



Bid Notice Abstract

Request for Proposal (RFP)

Reference Number 6078990
Procuring Entity DEPARTMENT OF TOURISM
Title Dive Philippines Two Month Media Campaign
Area of Delivery

Solicitation Number: 2019-03-0036	Status	Active
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: Consulting Services	Date Published	08/03/2019
Approved Budget for the Contract: PHP 700,000.00	Last Updated / Time	08/03/2019 00:00 AM
Delivery Period:	Closing Date / Time	11/03/2019 10:00 AM
Client Agency:		
Contact Person: John Paulo Samonte Francisco Administrative Officer I 351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-4595200 Ext.425 63-02-4595200 psfrancisco.logistics@yahoo.com		

Description

TERMS OF REFERENCE

I. PROJECT TITLE

Dive Philippines Two-Month Media Campaign

II. DESCRIPTION

The Office of Product and Market Development (OPMD) Dive is in need of the services of a competent service provider to handle digital marketing services for the Dive Philippines brand.

III. OBJECTIVES

1. To create a strong and consistent online platform for the Dive Philippines brand where information about Philippine diving and DOT dive initiatives are showcased to the global dive market
2. To consistently build awareness and interest through an integrated media program
3. To increase the number of followers, likes, visits, and engagements of all Dive Philippines digital platforms (Facebook, Instagram, and Youtube).

IV. MINIMUM REQUIREMENTS

- A. Must have at least 3 years digital marketing experience for medium to large scale events, preferably dive-related events;
- B. Must have at least one diver team member or willing to outsource a diver consultant who has experience in content creation/writing of dive stories to provide editorial direction in developing a digital marketing plan;
- C. Must shoulder ground arrangements (accommodation, meals, and transportation) of personnel/crew;
- D. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS);
- E. Must be willing to provide services on send - bill arrangement;
- F. Must submit proposed digital marketing plan for the Dive Philippines brand, upon submission of bid documents;
- G. Must adhere to the Department of Tourism's branding guidelines in accordance to industry best practice

V. SCOPE AND WORK DELIVERABLES

1. Conceptualize and implement a two-month digital marketing plan for the Dive Philippines brand to promote and increase followers, likes, shares, and engagements across Dive Philippines digital platforms (Facebook, Instagram, and Youtube)

□ Special features on the following projects:

- Objectif Atlantide Underwater Investigation – SCUBA Divers vs. Freedivers
- Philippine Ocean Month

*Project brief available upon request from project officer.

2. Content writing, graphic design, and layout preparation for the two-month digital marketing plan
3. Digital promotion of offline Dive Philippines trade and consumer activities
4. Preparation, distribution, and monitoring of at least three (3) Dive Philippines press releases
 - a. 1 pre-event and 1 post-event press release on the Objectif Atlantide Underwater Investigation
 - b. 1 pre-event press release on the Philippine Ocean Month
5. Daily feed of infographics, shared posts, and milestones related to the Dive Philippines brand on all digital platforms
6. Management of comments, messages, and tags on all digital platforms according to industry best practice
7. Implementation of campaign boosts and other promotions for all digital platforms
8. Preparation of monthly and end of contract reports and analytics on the managed platforms
9. Preparation of monthly and end of contract reports and monitoring of international and local exposures made on Dive Philippines
10. Attendance to the awarding night of Objectif Atlantide Underwater Investigation on April 19, 2019 in Puerto Galera to ensure digital documentation, live feeds, and posts

VI. BUDGET

Total estimated budget is PhP 700,000.00 inclusive of VAT.

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

VII. CONTACT PERSON

Contact Persons : CELSTINE SY
Contact Number : 459-5200 local 509
Email Address : ctsy@tourism.gov.ph

ELIGIBILITY REQUIREMENTS:

1. Eligibility Documents Submission Form (Annex A)

2. Class "A" Documents:

- a. Mayor's/Business permit issued by the city or municipality where the principal place of business of the prospective bidders is located, or the equivalent document for Exclusive Economic Zones or Areas; and

(In case of recently expired Mayor's/Business permit, submission of the expired Mayor's/Business permit together with the official receipt (renewal) shall be accepted, provided that the renewed permit shall be submitted as a post-qualification requirement in accordance with Section 34.2 of the IRR of RA9184

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

** For methods of procurement requiring Mayor's Permit and PHILGEPS Registration Number, Certificate of Platinum Membership may be submitted in lieu of the said documents.

b. Philgeps Registration Number

c. Latest Income/Business Tax Return (For ABCs above Php500K)

d. Professional License/Curriculum Vitae/Company Profile

e. List of completed and ongoing projects

f. List of key personnel to be assigned to the contract to be bid, with their complete qualification and experience data (company)

g. Original or Certified True copy of Duly Notarized Omnibus Sworn Statement (see attached form)

Deadline for the submission of Quotation: on or before March 11, 2019 at 10:00 am

Created by John Paulo Samonte Francisco

Date Created 07/03/2019

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