

**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-2022-0105**

**NOTICE TO CONDUCT PROCUREMENT OF GOODS  
AND SERVICES, INFRASTRUCTURE PROJECTS, AND CONSULTING  
SERVICES TO BE PROCURED AND PERFORMED OVERSEAS**

Pursuant to GPPB-Resolution No. 28-2017 dated 31 July 2017, the Center for International Trade Expositions and Missions (CITEM), through its Bids and Awards Committee (BAC), hereby issues this Notice for:

**DIGITAL PAID ADS FOR IFEX PHILIPPINES AND FOOD  
PHILIPPINES PROMOTIONS**

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

**Approved Budget of the Contract: PHP 300,000.00**

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. 8312201 local 309/218 or fax no. 834-0177/8331284 or e-mail at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

  
**ATTY. ANNA GRACE I. MARPURI**  
Chairman, CITEM-BAC



**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
 Golden Shell Pavilion, Roxas Blvd. Cor. Sen. Gil Puyat Avenue, Pasay City  
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 REV 1



**REQUEST FOR QUOTATION  
 (OVERSEAS PROCUREMENT)**

Date: 06 September 2022

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

RFQ No.: 2022-0105

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.

Deadline of Submission of Quotations: <b>08 September 2022</b>	Time: <b>12:00PM</b>
Schedule of Opening of Bids: <b>08 September 2022</b>	Time: <b>02:00PM</b> Venue: <b>ZOOM</b>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	<p><b>DIGITAL PAID ADS FOR IFEX            PHILIPPINES AND FOOD            PHILIPPINES PROMOTIONS</b>  <i>(Please see attached Terms of Reference for more details)</i></p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 300,000.00</u></p> <p>Period of Engagement: <i>September to October 2022</i>            Platform: <i>Facebook and Instagram</i></p>		

**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 CITEM and Supplier.
- 3) Any alterations, erasures or overwriting 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 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

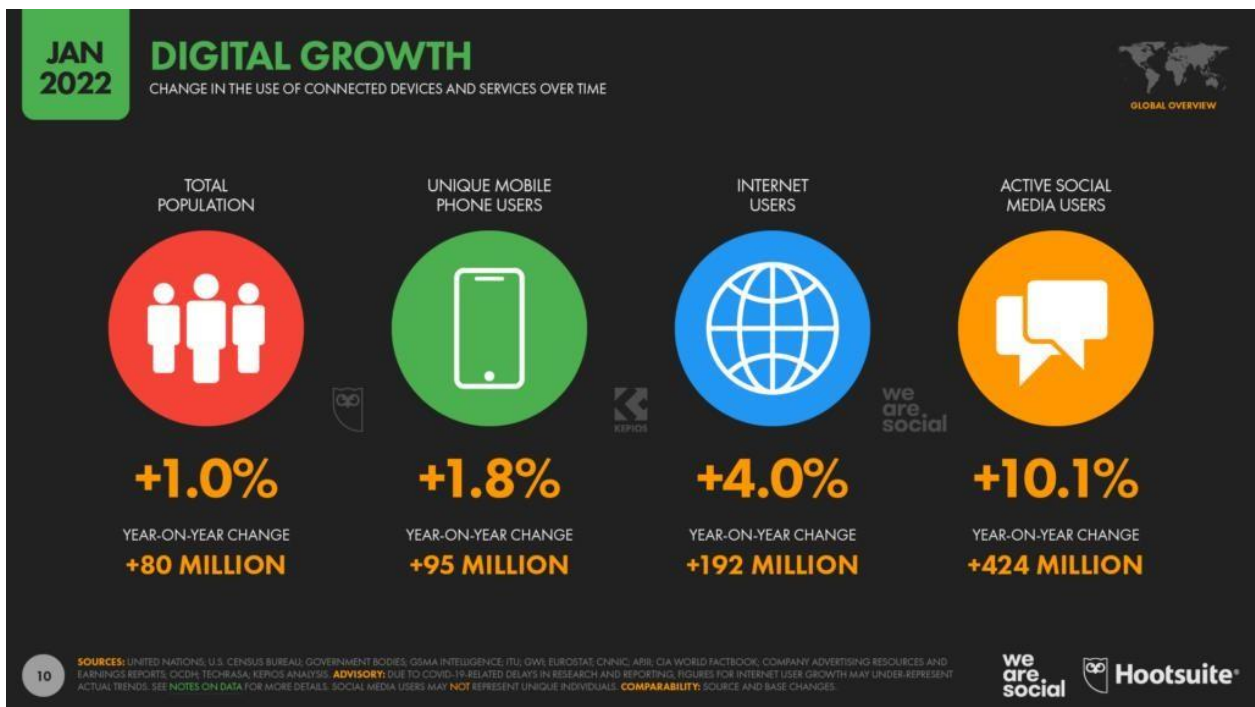
## SOCIAL MEDIA MARKETING CAMPAIGN ADS

### FOR CITEM FOOD BRANDS

#### I. BACKGROUND

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 Digital 2022 Global Overview Report (<https://wearesocial.com/uk/blog/2022/01/digital-2022-another-year-of-bumper-growth-2/>), there are 4.62 billion social media users around the world in January 2022. This figure is equal to 58.4 percent of the world's total population, although it's worth noting that social media "users" may not represent unique individuals. Global social media users have grown by more than 10 percent over the past 12 months, with 424 million new users starting their social media journey in 2021.



This gives businesses who uses social media marketing campaign an advantage to reach audiences based on their age, interests, behavior, and location.

#### 1. 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, and location.

#### 2. Cost Efficiency in Running Campaigns

Social media advertising is one of the cheapest forms of advertising compared to traditional forms of advertising considering that a business can target their specific audience.

### **3. 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.

### **4. 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.

## **II. 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 1.28 billion active users with over 800 million daily active users and its algorithm to target specific audience, CITEM can make sure the ads are seen by its intended audience. 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.

## **III. OBJECTIVES**

- Increase Brand Awareness for CITEM's food brand, namely FoodPhilippines and IFEXConnect, as well as its upcoming event, IFEX Philippines 2022
- Reach and engage prospective clients through an interactive and relevant platform;
- Gain valuable business insights through boosting website traffic and efficiently targeting specific audience; and
- Continuously issue information regarding CITEM's Institutional Projects and Signature Events through social media marketing campaign before, during, and after each event.

## **IV. DELIVERABLES**

### **Meta Platforms, Inc. shall deliver the following through Paid Adverts:**

- Allow CITEM to oversee the campaigns at Facebook/IG that will serve as the Agency's launching pad for social media marketing campaign ; and
- Generate insights/analytics report as the campaign runs.

### **CITEM, on the other hand, shall do the following:**

- Create text and digital content for the ads;
- Act as the campaign manager that will run the campaign; and
- Facilitate the payment for the services that will be made by Meta Platforms, Inc. for the period September to October 2022.

## **V. BUDGET AND TIMELINE**

There is a budget of Php 300,000.00 earmarked for CITEM Digital Ads. The campaign shall run for two months from September to October 2022, covering the pre-, during and post-event promotions.

## VI. PERIOD OF ENGAGEMENT AND MODE OF PROCUREMENT

Period: September to October 2022 Mode of

Procurement: Overseas Procurement

Prepared by:



**Timothy P. Alcantara**

Information Officer III

Recommended by



**Norman Bagulbagul**

OIC-Department Manager

Approved by



**Deputy Executive Director MA. LOURDES D. MEDIRAN**

Officer-in-Charge, CITEM