION / SPECIFICATION  | UNIT PRICE | AMOUNT |
|-----|------|---|------------|--------|
| 1   | Lot  | <p><b>HIRING OF DIGITAL CONTENT MERCHANDISER FOR 2021 HOME AND LIFESTYLE PHASE 2 CAMPAIGN (SPRING/SUMMER)</b></p> <p><i>Please see attached Term of Reference for more details.</i></p> <p><b>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 980,000.00</u></b></p> |            |        |

**Terms and Conditions:**

- 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 overwriting 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 CARME 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): \_\_\_\_\_

Email: \_\_\_\_\_

## TERMS OF REFERENCE

### Engagement of Digital Content Merchandiser for 2021 Home and Lifestyle (Spring/Summer) Phase 2 Campaigns



#### I. EVENT BRIEF

|                             |   |
|-----------------------------|---|
| <b>Title of Project</b>     | 2021 Home and Lifestyle (Spring/Summer) Phase 2 campaigns |
| <b>Location</b>             | (Digital Participations)                                  |
| <b>Product Sector</b>       | Home and Lifestyle  |
| <b>Total budget</b>         | PhP 980,000.00 (inc. VAT)                                 |
| <b>Period of Engagement</b> | Upon release of NOA to December 2021                      |

#### II. RATIONALE

Pursuant to our decision to cancel our physical shows for 2021, CITEM will capitalize other optimal means of promotion. Primarily on digital. As we continue to rise above the challenges of the pandemic we need to continue on delivering interactive and immersive online experience, and provide effective and broader B2B opportunities for all our stakeholders, all the while achieving our corporate goals.

In the first quarter of 2021, we've seen the impact of launching digital campaigns to achieve our key performance indicators. The Phase 1 campaign achieved nearly double the target number of unique trade buyers that we attracted to our digital showrooms, ultimately benefitting over 100 exhibitors from our home and lifestyle community, who reported partial export sales report at nearly 1 Million USD, for the first quarter of the year alone.

We are halfway through the year and we aim to continue achieving our targets by replicating our efforts and launching new campaign to amplify our presence across multiple online international trade platforms in the next quarters of 2021. To do this more effectively, we are launching our Phase 2 campaign, this time to target the international Spring/Summer sourcing market.

Guided by our 2021 integrated process approach, we hope to 1) reduce time-to-market cycle for our exhibitors; 2) implement cost-efficient product development and content production; and 3) optimize our efforts and our resources by serving up the right content and inspiration, to the right people, at the right time. (See diagram on the right for the actual framework)

#### 2021 Process Framework



2021 will feature a continuous product audit, selection, development, and production shoots integrated with fameplus product development — the results of which will form part of our campaigns for OTF digital events, in two 'seasons' or phases.

The average attention span of an online user has been found to last for only 12 seconds. Within that period, any brand that's worthy of its salt, must be able to highlight its value proposition.

The role of a Digital Content Merchandiser who is capable of effectively telling our products' stories through captivating visuals and impeccable contents, is crucial in leveraging our virtual show windows to effectively

appeal to our targeted audience and ultimately, translate online reach and impressions into lucrative business results for our exhibitors.

### III. OBJECTIVES

To virtually launch new collections, amplify our online presence, and translate online reach and impressions into lucrative business results through:

- Captivating art direction and visual narratives that capitalize on the strengths of our exhibitor base and product stories, fit for the Spring/Summer sourcing market;
- Creating a series of attractive and cohesive editorial campaigns that will amplify and offer up fresh and high-quality visual content in multiple digital trade platforms; and
- Expand our content marketing assets and produce readily available materials for social media and other B2B platforms that we can deploy on time and based on target market requirements.

### IV. SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION

| CREATIVE DIRECTION  | %   | Value in PhP |
|---|-----|--------------|
| <b>A. PRE-PRODUCTION</b> <ol style="list-style-type: none"> <li>1. Craft overall art direction for 2021 Home and Lifestyle Phase 2 (Spring/Summer) Campaigns (including but not limited to mood boards, product stories, color palette, etc.) for products to be featured in the following milestone events: <ul style="list-style-type: none"> <li>• NY NOW Spring/Summer Market August 2021</li> <li>• Maison &amp; Objet and MORE (MOM) September 2021</li> <li>• FAMEPlus   Design Commune September – December 2021</li> </ul> </li> <li>2. Craft up to 10 content buckets of video animation/gifs for distribution in CITEM social media platforms</li> <li>3. Conceptualize the creation of Home and Lifestyle Phase 2 (Spring/Summer Collection) Lookbook for use in CITEM’s B2B events and other buyer promotion activities</li> <li>4. Conduct pre-production planning and creative briefing with the CITEM-hired Production designer, Official Photographer, and creative team, within the timeline approved by the project team;</li> </ol> | 30% | 294,000.00   |
| <b>B. PRODUCTION PROPER</b> <ol style="list-style-type: none"> <li>1. Provide onsite styling and direct and manage the CITEM-hired photographer and production designer throughout the duration of the campaign pictorials, for the following: <ul style="list-style-type: none"> <li>• 22 EDITORIAL / CAMPAIGN VIGNETTE LAYOUTS featuring min. of 80 companies and up to 250 products, each with close-up product shots, within the timeline approved by the project team.</li> </ul> </li> <li>2. Engage and direct video production team to shoot the content buckets for the product animation/gif requirements for up to 10 content buckets</li> <li>3. Produce Lookbook studies for approval of CITEM</li> </ol>  | 40% | 392,000.00   |

