

## PCC BIDS AND AWARDS COMMITTEE

### SUPPLEMENTAL BID BULLETIN NO. 01

12 August 2020

#### Consulting Services for the Conduct of Social Media-based Advertisement for Stakeholder Awareness and Competition Enforcement

#### Request for Expression of Interest (REI) No. 2020-06-0077

The PCC Bids and Awards Committee (PBAC) hereby includes, revises, amends, deletes and/or adapts the following provisions in the Terms of Reference relative to the abovementioned project:

A. Section	Original Requirement	Amendment / Final Requirement
II. Objectives	<p><del>2.</del> Maximize deployment of competition-related advocacy materials produced during MCP1 by boosting them further in social media platforms</p>	<p>2. <i>Optimize the format of three (3) to six (6) video materials to be placed on YouTube, and</i></p> <p>3. Maximize deployment of competition-related advocacy materials produced during MCP1 by boosting them further in social media platforms</p>
III. Scope of services, implementation arrangements, and parties' responsibilities	<p>2. Implementation of the approved social media advocacy plan, which must meet the following minimum requirements:</p> <ul style="list-style-type: none"> <li>- Total number of placements: <del>54</del>, wherein one (1) placement refers to one ad per social media platform</li> <li>- <del>Frequency of placement: At least twice per material over a period of six (6) months.</del></li> </ul>	<p>2. Implementation of the approved social media advocacy plan, which must meet the following minimum requirements:</p> <ul style="list-style-type: none"> <li>- Total number of placements: <i>51</i>, wherein one (1) placement refers to one <i>boosting in any of the approved social media platform</i></li> <li>- Period of placement: boosting of the materials shall be spread in six (6) months.</li> </ul>



IV. Delivery and Timelines	IV. <del>Delivery and Timelines</del> <b>Social Media Advertisement Plan</b> with recommended advertisement strategy including the following, at the minimum: - Demographics of social media users in the Philippines - Proposed placement, including platform and schedule, to maximize the number of target audience reached by the existing PCC multimedia advocacy materials	IV. <i>Timelines and Deliverables</i> <b>Social Media Advertisement Plan</b> with recommended advertisement strategy including the following, at the minimum: - Demographics of social media users in the Philippines - <i>Proposed workplan</i> - Proposed placement, including platform and schedule, to maximize the number of target audience reached by the existing PCC multimedia advocacy materials
B. Annex	Original Attachment	Amendment / Final Attachment
A	<del>Detailed Rating Criteria for Shortlisting Eligible Prospective Bidder/s</del>	<i>Quality of Similar/Relevant Engagement of the Firm</i>
B	<del>Detailed Rating Criteria for Bid Evaluation of Shortlisted Bidders</del>	<i>Quality of Similar/Relevant Engagement of the Project Lead/Manager</i>

In addition to the foregoing, the bidder must use the attached Annexes for the documentary requirements to be submitted.

Amendments/inclusions/clarifications made herein shall be considered an integral part of the Bidding Document.

For guidance and information of all concerned.

  
**Atty. JOSEPH MELVIN B. BASAS**  
 Chairperson, PBAC



## TERMS OF REFERENCE

### Provision of Consulting Services to Conduct Social Media-based Advertisement for Stakeholder Awareness and Competition Enforcement

#### I. Background and Rationale

As the agency mandated to enforce the Philippine Competition Act (PCA), the Philippine Competition Commission (PCC) is tasked with disseminating information about the law and the benefits of market competition, thereby helping improve market efficiency and advance consumer welfare. Targets for awareness levels of households, firms and government agencies on the PCC are committed under the Philippine Development Plan 2017-2022<sup>1</sup>.

While awareness of the PCC increased from 0.5 percent in 2017 to 4.1 percent in 2018,<sup>2</sup> advocacy efforts need to be strengthened to widen understanding about the Commission's functions and mandates, especially outside Metro Manila. It should be noted that almost 90% of households that are unaware of PCC and its responsibilities came from North and South Luzon, Visayas, and Mindanao<sup>3</sup>. Based on studies<sup>4</sup> and PCC's own experience in media buying, advertising on social media remains the most cost-effective medium to market content, as well as reach and engage audiences, particularly in the Philippines.

