

<b>VIRTUAL PHIDEX PLATFORM</b>			
<b>ELIGIBILITY CHECK AND SHORTLISTING CRITERIA AND RATING</b>			
<b>PASSING SCORE: 75%</b>			
	<b>CRITERIA</b>	<b>N. Weight</b>	<b>Points</b>
<b>I.</b>	<b>APPLICABLE EXPERIENCE</b>	<b>60</b>	
<b>A.</b>	<b>Appropriateness of the agency for the assignment</b>		
	Bidder is an Integrated Marketing Agency that provides advertising, marketing promotions, media relations, events, direct marketing, and digital marketing services.	<b>20</b>	
	Bidder is a Public Relations Firm that provides traditional PR services only.	10	
	Bidder does not offer Public Relations services.	0	
<b>B.</b>	<b>Extent of network of the agency</b>		
	Bidder's network provides global connections with international (at least Asia, Europe, and North America) and local communication agencies	<b>15</b>	
	Bidder's network is limited to local communication agencies	5	
<b>C.</b>	<b>Relevance of Company Portfolio to the Project</b>		
	Bidder has experience in crafting integrated media plans comprised of the following: PR Management, Event Management, Website Design, Development, and Promotion, Social Media Marketing and Management, and Digital Marketing.	<b>15</b>	
	Bidder has experience in crafting media plans comprised of PR Management and Social Media Marketing.	5	
	Bidder has no experience crafting related media plans.	0	
<b>D.</b>	<b>Years in Existence as an Integrated Public Relations Firm</b>		
	Bidder has been in the business for at least 20 years.	<b>10</b>	
	Bidder has been in the business for 10 to 19 years.	7	
	Bidder has been in the business for less than 10 years.	3	
<b>II.</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	<b>30</b>	
<b>A.</b>	<b>Minimum Number of Personnel</b>		
	Bidder exceeds the minimum number of required personnel.	15	
	Bidder meets the minimum number of required personnel.	8	
	Bidder does not meet the minimum number of required personnel.	0	
<b>B.</b>	<b>Personnel's Years of Experience in Related Fields</b>		
	Bidder's assigned personnel exceeds the required minimum number of years of experience.	15	
	Bidder's assigned personnel meets the required minimum number of years of experience.	8	
	Bidder's assigned personnel do not meet the required minimum number of years of experience.	0	
<b>III.</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>10</b>	
	<b>Number of On-Going Similar and Related Projects Relative to Capacity</b>		
	No on-going similar and related projects with contract cost equal or greater than the ABC (PhP 13,807,000.00)	10	

	1 to 2 on-going similar and related projects with contract cost equal or greater than the ABC (PhP 13,807,000.00)	5	
	3 or more on-going similar and related projects with contract cost equal or greater than the ABC (PhP 13,807,000.00)	0	
	<b>Total</b>	<b>100</b>	

Prepared by:

**CELSTINE SY**  
**Project Officer**

\*Bidder must submit company profile and supporting documents to substantiate abovementioned requirements.