

Bids and Awards Committee for Consulting Services (BAC-C)

**PROCUREMENT OF CONSULTING SERVICES FOR THE MEDIA PLANNING AND
GLOBAL PLACEMENT OF CLARK PROMOTIONAL CAMPAIGN**

Bid Bulletin No. 01

This Bid Bulletin clarifies queries/questions raised during the Pre-Eligibility Conference held on 06 September 2022 and written clarifications received through email pertaining to the above cited Consulting Services.

I. QUERIES/QUESTIONS BY THE BIDDERS

Queries/Questions	Clarifications/Responses
<p>1. In case of a Joint Venture Agreement (JVA), when we have authorized representatives of two firms, should we choose two (2) representatives or only one (1) representative should sign?</p> <p>Do we combine the documents? But is there only one authorized representative who should sign for the JV?</p> <p>For the signature of each document, will there be only one signatory?</p> <p>May I clarify if the legal documents for eligibility purposes will be for each entity?</p>	<p>The members of the joint venture shall appoint one (1) authorized representative. A template of the Secretary's Certificate or Special Power of Attorney is provided with the bidding documents.</p> <p>Each member of the JV should submit the required documents.</p> <p>Yes, only one signatory is required. We have also included a template in the bidding documents. The authorized signatory will sign the forms.</p> <p>Yes, each entity should submit the legal documents required in the eligibility documents.</p>
<p>2. Specific to documents EF10, if my understanding is correct, the document certifies that the key personnel will not be engaged in other projects for the duration of their engagement with this project. Does it mean, since we have our current accounts</p>	<p>Please refer to the attached revised EF 10 - Certificate of Availability of Key Personnel with the following amendments:</p> <p>xxx</p>

<p>handled, this project requires an exclusive engagement with you alone, or would you be open for us to handle other accounts as well as long as there is no conflict of interest?</p>	<p>We further certify that the following nominated Key Personnel <u>shall be fully engaged, on-call 24/7, and committed</u> to the duration of their engagement with this project.</p> <p>XXX</p>
<p>3. In terms of the certifications, unlike any other jobs, we don't hold any professional licenses but do you think there will be any merit for us to provide a certificate of employment just for us to be able to support the Curriculum Vitae's (CV's) or at least the supporting documents you are requiring from us?</p>	<p>A copy of the membership to a related organization and certificate of employment attached in support of the CV's will suffice.</p>
<p>4. Regarding the key markets prioritization, you mentioned that you are looking at the U.S. and Asia-Pacific. Are there any particular markets specifically in Asia-Pacific that we are looking at right now because it is quite a large scale and we don't want to recommend a media plan that will spread our budget thinly?</p>	<p>For the Asia-Pacific Region, we are currently looking at countries like Japan, South Korea and Taiwan.</p> <p>However, we do not want to limit the bidders from recommending additional markets to prioritize recognizing their expertise in this field .</p>
<p>5. On the awards received and the multinational clients as required, is that mandatory or rate required? We used to handle international people, but now we don't have international clients or even the awards, we don't have these awards, should you still consider us?</p>	<p>The bidder may submit a project awarded and completed with at least one (1) multinational brand in the last five (5) years.</p>
<p>6. Would you be open to explore amending the EF.10 with regard to the exclusive management of the project primarily because in general for the media, in our industry, we do handle several accounts and I'm not sure if there will be agencies that can handle exclusive accounts specific to this project, so I would just like to know if you will be open to have some amendments and explore the possibility of tapping key</p>	<p>Please refer to the response of Item No. 2</p>

<p>personnel with their accounts as long as there is no conflict of interest?</p>	
<p>7. Upon submission of eligibility documents, is there a need to purchase the Bidding Documents right away or upon being shortlisted?</p>	<p>For the submission of Eligibility Documents, the bidders are not required to purchase the bid documents.</p> <p>Only the five (5) shortlisted bidders will be entitled to submit their bids and upon payment of a non-refundable fee of Pesos: Ten Thousand and 00/100 (Php 10,000.00), as specified in RA 9184.</p>
<p>8. Regarding the submission and opening of eligibility documents, will it be similar to this one, virtual and face-to-face?</p>	<p>Yes, the Opening of Eligibility Documents will be done face-to-face and online.</p> <p>The bidders are encouraged to send a representative to witness the opening of the documents to allow them to respond quickly in case there are any clarifications. Attendance of the bidders during the opening of the Bid Proposal is not mandatory, but merely discretionary or optional.</p>
<p>9. For completed contracts, can we support our private clients with contracts and official receipts?</p> <p>However, we have private clients who don't issue Certificates of Completion. For government agencies, they issue immediately after the end of the contract but for private clients, we have none for others hence we're asking if we can use contracts and official receipts.</p>	<p>Yes, you can submit a copy of the signed contracts and copies of the official receipts issued for the contract as supporting documents for completed contracts.</p>
<p>10. What is the target campaign duration? I understand that it's four (4) months but when do we expect to launch the campaign?</p>	<p>The target rollout of this campaign is in Q4 of 2022 or by December.</p> <p>However, we are also considering moving the rollout to January 2023 to avoid being drowned by the influx of ads</p>