In 2017, the PCC embarked on phase 1 of a planned multimedia campaign (MCP1), which produced various information, education, and communication (IEC) materials that were deployed through various channels, including social media. Unfortunately, materials produced under MCP1 were only placed in social media once. As such, PCC was not able to take full advantage of said materials to boost its online presence.

This project proposes to sustain the advocacy efforts undertaken by the PCC, through the CKMO, by enlisting the services of a consultation firm to develop and execute a social media-based advertisement plan for 2020. This will complement the proposed radio-based advocacy campaign which targets a different demographic from that of social media.

#### II. Objectives

The overall objective of this social media-based advertisement campaign is to raise public awareness about PCC, PCA, and the Commission's enforcement activities, by sustaining the information dissemination conducted in MCP1 and complementing PCC's radio-based campaign. Specifically, this engagement aims to:

1. Develop a social media advertisement plan that will maximize the reach and effectiveness of advocacy materials produced under MCP1;
2. Optimize the format of three (3) to six (6) video materials to be placed on YouTube, and

<sup>1</sup> Philippine Development Plan 2017-2022 Results Matrices. <http://www.neda.gov.ph/wp-content/uploads/2019/05/16-Chapter-16-Leveling-the-Playing-Field-Through-a-National-Competition-Policy-1.14.2019.pdf>. Retrieved on 15 November 2019.

<sup>2</sup> PCC Rider Survey on the 2017 Labor Force Survey

<sup>3</sup> *Ibid*

<sup>4</sup> Zhang, Summer. "Social media is a cheap but effective way to marketing". *PUB802*, 26 February 2014, <https://tkbr.publishing.sfu.ca/pub802/2014/02/social-media-is-a-cheap-but-effective-way-to-marketing/>. Retrieved on 21 October 2019.



3. Maximize deployment of competition-related advocacy materials produced during MCP1 by boosting them further in social media platforms.

### III. Scope of services, implementation arrangements, and parties' responsibilities

The following will be the scope of the services for this engagement:

1. **Submission of a detailed social media advertisement plan**, optimized for the advocacy materials produced under MCP1, with recommended advertisement strategies, including the most cost-effective social media platform/s. The social media advertisement plan shall include the following, at the minimum:
  - Types/kinds of advertisements available under different social media platforms. (*Note: the plan should only include social media platforms that are being used by at least 50% of Filipino internet users*)<sup>5</sup>
  - Demographics of social media users in the Philippines and their social media consumption habits.
  - Proposed workplan.
  - Proposed placement, including platform and schedule, to maximize the number of target audience reached by MCP1 materials.
2. **Implementation of the approved social media advocacy plan**, which must meet the following minimum requirements:
  - Total number of placements: 51, wherein one (1) placement refers to one boosting in any of the approved social media platform.
  - Period of placement: boosting of the materials shall be spread in six (6) months.
  - Coverage: placements should be in the following social media platforms: Facebook, Twitter, and YouTube.
  - Guaranteed fresh audience reach per placement shall be at least one (1) million.
3. The Service Provider must provide the PCC with the analytics<sup>6</sup> of the ad per platform/material. Moreover, PCC shall be provided soft and hard copies of the presentations/s and/or report/s. The Service Provider should also report ad placement expenses per platform/material, as well as other regular and as-needed status updates, for timely interventions, and must provide a mechanism for PCC to monitor ad runs in all platforms.

The following provides the implementation arrangements for this undertaking:

1. The PCC-Communication and Knowledge Management Office (CKMO) will review all the outputs and deliverables of the Service Provider. The final approval of all deliverables rests on CKMO.
2. Upon award of the contract, the Service Provider shall develop the social media advertisement plan, in consultation with CKMO. Upon final approval of the plan, the Service Provider shall proceed to the conduct of the activities within the agreed budget and timeline.
3. The Service Provider shall seek the approval of the CKMO prior to the implementation of each boosting/placement.
4. The budget and timetable shall be prepared by the Service Provider and approved by the CKMO. Remuneration of team members of the Service Provider shall be the exclusive

<sup>5</sup> Kemp, S. and Moey, S. (2019, September 18). "Digital 2019 spotlight: ecommerce in the Philippines. Retrieved from <https://datareportal.com/reports/digital-2019-ecommerce-in-the-philippines>

<sup>6</sup> At the minimum, analytics for all the platforms that will be used for this project shall include total and per material reach and engagement metrics.

