



# HRAS - PROCUREMENT REQUEST FOR QUOTATION Sealed Bidding

PR No.: BDTP - 47324

Date: 04/11/2022

R.F.Q. No.: 202204-11169

Delivery April 25 to June 25, 2022

Gentleman:

Please quote hereunder your lowest possible price(s) for the following item(s) which is/are urgently needed by this office. It is requested that the quotation be signed, sealed or stamped and submitted to the Supply Section, Ground Floor Department of Trade and Industry, 361 Sen. Gil J. Puyat Avenue, Makati City, Metro Manila.

NO	QUANTITY	UNIT	ARTICLE	UNIT PRICE	TOTAL PRICE
	1.0	UNIT	<p>Consultancy Services To develop and implement an effective strategy to advertise and promote, primarily through broadcast and digital media, the Hybrid National Food Fair to big buyers and the general public, the BDTP would like to hire the services of a marketing and promotions consultant. Likewise, the consultant will prepare press releases and official statements reflecting the voice and vision of the DTI/ BDTP officials, program flow as well inspirational and keynote speeches at the event s opening ceremony, handle social media promotions and manage media interviews of DTI Officials before and after the opening ceremony.</p> <p>MINIMUM QUALIFICATIONS:</p>		

Remarks All items should be treated as one lot. ABC is Php 992,000.

Prepared by:  
*Ileen P. Vista*  
ILEEN P. VISTA  
ADMIN OFFICER IV

Very truly yours,  
*Mary Ann D. Yulas*  
MARY ANN D. YULAS  
SUPERVISING ADMIN. OFFICER

**DTI SHOPPING COMMITTEE**  
Department of Trade and Industry

As per your request, I/We have indicated the prices of the above mentioned articles on the Unit Price and Total Price columns.

Date Submitted \_\_\_\_\_

Signature over Printed Name \_\_\_\_\_

POSITION: \_\_\_\_\_

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			1. Must have a track record and portfolio in advertising, marketing and promotion campaigns on broadcast and social media of not less than ten (10) years 2. Must satisfactorily completed at least twenty (20) marketing and promotion projects with private and government, preferably contracts with the DTI -BDTP 3. Must have experience in creating marketing materials from verbal to visual messages for online to printed media 4. The Head of the team must have the following qualifications: I. Degree in Communications, Public Relations, Marketing or any relevant course II. Excellent skills in corporate communications, events planning and management, marketing promotions		

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ILEEN P. VISTA  
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MARY ANN D. YULAS  
SUPERVISING ADMIN.  
OFFICER *[Initials]*

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NO	QUANTITY	UNIT	ARTICLE	UNIT PRICE	TOTAL PRICE
			III.Excellent writing, problem solving and interpersonal skills IV.Possess strong media relations and publicity V.Efficient in creative executions VI.Proficient and excellent knowledge in Office 365, Adobe InDesign, Adobe Acrobat Pro and IMove  5.The members of the team must have the following qualifications: I.Degree in any of the following: Communications, Advertising, Public Relations Multimedia Arts-Major in video and Motion Graphics, AB Journalism, II.Can be relied upon for exemplary teamsmanship III.Highly organized and can switch to goal and task-oriented agenda		

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ADMIN OFFICER IV

Very truly yours,  
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MARY ANN D. YULAS  
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OFFICER *86*

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NO	QUANTITY	UNIT	ARTICLE	UNIT PRICE	TOTAL PRICE
			IV.Maintain a good rapport with other team members V.Can work with minimum supervision, under pressure and finish requirements ahead of deadlines VI.Proficient in Microsoft software and has technical skills in Videography, Photography, Layout and Styling, Photo Editing/Recording using Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop  SCOPE OF WORK:  1.Prepare at least six (6) press information materials for the digital and/or printed promotion in leading newspapers/publications, DTI and BDTP Communication Channels and social media accounts (FB, Instagram, Twitter,		

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Very truly yours,  
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OFFICER *8*

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Contains detailed description of services for an opening ceremony.

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			> Countdown animation (5 days) > Animated posters (up to 5) > Hybrid National Food Fair 2021 videos  8. Live digital coverage of the Opening Ceremony of the physical program and activities in at least three (3) social media channels (FB, You Tube and Instagram) of the Bureau, and the subsequent publishing of the recorded coverage in other social media channels (Twitter, You Tube) for five (5) days - June 1-5  9. Provision of boost post activity in social media including but not limited to: - June 2-6 > Event Teaser > Opening Ceremony > Post activity		

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Contains 3 items: 10. Generate publicity for the physical event... 11. Develop up to five (5) creative templates... 12. Produce at least sixteen (16) themed videos...