	<p>during the holiday season or in December.</p> <p>The entire campaign will run for four (4) months.</p>										
<p>11. When it comes to billing, is there a milestone or percentage?</p>	<p>Please refer to Item 6 of the Terms of Reference (page 120 of the bidding documents), which states that:</p> <p>xxx</p> <p>6.b. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:</p> <table border="1" data-bbox="853 869 1385 1899"> <thead> <tr> <th data-bbox="853 869 1225 974">MILESTONES</th> <th data-bbox="1225 869 1385 974">% of Payment</th> </tr> </thead> <tbody> <tr> <td data-bbox="853 974 1225 1187">Submission and approval of the proposed media campaign and placement strategy</td> <td data-bbox="1225 974 1385 1187">15%</td> </tr> <tr> <td data-bbox="853 1187 1225 1512">Submission and approval of accomplishment and monitoring report with proof of placements on the 1st and 2nd months of project implementation</td> <td data-bbox="1225 1187 1385 1512">25%</td> </tr> <tr> <td data-bbox="853 1512 1225 1836">Submission and approval of accomplishment and monitoring report with proof of placements on the 3rd and 4th months of project implementation</td> <td data-bbox="1225 1512 1385 1836">25%</td> </tr> <tr> <td data-bbox="853 1836 1225 1899">Completion of conduct</td> <td data-bbox="1225 1836 1385 1899">15%</td> </tr> </tbody> </table>	MILESTONES	% of Payment	Submission and approval of the proposed media campaign and placement strategy	15%	Submission and approval of accomplishment and monitoring report with proof of placements on the 1st and 2nd months of project implementation	25%	Submission and approval of accomplishment and monitoring report with proof of placements on the 3rd and 4th months of project implementation	25%	Completion of conduct	15%
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	<p>of training/workshop, and submission and approval of Post-Training Report</p>	
	<p>Submission and approval of the entire campaign and implementation of post-project assessment and workshop for the whole campaign and issuance of Certificate of Completion by BCDA</p>	<p>20%</p>
	<p>TOTAL</p>	<p>100%</p>
<p>xxx</p>		
<p>12. On the CV's of the proposed staff, do we need to have the form notarized during the eligibility submission?</p>	<p>No, the CV's are not required to be notarized but it should be duly signed by the authorized signatory.</p>	
<p>13. Is it okay to sign digitally on the CV's?</p>	<p>Yes, we will accept the digital signature of the CV by the key personnel for this stage (Submission of Eligibility Documents).</p> <p>However, the shortlisted bidders will be required to affix a wet signature on the submission of their Technical and Financial Proposals.</p>	
<p>14. When is the release of the Bid Bulletin?</p>	<p>The release of the Bid Bulletin is on Monday, September 12, 2022.</p> <p>It will be uploaded on PhilGEPS and the BCDA Website. It will also be emailed to those who attended the Pre-Eligibility Conference.</p>	

