



## HRAS - PROCUREMENT

**REQUEST FOR QUOTATION**  
**Sealed Bidding**

PR No.: BDTP - 52414

Date: 10/07/2022

R.F.Q. No.: 202210-12071

Delivery As scheduled

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	Consultancy Services Hiring of Marketing and Communications Consultant for Print, Broadcast and SocialMedia for the 2022 Hybrid National Trade Fair.  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 five (5) years 2.Must have satisfactorily completed at least twenty (20) marketing and promotion projects with private and government sectors 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:		

Remarks All items should be treated as one lot. ABC is Php 500,000.

Prepared by: *[Signature]*  
ILEEN P. VISTA  
ADMIN OFFICER IV

Very truly yours,

MARY ANN D. YULAS  
SUPERVISING ADMIN.  
OFFICER *[Signature]*

**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: \_\_\_\_\_

COMPANY: \_\_\_\_\_



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NO	QUANTITY	UNIT	ARTICLE	UNIT PRICE	TOTAL PRICE
			Degree in Communications, Public Relations, Marketing or any relevant course Excellent skills in corporate communications, events planning and management, and marketing promotions Possess strong media relations and publicity Proficient and excellent knowledge in Office 365, Adobe InDesign, Adobe Acrobat Pro and I Move 5.The members of the team must have the following qualifications: Degree in any of the following: Communications, Advertising, Public Relations Multimedia Arts-Major in video and Motion Graphics, AB Journalism Proficient in Microsoft software and has technical skills in Videography, Photography, Layout and Styling, Photo Editing/Recording using Adobe After Effects, Adobe Premiere Pro,		

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Prepared by: *yusth*  
ILEEN P. VISTA  
ADMIN OFFICER IV

Very truly yours,  
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OFFICER *8*

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
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NO	QUANTITY	UNIT	ARTICLE	UNIT PRICE	TOTAL PRICE
			Adobe Photoshop  SCOPE OF WORK: 1.Prepare at least five (5) press information materials about the National Trade Fair for the digital and/or printed promotion in leading newspaper company, DTI and BDTP Communication Channels and social media accounts (FB, Instagram, Twitter, and YouTube) and e-commerce platform partner - October 17 to November 22 2.Schedule and coordinate at least six (6) 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 - October 20 to November 19 3.Prepare program and script for the opening ceremony including provision of cultural		

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NO	QUANTITY	UNIT	ARTICLE	UNIT PRICE	TOTAL PRICE
			performers, flowers, ribbons and other materials for the ribbon cutting ceremony. Oversee the opening program flow. Ensure the smooth flow of the opening program and the livestreaming on FB. - October 25-November 7 4.Prepare at least four (4) speeches for the physical events-welcome, inspirational and keynote speeches - October 25-November 7 5.Live digital coverage of the Opening Ceremony of the physical program and activities and the subsequent publishing of the recorded coverage in the following BDTF social media channels - November 16 -Facebook -You Tube -Instagram -Twitter -Tiktok		

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NO	QUANTITY	UNIT	ARTICLE	UNIT PRICE	TOTAL PRICE
			-Viber Community 6.Submission of post event report and social media data analytics with high-resolution photos and videos in two external USB drive -November 30  TIMETABLE: October 17 to November 30		

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

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Signature over Printed Name

POSITION:

COMPANY:

**HUMAN RESOURCE AND ADMINISTRATIVE SERVICE**G/F, Trade and Industry Building, 361 Sen Gil J. Puyat Ave., City of Makati\* 1200 Philippines  
Tels. (632) 751-4997, 751-0384 loc. 2111, Fax (632) 895-3515, e-mail:procurement@dti.gov.ph

## TERMS OF REFERENCE

- I. PROJECT TITLE : Hiring of Marketing and Communications Consultant for Print, Broadcast and Social Media for the 2022 Hybrid National Trade Fair
- II. PROPONENT : Bureau of Domestic Trade Promotion
- III. KEY RESULT AREA : Marketing Communications and Publicity, Program and Documentation
- IV. OBJECTIVE : To assist the Bureau of Domestic Trade Promotion in optimizing public awareness and media exposure of the 2022 Hybrid National Trade Fair
- V. PROJECT COST : P 500,000.00 (inclusive of VAT)
- VI. RATIONALE

The Bureau of Domestic Trade Promotion is mandated to promote the efficient marketing and distribution of local products and services, and seeks to expand and strengthen linkages among the country's micro, small, and medium enterprises (MSMEs) through information exchanges, market matching and conduct of national trade fairs.

