



Bid Notice Abstract

Request for Quotation (RFQ)

Reference Number 9166405
Procuring Entity DEPARTMENT OF TOURISM - NCR
Title CONSULTING SERVICES FORMETRO MANILA CONTENT LIBRARY, IMAGE BANK AND DESTINATION ARCHIVES
Area of Delivery Metro Manila

Solicitation Number: NCR- 2022-013	Status	In-Preparation
Trade Agreement: Implementing Rules and Regulations	Associated Components	1
Procurement Mode: Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification: Consulting Services	Document Request List	0
Category: Consulting Services	Date Published	28/10/2022
Approved Budget for the Contract: PHP 1,000,000.00	Last Updated / Time	27/10/2022 10:05 AM
Delivery Period: 2 Month/s	Closing Date / Time	02/11/2022 08:00 AM
Client Agency:		
Contact Person: Lawrence Jacosalem Alcantara Supply Officer 351 Sen. Gil Puyat Ave. Makati City Metro Manila Philippines 63-8-4595200 Ext.212 63-8-5533530 dotncr.bac@tourism.gov.ph		

Description

I. BACKGROUND AND PROJECT DESCRIPTION

The National Capital Region is the country's main gateway and the usual source of various information of the country's biggest tourism stakeholders and players. With the pandemic besieging the country for more than two years already, the need to provide consistent and world-class creative artworks for the office needs is of paramount importance. The DOT- National Capital Region needs to step up in its marketing, branding and public relations relative to its regulatory power, development and promotions of the tourism industry and can effectively and efficiently do so when aided by a reliable and professional creative and digital online specialist company which understands the rudiments of the Office responsibility.

The last two years saw the DOT-National Capital Region becoming one of the main sources of information related to the management of Anti-Covid-19 operations as well as bringing across the Department's tourism policies and plans in its bid towards tourism response and recovery. The creative artwork provided a clear and effective means to send the message of the Department in the most creative, concise and clear medium.

With more than 32, 698 followers in its Facebook Page and continuously increasing, composed mostly of its targeted audience and stakeholders in Metro Manila, the DOT-NCR, more than ever, must deliver world-class creatives both in digital and online format, to efficiently provide content and information needed by the tourism industry.

Given the need for an effective strategic communications and information drive to relevant stakeholders, the DOT-NCR sees fit to obtain a complete content library / Image bank / Archive for all creative digital and online requirements for the Year 2022 and beyond. Said image library must contain all that is Metro Manila classified and catalogued accordingly to equip the regional office and its stakeholders relevant and effective promotional images which it can use to benefit the region.

While the Branding and Marketing Communications Office maintains its own image bank, it only covers the more popular attractions of the Metro and not all cities are covered. It is therefore incomplete to the needs of the DOT Regional Offices. Also, more often than not, requests for high resolution images take some time to be processed.

They are either not approved or not available. Finally, the DOT Regional Office is prone to just pick from the Internet and old images which offer a big risk from copyright claims. Thus, it is imperative for the DOT Regional Office to take on this project to have its own image bank

II. OBJECTIVES

- To organize and develop an image bank and repository of high-quality destination and attraction images of the National Capital Region in both image and video content.
- To provide a cohesive image library that will streamline content management, support visual design, and increase brand recognition. It is believed that when a destination has the right image at the ready, it can put more energy into making a thoughtful, polished design for promotional efforts of the Regional Office.

III. GENDER AND DEVELOPMENT

Promote equal opportunities for men and women to receive recognition as indispensable players in the tourism industry.

IV. PROJECT COMPONENT AND ACTIVITIES

1. Coverage and Format

a. This project requires covering image, GIF and video content of the 17 local government units of Metro Manila, namely: Manila, Pasay, Makati, Paranaque, Mandaluyong, Muntinlupa, Las Pinas, Malabon, Pateros, Taguig, San Juan, Navotas, Caloocan, Quezon City, Marikina, Mandaluyong and Pasig for domestic and international tourism and promotional purposes.

b. The image, GIF and video content are classified as follows:

- Natural
- Man-Made

These are further classified and catalogued further:

NATURAL:

- Parks
- Wetland/Ecotourism Parks
- Beaches
- Caves (if there are in Metro Manila)
- Mountains (if there are in Metro Manila)
- Hills (if there are in Metro Manila)
- Forests (if there are in select LGUs)
- Islands in NCR

MAN-MADE:

- Entertainment/Theme Parks/Water Parks
- Wildlife Attractions/Zoos
- Farms
- Museums and Art Galleries
- Unique Built Attractions
- Historical/Heritage Attractions
- Sports Attractions
- Special Events
- Public Markets
- Shopping Malls
- Integrated Resorts/Entertainment Complexes
- Festivals and Parades
- Art/Gallery Exhibitions
- Entertainment Venues