- responsibility of the later. Subsequently, any adjustment or modification regarding the budget and timeline must be approved by the CKMO.
5. The Service Provider shall submit accomplishment reports and other deliverables on schedule as indicated in this TOR.
  6. Consultations between the parties shall be made during the entire period of engagement to ensure that all concerns will be addressed.

The Service Provider shall assume the following obligations:

1. Designate one project lead to ensure timely delivery of outputs, to coordinate with the CKMO in carrying out the services, and to provide regular monitoring reports to CKMO.
2. Organize a team that would conduct the approved activities, following the set of qualifications in this TOR;
3. Seek the approval of the CKMO on any modification or adjustment in the implementation of approved activities prior to their conduct;
4. Manage all logistical requirements for the coordination, invitation, and scheduling in conducting the approved activities, including transportation and communication arrangements, refreshments and/or honoraria, if applicable and necessary;
5. Submit all deliverables to the PCC, through the CKMO, on schedule;
6. Maintain the confidentiality of all the pieces of information or data that will be given to the Service Provider in relation to the delivery of the approved activities for this undertaking, until such is determined as declassified by PCC. The consultant/s will be required to sign a Confidentiality and/or Non-Disclosure Agreement upon Notice of Award (NOA).

PCC, through the CKMO shall assume the following obligations:

1. Provide general supervision and direction on the conduct of the approved activities;
2. Provide MCP1 advocacy materials to the Service Provider.
3. Review and approve all project deliverables, and related activities thereof.

#### **IV. Timelines and Deliverables**

The service provider will be contracted for a period of seven (7) months, with the following details of the deliverables and timeline:

Deliverable	Timeline
<b>Social Media Advertisement Plan</b> with recommended advertisement strategy including the following duly received, accepted and approved by the PCC, at the minimum: <ul style="list-style-type: none"> <li>- Demographics of social media users in the Philippines</li> <li>- Proposed workplan</li> <li>- Proposed placement, including platform and schedule, to maximize the number of target audience reached by the existing PCC multimedia advocacy materials</li> </ul>	Within 15 calendar days from issuance of the Notice to Proceed (NTP).
<b>Placement/boosting of MCP1 materials</b> as guided by the Social Media Advertisement plan and in coordination with the CKMO, duly received, accepted and approved by the PCC	Within six (6) months from CKMO's approval of the Social Media Advertisement plan. The specific schedule of the placement/boosting of each material will depend on the approved social media advertisement plan.



Deliverable	Timeline
Final report, which shall include, at the minimum, the social media analytics, results/outcomes of the advocacy campaign/activities undertaken, and recommendations on succeeding similar campaigns. The Report shall be printed in at least three (3) copies, while the compilation shall be in an external hard drive or any appropriate storage, duly received, accepted and approved by the PCC	Within 10 calendar days from the conduct of the last activity in the timetable/work plan, as approved by the CKMO.

## V. Qualification of the consulting firm and its personnel

Qualification requirements. PCC-CKMO proposes to engage an established Media, Digital and Creative Communications / Strategic Communications / Media Planning and Placement Agency / Advertising firm, with the required personnel and experience to develop and implement this project. The Service Provider must be duly established in the Philippines and may have tie-up or joint venture (JV) arrangements with a market research agency, media placement agency, and/or production company.

The service provider should meet all the requirements set by the Government Procurement Reform Act (R.A. No. 9184) to be eligible to participate in the procurement.

### A. Eligibility of the prospective bidder/s

To determine if the prospective bidder is eligible to participate in this bidding, legal, technical, and financial documents shall be submitted, as stated in the Invitation to Apply for Eligibility and to Bid (IAEB) and the Instructions to Bidders (ITB), and required documents pursuant to Sections 24.1 and 24.3 of the revised IRR of RA No. 9184.

