



ANGAT Negosyo
ASENSO Trabaho
ALAGANG Konsumer
 Para Sa Bagong Pilipinas



Bid Bulletin No. 4

Consulting Service for the Design, Conceptualization, and Production of Audio-Visual Presentation and Explainer Videos, and Social Media Management, for the Promotion of Creative Industries
Bidding No. 24-015

July 12, 2024

This Bid Bulletin No. 4 is hereby issued to modify or amend the Bidding Documents.

Schedule of Proceedings

Activity	Schedule
Technical Presentation	22 July 2024, 2:00 PM, for the Face-to-Face Technical Presentation. Maximum of 30 minutes presentation each bidder (10 minutes presentation, and 20 minutes Q&A). Venue: 2/F, Makabayan Conference Room, 395 HPGV Bldg. Sen. Gil Puyat Avenue, Makati City. Contact Person: Marinell P. Gallos

Terms of Reference

1. Development of Two 3-Minute AVPs and Five 1-minute Explainer Videos
 - a. All AVPs are live shoot with 1-2 days interview shoot for the talking heads for both AVPs, depending on the schedule of the officials. Location is within Metro Manila, specifically in DTI premises, Senate and Congress Offices.
 - b. For the Five Explainer Videos, it requires motion graphics, appropriate animation, and voice recording.
2. Management and Boosting of Social Media Content for Malikhaing Pinoy Program
 - a. The target audience are:
 - i. New FB page of Creative Industries Development Office (CIDO) targeting its followers and individuals in the creative industry (can also include, creative firms, creative artisans, creative organizations, and other creative industry players).
 - b. Contents will be provided by the CIDO in-house team, boosting of the contents and management report will be coming from the supplier.

For the guidance and information of all concerned.

SGD.

KRISTIAN R. ABLAN
 Assistant Secretary
 Chairperson, DTI Bids and Awards Committee

Conforme:

 Name and Signature of
 Authorized Representative
 Date: _____

BIDS AND AWARDS COMMITTEE