In 2021, the Bureau mounted the first-ever Virtual National Trade Fair which generated sales of Php8.98 million, assisted 111 MSMEs and participated by 5,473 visitors including 121 guests from 31 countries. As we get back to normal and to continuously help the MSMEs recover from losses incurred amid the Covid-19 pandemic, the BDTP conducted the highly-awaited 2022 Hybrid National Food Fair on June 1-5 which generated sales of Php53.53 million and assisted 234 MSMEs. There were also more than 25,000 recorded visitors, public and commercial buyers during the five-day Hybrid National Food Fair.

After the successful HNFF conducted in June 2022, the BDTP will also mount the Hybrid National Trade Fair (HNTF) on November 16-20, 2022 at the Megatrade Halls 1-3 of SM Megamall, Mandaluyong City. Specifically, the event aims to showcase and sell the best Philippine products all over the regions and promote the digital transformation of MSMEs through their participation in the online version of the event. The HNTF will focus on green, sustainable and eco-friendly products, MSMEs with new products, new packaging, sustainable or green packaging, vegan and plant-based food products. Those who have green certifications or have adopted eco-friendly innovations in their business are encouraged to participate in this trade fair.

To develop and implement an effective strategy to advertise and promote the Hybrid National Trade Fair to big buyers and the general public primarily through print, broadcast and digital media, the BDTP would like to hire the services of a

marketing and communications 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

To develop and implement an effective strategy to advertise and promote the 2022 Hybrid National Trade Fair, primarily through print, broadcast and digital media the DTI-BDTP is proposing to hire the services of a marketing and communications consultant. Likewise, he/she will prepare press releases as well as inspirational and keynote speeches for the event's opening ceremony. The consultant is expected to perform the following activities:

Deliverables	Timetable (2022)
➤ Prepare at least five (5) press information materials about the National Trade Fair for the digital and/or printed promotion in leading newspaper company, DTI and BDTP Communication Channels and social media accounts (FB, Instagram, Twitter, and YouTube) and e-commerce platform partner	October 17 to November 22
➤ Schedule and coordinate at least six (6) 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.	October 20 to November 19
➤ Prepare program and script for the opening ceremony including provision of cultural performers, flowers, ribbons and other materials for the ribbon cutting ceremony. Oversee the opening program flow. Ensure the smooth flow of the opening program and the livestreaming on FB.	October 25-November 7
➤ Prepare at least four (4) speeches for the physical events-welcome, inspirational and keynote speeches	October 25-November 7
➤ Live digital coverage of the Opening Ceremony of the physical program and activities and the subsequent publishing of the recorded coverage in the following BDTP social media channels. ➤ Facebook ➤ You Tube ➤ Instagram ➤ Twitter ➤ Tiktok	November 16



➤ Viber Community	
➤ Submission of post event report and social media data analytics with high-resolution photos and videos in two external USB drive	November 30

#### VIII. EXPECTED OUTPUTS:

1. Event Press Releases including Post Press Releases.
2. Radio and TV guestings and other publicity activities which include FAQs and script.
3. Program and script for the formal opening ceremonies.
4. High-resolution photos and videos of activities including event teasers.
5. Post narrative event report including complete record and data analytics of each news feed, live event updates, featured contents, reposts, and other digital content published in the social media channels of the DTI and BDTP.

#### IX. 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 five (5) years
2. Must have satisfactorily completed at least twenty (20) marketing and promotion projects with private and government sectors
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:
  - Degree in Communications, Public Relations, Marketing or any relevant course
  - Excellent skills in corporate communications, events planning and management, and marketing promotions
  - Possess strong media relations and publicity
  - 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:
  - Degree in any of the following: Communications, Advertising, Public Relations Multimedia Arts-Major in video and Motion Graphics, AB Journalism
  - 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




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: October 17, 2022 to November 30, 2022

Prepared by:

  
ALMA ESPERANZA D. STA. MARIA  
TIDS

Noted by:

  
EMERSON Q. LABANG  
Supervising TIDS  
BDTP-MDPD

Approved by:

  
MARIEVIC M. BONOAN  
Director, BDTP