### B. Shortlisting of eligible bidder/s

Only eligible bidders will be considered for shortlisting. Pursuant to Section 24.5.3 of the revised IRR of RA 9184, the following criteria shall be considered in short listing the eligible prospective bidders:

Criteria	Preferred Qualification/s	Bases	Weight (%)
Applicable experience of the consulting firm	<b>Years of experience:</b> three (3) years of experience in creative content marketing and communications strategies through digital creative execution, multimedia planning, placement/buying, marketing analytics, and other undertakings that are similar in nature and complexity to the contract being bid out. <b>Similar/Relevant engagements:</b> three (3) engagements/projects that are relevant to this project (e.g. multimedia placement) in the last three (3) years. <b>Quality of the engagement/s</b> similar to this project (e.g. multimedia campaign/placement) with an average of at least one (1) million audience reached per material.	Records of previous engagement and quality of performance in projects related to competition and other similar fields, and geographical distribution of current/impending projects.  (a) DTI or SEC registration submitted indicating the year of registration and/or other relevant documents; (b) list of completed and on-going contracts; (c) copies of Certificates of Satisfactory Service Rendered / Certificates of Completion.  For the Quality of Similar/Relevant Engagements of the firm, please accomplish the attached matrix (Annex A)	30
Quality of key	<b>Project Lead/Manager</b>	Original signed curriculum vitae submitted indicating relevant work experience and	60



Criteria	Preferred Qualification/s	Bases	Weight (%)
personnel who may be assigned to this project	<ul style="list-style-type: none"> <li><b>Years of experience:</b> with three (3) years of experience in the field/s of advocacy campaign planning and management, multimedia, digital and creative communications, strategic communications, multimedia planning and placement, advertising, marketing and other similar and/or relevant fields.</li> <li><b>Similar/Relevant engagements:</b> had been involved in three (3) projects that are similar to multimedia materials placement.</li> <li><b>Quality of similar engagement/s:</b> at least three (3) of the social media platforms, required in this TOR, were used in a campaign, with an average of at least one (1) million audience reached per material.</li> <li><b>Training:</b> With 24 hours of training in advertising, marketing communications, multimedia campaign planning and management, and other similar and/or relevant fields.</li> </ul>	<p>educational background, and trainings attended supported by certificates of attendance / participation</p> <p><i>Note: Pursuant to Section 33.3 of the revised IRR, there should be no replacement of key personnel before the awarding of the contract, except for justifiable reason, such as illness, death, or resignation provided it is duly supported by relevant certificates, or any delay caused by the procuring entity. Once the contract has been awarded, no replacement shall be allowed until after fifty percent (50%) of the personnel's man-months have been served, except for justifiable reasons, subject to appropriate sanctions as prescribed in the Philippine Bidding Documents (PBD).</i></p> <p>For the Quality of Similar/Relevant Engagements of the Project Lead/Manager, please accomplish the attached matrix (Annex B)</p>	
Current workload relative to capacity	<b>At most six (6) ongoing similar projects,</b> with project cost greater than or equal to the ABC stated in this TOR.	Originally signed records of on-going (including awarded but not yet started contracts) and previous engagements	10
<b>TOTAL</b>			100

The hurdle rate is set at 70 points. Maximum of five (5) highest rated eligible bidders that will at least meet this hurdle rate shall be shortlisted and invited to offer technical and financial proposals.

### C. Evaluation of The Technical and Financial Proposals of the Shortlisted Bidders

The technical and financial proposals of the shortlisted bidders will be evaluated using the Quality Based Evaluation (QBE), pursuant to the pertinent provisions of R.A. No. 9184 or the Government Procurement Reform Act. The criteria for the evaluation of the technical proposals are:

Criteria	Bases	Weight (%)
<b>Technical Proposal</b>		
Applicable experience of the consulting firm (10%)	As specified in the qualifications above, and the submission of a duly notarized Omnibus Sworn Statement using the prescribed format of R.A. No. 9184	100%
Quality of personnel to be assigned to the project (50%)		
Plan of approach and methodology (40%)		
<b>TOTAL</b>		100%

The bidder with the highest rated score based on the technical submitted, provided that the score passes the hurdle rate of 70 points, shall be the Highest Rated Bidder.

## VII. Approved Budget for the Contract (ABC) and Mode of Procurement

The Approved Budget for the Contract (ABC) for the entire services amounts to **TWO MILLION THREE HUNDRED TWENTY-SIX THOUSAND PESOS (PhP 2,326,000.00)**, inclusive of all applicable government taxes and service charges. The fund is sourced from the General Appropriations of PCC. The Consultancy Services shall be a fixed price contract. Any extension of contract time shall not involve any additional cost to the PCC.