<p>15. For the personnel CVs, what are the acceptable supporting documents for Education? Is a copy of the diploma, school ID, or report card acceptable?</p> <p>For the required inclusive dates (i.e., month, day, year), is it possible to reflect month and year only as some cannot remember the exact date of school start/end and the like?</p>	<p>The bidder may submit a copy of the Diploma or Transcript of Record as proof of their educational attainment.</p> <p>Yes, the bidder may indicate only the inclusive month and year.</p>																														
<p>16. I would just like to clarify the order of information needed as the statement contradicts the direction below.</p> <p>Employment Record:</p> <p><i>[Starting with the present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of projects. For experience in the last ten (10) years, also give types of activities performed and client references, where appropriate. Use about two pages.]</i></p> <table border="1" data-bbox="225 952 802 1178"> <thead> <tr> <th colspan="2">Inclusive Dates of Employment</th> <th rowspan="2">Name of Employing Organization</th> <th rowspan="2">Office Address of the Employer/ Employing Organization</th> <th rowspan="2">Position Held (whether full-time, part-time, principal/key team member, consultant, sub-contractor, support staff, etc.)</th> <th rowspan="2">Location of Projects</th> <th rowspan="2">Relevant Work Experience/ Types of Activities Performed</th> </tr> <tr> <th>From (mm/dd/yy)</th> <th>To (mm/dd/yy)</th> </tr> </thead> <tbody> <tr> <td>(latest/most recent)</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>(previous)</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>* Rank from previous to latest/most recent employment * Complete the details of the inclusive dates (month, day, and year)</p>	Inclusive Dates of Employment		Name of Employing Organization	Office Address of the Employer/ Employing Organization	Position Held (whether full-time, part-time, principal/key team member, consultant, sub-contractor, support staff, etc.)	Location of Projects	Relevant Work Experience/ Types of Activities Performed	From (mm/dd/yy)	To (mm/dd/yy)	(latest/most recent)														(previous)							<p>To clarify, please list in reverse order the list of employment held by the nominated key personnel, sorted or organized from the most recent at the top row and ending with the oldest.</p>
Inclusive Dates of Employment		Name of Employing Organization						Office Address of the Employer/ Employing Organization	Position Held (whether full-time, part-time, principal/key team member, consultant, sub-contractor, support staff, etc.)	Location of Projects	Relevant Work Experience/ Types of Activities Performed																				
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II. PRESENTATION FOR THE PRE-ELIGIBILITY CONFERENCE

The presentation discussed during the Pre-Eligibility Conference held on 6 September 2022 can be accessed using the link below:

<https://tinyurl.com/bc3k6k4x>

This presentation is for discussion purposes only. Should there be any inconsistencies, the bidding documents (i.e., Request for Expression of Interest, Eligibility Documents, Terms of Reference, and Bidding Forms) shall prevail over the presentation.

III. SCHEDULE OF PROCUREMENT ACTIVITIES*

No.	Activities	Time	Date	
1	Pre-Eligibility Conference	10:00 AM	September 6, 2022	
2	Deadline for Requests for Clarification	5:00 PM	September 9, 2022	
3	Issuance of Bid Bulletin for Minutes of Pre-Eligibility Conference and Clarifications		September 12, 2022	
4	Deadline for Submission of Eligibility Documents	12:00 PM	September 19, 2022	
5	Opening of Eligibility Documents and Eligibility Check	1:00 PM	September 19, 2022	
6	Evaluation and Shortlisting		September 20, 2022	September 23, 2022
7	Determination of Shortlisted Bidders/ Issuance of BAC-C Resolution		Monday, September 26, 2022	
8	Approval of Shortlisted Bidders by HoPE		Wednesday, September 28, 2022	
9	Notification on the Results of Eligibility Check and Shortlisting		Thursday, September 29, 2022	
10	Issuance of Bidding Documents to Shortlisted Bidders		September 29, 2022	October 18, 2022
11	Pre-Bid Conference	10:00 AM	October 06, 2022	
12	Deadline for Requests for Clarification	5:00 PM	October 08, 2022	
13	Issuance of Bid Bulletin for Minutes of Pre-Bid Conference and Clarifications		October 11, 2022	
14	Deadline for Submission of Technical and Financial Proposals	12:00 PM	October 18, 2022	
15	Opening and Preliminary Examination of Technical Proposals	1:00 PM	October 18, 2022	
16	Oral Presentation	3:00 PM	October 19, 2022	
17	Evaluation of Technical Proposals		October 19, 2022	October 21, 2022
18	Deliberation of Results of Technical Proposals Evaluation		October 24, 2022	
19	Determination of HRB/ Issuance of BAC-C Resolution recommending HRB		October 25, 2022	
20	Approval of HRB by HoPE		October 26, 2022	
21	Notification/ Invitation for Opening of Financial Proposals		October 31, 2022	
22	Opening of Financial Proposals	10:00 AM	November 02, 2022	

23	Evaluation of Financial Proposals		November 02, 2022	
24	Notification of HRB on Negotiation		November 03, 2022	
25	Negotiation	10:00 AM	November 04, 2022	
26	Conduct of Post-Qualification on HRB		November 04, 2022	November 10, 2022
27	Deliberation of Post-Qualification Results/ Issuance of BAC-C Resolution recommending HRRB		November 11, 2022	
28	Issuance of Notice to Losing Bidders		November 14, 2022	
29	BAC-C Recommending Resolution Approval of HRRB by HoPE and Issuance of NOA		November 17, 2022	
30	Contract Signing and Posting of Performance Security		November 28, 2022	December 9, 2022
31	Issuance of Notice to Proceed		December 9, 2022	

**Subject to change*

IV. REMINDERS

a. General Notes/Reminders

1. All data on the forms shall be correct and consistent.
2. All forms shall be duly signed by the Authorized Signatory of the Firm/Entity/Joint Venture or Consortium (in case of JV/Consortium).
3. The CVs of all the nominated key personnel shall be supported with valid licenses/professional registrations, certificates of trainings attended, diplomas, work experiences and other supporting documents relative to credentials of the proposed Professional staff.