|  |             |                   |
|--|-------------|-------------------|
| <b>C. POST- PRODUCTION</b>   | <b>30%</b>  | <b>294,000.00</b> |
| <ol style="list-style-type: none"> <li>1. Edit and provide packaged Final Artworks for the 22 approved EDITORIAL /CAMPAIGN VIGNETTE photos, including composition, polishing, and color grading, and submit edited artworks to CITEM in prescribed file format and size, within the timeline approved by the project team.</li> <li>2. Direct, supervise and review the post-production/editing of the CITEM-hired official photographer for product focused images</li> <li>3. Provide guidance on visual treatment, and graphics materials that will be digitally produced and/or published independently by CITEM, if any, for 2021 Home and lifestyle campaigns, including but not limited to fameplus website, social media campaigns, etc.</li> <li>4. Produce the Digital Lookbook for Home &amp; Lifestyle Phase 2 (Spring/Summer) Campaign</li> </ol> |             |                   |
| <b>GRAND TOTAL</b>   | <b>100%</b> | <b>980,000.00</b> |

#### VI. TIMELINE & PAYMENTS

The engagement is valid from release of Notice of Award to December 2021 and upon satisfactory completion of all deliverables.

| Activities   | Requirement for payment   | % of payment                 |
|--|---|------------------------------|
| Conceptualization, approval of art direction, Pre-production | <ul style="list-style-type: none"> <li>• Approved Art Direction product stories and content buckets</li> </ul>  | <b>30% of contract cost</b>  |
| Production proper  | <ul style="list-style-type: none"> <li>• Raw files of all materials obtained from pictorial proper i.e. images and videos</li> <li>• Vignette selection for approval</li> </ul>   | <b>40% of contract cost</b>  |
| Post-production and final selection and approval             | <ul style="list-style-type: none"> <li>• Approved FAs of all 22 Vignette layouts</li> <li>• Approved all 10 content buckets</li> <li>• Approved Home &amp; Lifestyle Phase 2 (Spring/Summer) Collection Lookbook</li> </ul> | <b>30% of contract cost</b>  |
|  |   | <b>100% of contract cost</b> |

#### 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. <ol style="list-style-type: none"> <li>i. With government experience - 10 points</li> <li>ii. With no government experience - 5 points</li> </ol> (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"> <li>• Leverage on visuals – photos, videos, illustrations, demonstrations, etc.;</li> </ul>  | 25          |

|  |            |
|--|------------|
| <ul style="list-style-type: none"> <li>• Have compelling, convincing storylines;</li> <li>• Have takeaway messages that are clear, consistent, innovative, and fresh, and</li> <li>• Have potential to generate online conversations and buzz, spawn “viral” interest</li> </ul> <p>(Contractor to submit 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"> <li>i. At least three (3) published contents in video format - 5 points</li> <li>ii. At least five (5) published articles in any of the following - 10 points<br/>formats: long-form write-up, feature articles/advertorials, listicles, short bios</li> <li>iii. At least five published contents in any of the following - 5 points<br/>formats: blogs, vlogs,</li> <li>iv. At least three (3) published articles other than online - 5 points</li> </ul> <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"> <li>i. Experience with 10 outfits or more - 25 points</li> <li>ii. Experience with less than 10 outfits - 0 points</li> </ul> <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<br/>(Evaluator to refer to the Content Portfolio submitted)</p>  | 15         |
| <b>TOTAL</b>   | <b>100</b> |


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. BUDGET


A total of PHP 980,000 is earmarked for this engagement (inclusive of all applicable taxes), to be sourced from 2021 Home and Lifestyle Campaigns budget. (See above budget vis a vis scope of deliverables).

Mode of Procurement: Small Value Procurement

**Prepared by:**

  
**Windy P. Anonuevo**  
Senior – TIDS

**Noted by:**

  
**Anna Marie R. Alzona**  
Division Chief, OTF

**Recommending Approval:**

  
**Atty. Anna Grace Marpuri**  
OIC – Department Manager

**Approved by:**

  
**Paulina Suaco-Juan**  
Executive Director