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Row 1: The consultant will provide the products/supplies to be used for the mukbang sessions. 13.At least six (6) featured content/stories about MSME participants and/or their products in various digital formats including but not limited to news feature, album collections, blogs, product reviews, how-to videos, unboxing videos, interviews, photos with captions, photo quotes, recorded videos, time-lapse videos, text posts, testimonials, Q & As, FAQs, checklists, infographics, event roundups, and/or short animations for the Bureau s social media channels (FB, Instagram, Twitter, and YouTube). - April 30 to June 5 14.Media monitoring and reposting of user-

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Row 1: generated news/updates of the event. - June 1 to 6, 15.Submission of post event report and social media data analytics with high-resolution photos and videos in two external USB drives -June 25, DOCUMENTS TO BE SUBMITTED: 1.Must submit copies of the Curriculum Vitae and Diploma of each project personnel including the head of the team, 2.Must submit an updated and Company Profile/Work Portfolio, 3.Must submit copies of project contracts for the last five (5) years, both with private and government

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\*\*\*\*\*NOTHING FOLLOWS\*\*\*\*\*

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## TERMS OF REFERENCE

- I. PROJECT TITLE : **Hiring of Marketing and Communications Consultant** (Print/Broadcast/Social Media) for the 2022 Hybrid National Food Fair
- II. PROPONENT : Bureau of Domestic Trade Promotion
- III. KEY RESULT AREA : Editorial services for Print Ads, Press Releases, Social Media Marketing, Opening Ceremony Program and Documentation
- IV. OBJECTIVE : To assist the Bureau of Domestic Trade Promotion in optimizing public awareness and media exposure for the 2022 Hybrid National Food Fair
- V. PROJECT COST : P 992,000.00 (inclusive of VAT)
- VI. RATIONALE

The Bureau of Domestic Trade Promotion (BDTP) is mandated to promote the efficient marketing of local products employing various strategies, one of which is through the conduct of national trade fairs. In 2020, the BDTP indefinitely postponed the mounting of the National Food Fair (NFF) and National Trade Fair (NTF) because of the COVID-19 pandemic. In 2021, the Bureau mounted the first-ever Hybrid NFF which combined the physical fair with a series of online events like cooking demonstrations, *mukbang* shows and webinars. Two hundred thirteen MSMEs were featured online while 64 MSMEs participated in the physical show, respectively, generating a total sales of PhP 15.7 million.

This year, the Hybrid NFF will feature 250 MSMEs in the physical fair and 200 digital participants through an e-commerce platform and/or Facebook live and other online streaming sites. It will feature Filipino Chefs, Philippine food experts, partner government agencies, food industry collaborators as well as renowned personalities in the Philippine food industry. A mix of digital events such as cooking shows, *mukbang* sessions, webinars, virtual hubs, video tours, business talks, product showcases, and testimonials will highlight authentic Philippine cuisine, native ingredients, traditional techniques and new technologies in cooking and food preparation.

A special feature of the Hybrid National Food Fair will focus on global trends that are shaping the food and beverage ecosystem. This objective will deliver an innovative and memorable experience for both exhibitors and visitors (live and virtual alike) that will approximate global standards.

To develop and implement an effective strategy to advertise and promote, primarily through broadcast and digital media, the Hybrid National Food Fair to big buyers and the general public, the BDTP would like to hire the services of a marketing and promotions consultant. Likewise, the consultant will prepare press releases and official statements reflecting the voice and vision of the DTI/ BDTP officials, program flow as well inspirational and keynote speeches at the event's opening ceremony. He/she will handle social media promotions and manage media interviews of DTI Officials before and after the opening ceremony.

### VII. SPECIFIC DELIVERABLES AND TIMETABLE

Deliverables	Timetable (2022)
1. Prepare at least six (6) press information materials for the digital and/or printed promotion in	

<p>leading newspapers/publications, DTI and BDTP Communication Channels and social media accounts (FB, Instagram, Twitter, and YouTube).</p>	<p>May 13 to June 5</p>
<p>2. Schedule and coordinate at least five (5) radio and TV guest appearances for BDTP and selected exhibitors with effort to include ANC and CNN. Prepare script/FAQs for radio and TV interviews.</p>	<p>May 15 to June 5</p>
<p>3. Invite and confirm at least five (5) media representatives for the Opening Ceremony of the physical fair</p>	<p>May 15-20</p>
<p>4. Prepare program and script for the opening ceremony and provide cultural performers, flowers, ribbons and other materials for the ribbon cutting ceremony. Consultant may create alternative strategies to create buzz for the opening. Ensure the smooth flow of the opening program.</p> <p>5. Make sure that the physical opening ceremony including the daily MSMEs activities, special events like cooking demonstrations and business talks will be livestreamed on FB and Tweeter.</p> <p>In case the physical opening ceremony will not be possible because of the pandemic, the consultant will arrange a virtual opening ceremony.</p>	<p>June 1-5</p>
<p>6. Prepare at least four (4) speeches: welcome, inspirational and keynote speeches</p>	<p>May 20-25</p>
<p>7. At least 10 event teasers (10-30 second) for the Bureau's social media channels (FB, Instagram, Twitter and YouTube).</p> <ul style="list-style-type: none"> <li>➤ Countdown animation (5 days)</li> <li>➤ Animated posters (up to 5)</li> <li>➤ Hybrid National Food Fair 2021 videos</li> </ul>	<p>May 27-31</p>
<p>8. Live digital coverage of the Opening Ceremony of the physical program and activities in at least three (3) social media channels (FB, You Tube and Instagram) of the Bureau, and the subsequent publishing of the recorded coverage in other social media channels (Twitter, You Tube) for five (5) days</p>	<p>June 1-5</p>
<p>9. Provision of "boost post activity" in social media including but not limited to:</p> <ul style="list-style-type: none"> <li>➤ Event Teaser</li> <li>➤ Opening Ceremony</li> <li>➤ Post activity</li> </ul>	<p>June 2-6</p>

