



Bid Notice Abstract

Request for Proposal (RFP)

Reference Number 8160256
Procuring Entity DEPARTMENT OF TOURISM
Title Boosting of PCSSD's Facebook Page - (PR and Social Media Marketing)
Area of Delivery

Solicitation Number:	RFP No. 2021 - 11 - 0162	Status	Pending
Trade Agreement:	Implementing Rules and Regulations	Associated Components	4
Procurement Mode:	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification:	Consulting Services	Document Request List	0
Category:	Advertising Agency Services	Date Published	06/11/2021
Approved Budget for the Contract:	PHP 895,000.00	Last Updated / Time	05/11/2021 17:10 PM
Delivery Period:	2 Day/s	Closing Date / Time	09/11/2021 10:00 AM
Client Agency:			
Contact Person:	John Paulo Samonte Francisco Administrative Assistant III 351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-4595200 Ext.425 63-02-4595200 jsfrancisco@tourism.gov.ph		

Description

TERMS OF REFERENCE

BIDDER : Service Provider (Creative Agency/Digital Marketing Agency)

PROJECT TITLE : Boosting of PCSSD's Facebook Page - (PR and Social Media Marketing)

BACKGROUND OF THE PROJECT

The Philippine Commission on Sports Scuba Diving (PCSSD) is an attached agency of the Department of Tourism (DOT) that serves as the regulating body for recreational scuba diving in the country. As such, the Commission is mandated to promulgate programs, projects, and activities geared towards the development of the country as a premier diving area in Asia, by formulating and implementing rules, regulations, safety standards, and operating procedures. In line with the Commission's mandate, there is a need for stakeholders to be aware of the Commission's services and programs, for the Commission to effectively perform its functions as the regulatory body for scuba diving. Thus, the PCSSD is in need of the services of an agency to manage its social media and public relations (PR) campaign and strategy to communicate its services and initiatives to its stakeholders.

MINIMUM REQUIREMENTS

- Must be willing to provide services on send – bill arrangement;
- Must be Philippine Government Electronic Procurement Systems (PhilGEPS) registered;
- Must be a Philippine organization capable of providing social media and digital

marketing management services;

- Must be able to provide a dedicated team to the Commission as specified in the Qualifications of this Terms of Reference; and
- Must adhere to the DOT and PCSSD's branding guidelines in accordance with industry best practice.

OBJECTIVES

- To increase awareness on the Commission's initiatives in regulating scuba sports and technical diving in the country; and
- To properly and effectively communicate PCSSD's services such as but not limited to issuances and guidelines covering health and safety operations during the new normal, accreditation, regulation, updated Implementing Rules and Regulations (IRR) and other programs and activities as may be needed.

SCOPE AND WORK DELIVERABLES

A. OVERALL TARGET OF THE (2) TWO-MONTH SOCIAL MEDIA MARKETING, AND PUBLIC RELATIONS MANAGEMENT:

- Target audience for the plans should include but not be limited to the following, based on the Commission's mandate: Philippine dive operators, dive establishments, dive individuals (professional and non-professionals), and other dive stakeholders. Target audience for the boosting campaign must include all regions with operating dive establishments and liveaboard dive boats, and destinations with diving and marine sports in their areas of jurisdictions: Ilocos Sur, La Union, Pangasinan, Cagayan II, Bulacan, Zambales, Batangas, Palawan, Occidental Mindoro, Oriental Mindoro, Romblon, Legazpi City, Sorsogon, Negros Occidental, Aklan, Antique, Bohol, Cebu, Negros Oriental, Siquijor, Southern Leyte, Zamboanga Del Norte, Camiguin, Davao del Norte, General Santos City, Sarangani, and Surigao del Norte.