- Night Life
 - Churches
 - Culinary attractions
 - City Symbols/Landmarks
 - Iconic Hotels (4-5 stars)
 - Educational Institutions
 - Food Strips
 - Cruise attractions
 - Urban Gardens
 - River attractions
 - Rest Areas/Restrooms
 - Interesting Finds
 - Other Special attractions
- c. Content Requirements
1. Photo Requirements
 - Formats: portrait, landscape and panoramic shots
 - Photos taken and submitted should be in both raw and edited format
 - Natural and man-made attractions should have drone shots when applicable
 - Photos taken and submitted should have the minimum mid-range and maximum resolutions possible ideal for use in social media, flyers, posters and even billboards and other collaterals
 2. Video Requirements
 - Video clips of the different major attractions per city should be part of the portfolio to be submitted. This can be as short as 20 seconds to a maximum of 2 minutes. Whenever possible, video clips of natural attractions should have drone video shots both close shot, full shot and/or long shot
 3. Graphics Interchange Format for major attractions when applicable
2. Pre-Production Preparations
- a. Location Sourcing
 - Supplier should determine the location, description and classification of the listed attractions subject for photo session and submit to DOT-NCR for approval and inclusion
 - b. Validation
 - In consultation with the Local Government Unit concerned, the supplier should be able to validate its existence and status/conditions for inclusion/exclusion in the image bank
 - c. Coordination
 - For video and photo shoot permit, supplier is expected to coordinate with respective LGUs and attractions and pay for necessary fees. The DOT-NCR will only endorse the winning supplier to the respective LGUs and other establishments requiring such.
3. Production and Photography Shooting Days
- The project spans 4 months from the awarding of project. Timeline is between October to December 20, 2022.
 - Transportation, logistics, meals and professional fees are included already in the project cost
 - DOT-NCR may join in select photo and video shoots
4. Post Production
- Full editing of all photos including retouch, coloring, and other post production elements as needed
 - Submission of digital album including both raw and edited files
 - Procurement and production of fifty (50) copies of hardbound physical album, printed in full colour.

- Cataloguing of photo and video library according to city, classification and must be alphabetically arranged in One Drive using the DOT-NCR account

V. LEGAL BASIS

The Tourism Act of 2009 otherwise known as RA 9593, provides:

· Under Chapter 1, Section 2 - the State declares tourism as an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socioeconomic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold an enhanced sense of national pride for all Filipinos.

· Under Section 2 – Item D - Create a favourable image of the Philippines within the international community, thereby strengthening the country's attraction as a tourism destination and eventually paving the way for other benefits that may result from a positive global view of the country;

· Under Section 17 – Item C – Undertake research and data gathering on local tourism trends and other relevant tourism information

VII. RESERVATION CLAUSE

The Department of Tourism – National Capital Region shall reserve all rights to every captured content (photo and video - both raw and processed digital files from the project. Only legitimate offices and media platforms of DOT-NCR will be allowed to publish and reproduce said materials.

VIII. OTHER TERMS AND CONDITIONS

Willing to provide services on a "send-bill" arrangement. Processing of payment shall be initiated upon certification by the end-user of satisfactory completion of services and issuance of billing statements accompanied by supporting documents by the supplier. Payment must be made in accordance with prevailing accounting and auditing rules and regulations.

VII. QUALIFICATION AND REQUIREMENTS OF BIDDERS

1. Must be Filipino owned, operated, and legally registered enterprise company under Philippine laws;
2. Must be PHILGEPS Registered (Platinum)
3. The Agency's core or commissioned personnel to be fielded (Art Director/s, Photographer/s and Cinematographer/s) must have won at least THREE major (3) international awards, or a local award given by any award-giving body in existence in relation with photography. Additional points will incur when awards have been earned from animation, cinematography.
4. The agency must be capable of creating the STORY BOARD/ SCRIPTURAL INTEGRATION DIRECTING, and CINEMATOGRAPHY.
5. Photographers must have at least 3-5 years' experience and expertise in the industry
6. Must be able to provide proof of previous engagement with at least TWO (2) DOT Offices and/or Government Agencies for tourism projects involving photography and or promotional endeavors.
7. Must have successfully completed similar projects in connection with tourism.
8. In case of tie-up, a joint venture agreement must be shown and submitted.

VIII. LEGAL DOCUMENTARY REQUIREMENTS

1. Valid Mayor's/Business Permit
2. PHILGEPS Certificate (Platinum)
3. Latest Income/Business Tax Return with Audit Financial Statement
4. Notarized or Certified True Copy of Omnibus Sworn Statement
5. Company Profile with CVs of Key Officers/Staff.
6. Proof of previous engagements with DOT Offices and/or Government Agencies of similar projects

IX. TERMS OF PAYMENT

1. The proposed payment scheme for the project will be billed progressively upon completion of the following milestone:
 - a. On finishing the Pre-Production Preparation Thirty Percent (30%) of the Contract Price shall be paid upon submission of the required output.
 - b. On finishing the Post Production, the remaining Seventy Percent (70%) of the Contract Price shall be paid upon submission of the required output.

X. APPROVED BUDGET FOR THE CONTRACT

One Million Pesos Only.

(Php 1,000,000.00)

XI. CONTACT PERSON

ERNESTO S. TESTON

Head, Product and Market Development Unit

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0917-8791718

MARIVILLE P. RAMOS

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DOT-NCR bambago_66@yahoo.com

Other Information

Please quote your lowest price for the above requirements and submit your quotation along with documentary requirements VIA PERSONAL SERVICE AND/ OR COURIER in three (3) sets – 1 original copy IN A SEALED ENVELOPE to this office address:

DOT NCR BAC SECRETARIAT

Mr. Lawrence J. Alcantara – Head, NCR BAC Secretariat
2nd Floor, DOT Building, 351 Sen. Gil Puyat Avenue, Makati City

Note: Deadline of submission is on November 2, 2022 at 8:00am

Created by Lawrence Jacosalem Alcantara

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