The procurement of the consulting services shall be undertaken through a competitive public bidding pursuant to the provisions of RA 9184 and its Revised IRR.

## VIII. Payment scheme/schedule

Remuneration payments to the consultancy firm shall be made based on the schedule below:

Activity	Percent of remuneration cost
Upon PCC's acceptance/approval of the social media advertisement plan	15%
Upon receipt of social media analytics or proof of boosting of all MCP1 advocacy materials.	70%
Upon PCC's receipt and acceptance of the Final Report	15%
<b>TOTAL</b>	<b>100%</b>

## IX. Reserved rights on the use of the outputs/deliverables

All creative concepts and original materials formulated and designed in conjunction with this project shall be owned by the PCC with full and exclusive rights on future use thereof in all media platforms both in the Philippines and internationally.

## X. Confidentiality of data and information

The Consultant that will be engaged by the PCC shall submit outputs directly to the designated project manager within PCC for review and endorsement for payment. All the materials, data and information used and generated through this project will be the sole property of PCC. The consultant shall not use nor disseminate these documents for their own research purposes without the written consent of the PCC.

## XI. Conflict of interest

The Consultant must be independent from the entities which operate in the business of the particular sector covered by the scope of this engagement and must have no conflict of interest. There is conflict of interest when the Consultant has an interest in the business of the entities operating, whether directly or indirectly, in the particular sector covered by this engagement, and the interest of such Consultant, or his rights or duties therein, may be opposed to or affected by the performance of his duty as Consultant.




## **XII. Liquidated damages**

In case of delay in the delivery of expected service, the amount of the liquidated damages shall be at least equal to one-tenth (1/10) of one percent (1%) of the cost of the unperformed portion for every day of delay. Once the cumulative amount of liquidated damages reaches ten percent (10%) of the amount of contract, the PCC shall rescind the contract, without prejudice to other courses of action and remedies open to it.

## **XIII. Dispute resolution**

- A. Should any dispute related to the TOR and/or rights of the parties arise, the same shall be submitted to mutual consultation, mediation and arbitration, in the order of application. The venue of the proceedings shall be in Quezon City.
- B. In case of a court suit, the venue shall be the courts of competent jurisdiction in Quezon City, to the exclusion of all other courts; and
- C. Any amendment or additional terms and conditions to the TOR must be in writing, signed and acknowledged by the Parties.

Approved: 
<b>ARNOLD ROY D. TENORIO</b> Director III, PCC-CKMO
Conforme:
_____ <b>Name and Signature</b> Date

**Annex A. Quality of Similar/Relevant Engagement of the Firm**

NAME OF ENGAGEMENT	YEAR	PLATFORM/S USED	AUDIENCE REACHED
<i>Provide name of project or engagement</i>	<i>Provide year/s duration of engagement and execution</i>	Social media platform used	Number of audience reached
		Social media platform used	Number of audience reached
		Social media platform used	Number of audience reached
		Social media platform used	Number of audience reached
		Social media platform used	Number of audience reached

*Note: Create additional rows as necessary. Each entry may be accompanied by an attachment proving the same (e.g. Facebook analytics, etc.)*

**ACKNOWLEDGMENT**

*I hereby certify that the above and their corresponding attachments are true and correct to the best of my knowledge. I understand that a false information may be ground for disqualification from this bid.*

Dated this \_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_  
Name and Signature of Authorized Signatory



**Annex B. Quality of Similar/Relevant Engagement of the Project Lead/Manager**

NAME OF ENGAGEMENT	YEAR	PLATFORM/S USED	AUDIENCE REACHED
<i>Provide name of project or engagement</i>	<i>Provide year/s duration of engagement and execution</i>	Social media platform used	Number of audience reached
		Social media platform used	Number of audience reached
		Social media platform used	Number of audience reached
		Social media platform used	Number of audience reached
		Social media platform used	Number of audience reached

*Note: Create additional rows as necessary. Each entry may be accompanied by an attachment proving the same (e.g. Facebook analytics, etc.)*

**ACKNOWLEDGMENT**

*I hereby certify that the above and their corresponding attachments are true and correct to the best of my knowledge. I understand that a false information may be ground for disqualification from this bid.*

Dated this \_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_  
Name and Signature of the Project Lead/Manager