B. SOCIAL MEDIA MANAGEMENT

- Develop a two-month content calendar for PCSSD's Facebook Page (captions/copywriting must be provided; content for publishing may be provided by end-user or service provider) with at least three (3) posts per week;
- Content development or writing, graphic design, and layout preparation for the two-month digital marketing plan;
- Post includes creative design with provision for up to two (2) major revisions per post that are in line with the objectives of the project;
- Management of PCSSD's Facebook Page which includes management of comments, messages, and tags according to industry best practice; and
- Design and implement a Facebook boosting campaign that will increase the audience growth rate by 10% at the end of the campaign.

C. PR MANAGEMENT

- Develop and maintain relationships with key local and international media relevant to the dive market that will translate to an increase in positive exposure for PCSSD;
- Layout and create content for monthly electronic newsletters for dissemination to dive stakeholders (database c/o PCSSD);
- Newsletter write up (guidelines and content topics/details from PCSSD)
- Newsletter design and layout
- Maximum of 2 pages per monthly newsletter
- Includes subscription fees for the newsletters;
- Content development or writing, graphic design, layout preparation, and/or liaison with media outlets, such as major newspapers, magazines, and online sites;
- Event coverage: attend major physical or online events of PCSSD for online promotion, documentation, and real-time updates, if necessary; and
- Design and implement an email campaign that will increase the click-through rate by 10% (landing pages for click-through may change per newsletter, depending on the content of the current newsletter).

D. MONITORING AND REPORTING

For Social Media Management:

- Provide monthly performance and analytics reports for all ongoing activities;
- Analysis and submission of weekly and monthly reports (must include end of contract reports and analytics of the Facebook Page); and
- Performance and analytics reports should also provide insights that go beyond the basic metrics such as engagements, reach, and impressions.

For PR Management:

- Prepare monthly reports on key performance indicators, progress, and rooms for improvement

E. END OF PROJECT

- The winning service provider must assess the outcome of the project and aid the Commission in crafting succeeding similar projects by providing insights and recommendations based on the evaluation from the garnered reports in the duration of this project.
- Must provide the Commission a 1-day assessment or debriefing to discuss the abovementioned outcome, and to set the guidelines of succeeding similar

social media/digital marketing projects based on the data garnered from this project. The expected output of assessment may be used by the Commission as a basis for succeeding similar project/s.

F. DURATION: Two (2) months from date stated in the contract.

QUALIFICATIONS

A. COMPANY

- Apart from the abovementioned minimum requirements, the winning bidder must be able to provide the following:

1. Social Media and PR Management
2. Graphic Design and Content Generation
3. Analytic Reports

- Must have an experience in brand building through social media management (winning bidder must submit at least two case studies or client accounts with similar deliverables as the Commission); and

- Must have proof of client relationship (at least three years of project relationship period with at least two clients).

B. REQUIRED PERSONNEL

Required Personnel Minimum Years of Experience in Handling Accounts

1. Head Creative Officer 5 years
2. Account Manager (Project Lead) 5 years
3. Graphic Artist/Designer 3 years
4. Writer/Copywriter/Strategist 3 years
5. Social Media Manager/Strategist 5 years

Having a certified scuba diver team member or outsourcing a scuba diver consultant who can provide content for the Social Media campaign would be an advantage. The bidder must provide an organizational chart or list of the staff with job assignment and requirements for the project. Please note in the organization chart or list, if your company has a different job title equivalent to the ones required. (Note: Bidder may go beyond the abovementioned required staff).

SHORTLISTING OF CRITERIA

I. APPLICABLE EXPERIENCE OF THE CONSULTANT

A. Years of Experience

(Service provider must be able to present client service contracts or company profile with accomplished events)

25%

1. Minimum 4 years of experience on social media and PR management

25

2. 3 years of experience on social media and PR management 20

B. Number of similar projects completed/Relevance of the company

(Service provider must be able to present client service contracts or company profile with accomplished events)

20%

1. With at least 3 accomplished social media management/digital marketing/PR work

15

2. Additional: At least 1-2 accomplished social media management/digital marketing/PR work for a government agency

5

C. Client Relationship 15%

1. Minimum 3 years project period with at least 2 clients 15

2. 2 years project relationship period with 1-2 clients 7

II. QUALIFICATION OF PERSONNEL

(Service provider must be able to present each team members' Curriculum Vitae (CV) and/or resume)