<p>10. Generate publicity for the physical event through at least two (2) influencers and bloggers with at least 500,000 followers.</p> <ul style="list-style-type: none"> <li>➤ Event endorser (physical and online)</li> <li>➤ Influencers (online)</li> <li>➤ Media bloggers (physical and online)</li> </ul>	<p>May 1 to June 5</p>
<p>11. Develop up to five (5) creative templates for the online events to be used for newsfeeds and real-time updates — content and posting c/o BDTP.</p>	<p>May 1 to June 6</p>
<p>12. Produce at least sixteen (16) themed videos (at least 15 minutes per video) featuring MSME participants and/or their products. Themes will be <i>mukbang</i> sessions, easy-to-prepare recipes, snacks and beverages.</p> <p>The consultant will provide the products/supplies to be used for the <i>mukbang</i> sessions.</p>	<p>May 6 to June 5</p>
<p>13. At least six (6) featured content/stories about MSME participants and/or their products in various digital formats including but not limited to news feature, album collections, blogs, product reviews, how-to videos, unboxing videos, interviews, photos with captions, photo quotes, recorded videos, time-lapse videos, text posts, testimonials, Q &amp; As, FAQs, checklists, infographics, event roundups, and/or short animations for the Bureau's social media channels (FB, Instagram, Twitter, and YouTube).</p>	<p>April 30 to June 5</p>
<p>14. Media monitoring and reposting of user-generated news/updates of the event.</p>	<p>June 1 to 6</p>
<p>15. Submission of post event report and social media data analytics with high-resolution photos and videos in two external USB drives</p>	<p>June 25</p>

VIII. MINIMUM QUALIFICATIONS:

1. Must have a track record and portfolio in advertising, marketing and promotion campaigns on broadcast and social media of not less than ten (10) years
2. Must satisfactorily completed at least twenty (20) marketing and promotion projects with private and government, preferably contracts with the DTI -BDTP
3. Must have experience in creating marketing materials from verbal to visual messages for online to printed media
4. The Head of the team must have the following qualifications:
  - I. Degree in Communications, Public Relations, Marketing or any relevant course
  - II. Excellent skills in corporate communications, events planning and management, marketing promotions
  - III. Excellent writing, problem solving and interpersonal skills
  - IV. Possess strong media relations and publicity

- V. Efficient in creative executions
  - VI. Proficient and excellent knowledge in Office 365, Adobe InDesign, Adobe Acrobat Pro and iMovie
5. The members of the team must have the following qualifications:
- I. Degree in any of the following: Communications, Advertising, Public Relations Multimedia Arts-Major in video and Motion Graphics, AB Journalism,
  - II. Can be relied upon for exemplary teammanship
  - III. Highly organized and can switch to goal and task-oriented agenda
  - IV. Maintain a good rapport with other team members
  - V. Can work with minimum supervision, under pressure and finish requirements ahead of deadlines
  - VI. Proficient in Microsoft software and has technical skills in Videography, Photography, Layout and Styling, Photo Editing/Recording using Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop

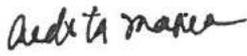
IX. DOCUMENTS TO BE SUBMITTED:

1. Must submit copies of the Curriculum Vitae and Diploma of each project personnel including the head of the team
2. Must submit an updated and Company Profile/Work Portfolio
3. Must submit copies of project contracts for the last five (5) years, both with private and government

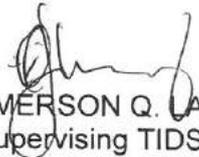
The Bureau of Domestic Trade Promotion will conduct a thorough evaluation and validation on the veracity of the submitted documents prior to award the contract of service.

Timetable: April <sup>25</sup> to June 25, 2022

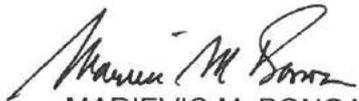
Prepared by:

  
ALMA ESPERANZA D. STA. MARIA  
TIDS, BDTP

Noted by:

  
EMERSON Q. LABANG  
Supervising TIDS, BDTP

Approved by:

  
MARIEVIC M. BONOAN  
Director, BDTP