30%

1. All assigned personnel have experience working on at least 2 social media and PR management projects

30

2. 50% of assigned personnel have experience working on at least 2 social media and PR management projects

20

3. Additional: A scuba diver team member a scuba diver consultant who can provide content for the social media and PR campaign

5

III. CURRENT WORKLOAD RELATIVE TO CAPACITY 10%

Number of ongoing similar and related projects relative to capacity

1. 3 or more ongoing similar and related projects with contract cost equal to or greater than the approved budget for the contract

(Php 895,000.00)

10

2. 1 to 2 ongoing similar and related projects with contract cost equal to or greater than the approved budget for the contract

(Php 895,000.00)

8

3. No ongoing similar and related projects with contract cost equal to or greater than the approved budget for the contract

(Php 895,000.00)

6

GRAND TOTAL 100%

PASSING RATE 70%

BUDGET

• Total budget for this project is EIGHT HUNDRED NINETY-FIVE THOUSAND (PHP 895,000.00) VAT inclusive.

• The winning bid shall be determined by the Department of Tourism based on the most acceptable proposal and most advantageous financial package cost, provided that the bid amount does not exceed the above total budget.

• The budget is inclusive of all revision fees, and other pertinent fees relative to the scope of work and deliverables mentioned above.

PAYMENT TERMS

• First Tranche: 20% upon presentation and submission of comprehensive social media and PR plan, subject to approval;

• Second Tranche: 30% upon submission of mid-project report on media reach, analytics, values, and mileage;

• Third Tranche: 50% upon submission of the final project report on analytics, values, and mileage for the duration of the engagement.

CONTACT INFORMATION

Project Officers : Anne Barnuevo

anne.barnuevo@divephilippines.com.ph

0906-273-3598

Patricia Betina Javier

patricia.javier@divephilippines.com.ph

0917-891-9375

Office : Philippine Commission on Sports Scuba Diving

Address : 5th Floor PCSSD The New DOT Building 351 Sen. Gil

Puyat Ave. Makati City

Approved by:

ROWENA M. SORIOSO

OIC-Executive Director

PCSSD

Line Items

Item No.	Product/Service Name	Description	Quantity	UOM	Budget (PHP)
1	Consulting Services	Boosting of PCSSD's Facebook Page - (PR and Social Media Marketing)	1	Lot	895,000.00

Other Information

Eligibility Requirements

1. Registration Certificate from Security and Exchange Commission (SEC), Department of Trade and Industry (DTI) for sole proprietorship, or CDA for cooperatives.

2. Mayor's/Business Permit issued by the city or municipality where the principal place of business of the prospective bidder is located, or the equivalent document for Exclusive Economic Zone Area,

In cases of recently expired Mayor's/Business permits, it shall be accepted together with the official receipt as proof that the bidder has applied for renewal within period prescribed by the local government unit.

For individual consultants not registered under a sole proprietorship, a BIR Certificate of Registration shall be submitted, in lieu of DTI registration and Mayor's/Business permit.

3. PhilGEPS Registration Number

4. Latest Income/Business Tax Return (For ABC above Php500, 000.00)

5. Professional License/Curriculum Vitae

6. List of key personnel to be assigned to the contract to be bid, with their complete qualification and experience data.

7. Statement of the prospective bidder of all its ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, within the relevant period as provided in the Terms of Reference. (See attached Annexes TD 1 & 2)

8. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement

Note: Kindly submit your proposals together with your eligibility requirements thru email and sent it to jsfrancisco@tourism.gov.ph on or before 09 November 2021 at 10:00 am. Late and unsigned proposals shall not be accepted.

Created by John Paulo Samonte Francisco

Date Created 05/11/2021

The PhilGEPS team is not responsible for any typographical errors or misinformation presented in the system. PhilGEPS only displays information provided for by its clients, and any queries regarding the postings should be directed to the contact person/s of the concerned party.