For expired licenses, copy of the expired license, proof of application and payment for renewal shall be included.

4. Only contracts/projects that are supported with proofs shall be considered for evaluation, as follows:
 - Certificate of Completion or Acceptance or valid proof of final payment issued by the client in case of completed contracts.
 - Notice of Award, Notice to Proceed or signed contracts issued by the client for ongoing contracts and for contracts awarded but not yet started.

5. Only training that are supported with proofs shall be considered for evaluation.
6. For the Eligibility Forms:

Eligibility Form	Signed by duly authorized representative	Duly Notarized
● EF 1 - Eligibility Documents Submission Form	✓	
● EF 2 - Statement of All On-Going and Completed Government and Private Contracts, Including Contracts Awarded but not Yet Started as Well as Contracts Where Works Have Been Completed but not Yet Accepted for the Past 5 Years	✓	
● EF 3A - Summary of Projects for the Past 5 Years (All completed government and private contracts)	✓	
● EF 3B - Summary of Projects for the Past 5 Years (All ongoing government and private contracts, including contracts awarded but not yet started as well as contracts where works have been completed but not yet accepted)	✓	
● EF 4 - Consultant's References: Relevant Services Carried Out for the Past 5 Years That Best Illustrate Qualifications	✓	
● EF 5 - Summary of CV's	✓	
● EF 6A - CV for Proposed Professional Staff (Media Director)	✓ (should also be duly signed by the Key Personnel)	
● EF 6B - CV for Proposed Professional Staff (Media Manager)	✓ (should also be duly signed by the Key Personnel)	
● EF 6C - CV for Proposed Professional Staff (Media Planner)	✓ (should also be duly signed by the Key Personnel)	
● EF 6D - CV for Proposed Professional Staff (Digital Specialist)	✓ (should also be duly signed by the Key Personnel)	
● EF 6E - CV for Proposed Professional Staff (Research Analyst)	✓ (should also be duly signed by the Key Personnel)	

• EF 7 - Statement of Consultant Specifying its Nationality and Confirming that those who will Actually Perform the Services are Registered Professionals	✓	
• EF 8 - Format of CV of the Firm/Entity	✓	
• EF 9 - Statement of Project With at Least Php 5 Million Contract For The Past 5 Years	✓	
• EF 10 - Certificate of Availability of Key Personnel	✓	
• Secretary's Certificate Format (where applicable)	✓	✓
• Special Power of Attorney Format (where applicable)	✓	✓

- b. Deadline for Submission of Eligibility Documents.** The Eligibility Documents must be duly received by the BAC-C Secretariat through manual/physical submission at the BCDA Central Receiving and Releasing Area (CRRA), BCDA Corporate Center, 2nd Floor Bonifacio Technology Center, 31st Street Corner 2nd Avenue, Bonifacio Global City, Taguig City, **on or before 12:00 PM of Monday, September 19, 2022.** Late submission of Eligibility Documents shall not be accepted. Preferably, the bidders may submit their Eligibility Documents before the deadline for submission of bids to avoid late submission. The editable eligibility forms may be downloaded using the link below:

<https://tinyurl.com/BACC03EligPres>

Please be reminded that the reference time that will be followed shall be the computer system clock at the **BCDA-CRRA**, BCDA Corporate Center, 2nd Floor Bonifacio Technology Center, 31st Street corner 2nd Avenue, Bonifacio Global City, Taguig City. All bidders are advised to synchronize their timepieces therewith.

- c. Opening of Eligibility Documents and Eligibility Check.** Opening of Eligibility Documents and Eligibility Check shall be on **Monday, September 19, 2022, 1:00 PM** at the BCDA Office, BCDA Corporate Center, 2nd Floor Bonifacio Technology Center, 31st Street Corner 2nd Avenue, Bonifacio Global City, Taguig City, and/or through:

Zoom link

<https://tinyurl.com/OpenEligCheck-MPGPCGC>

The proceeding may also be viewed via the official Facebook page of BCDA:

<https://www.facebook.com/TheBCDAGroup>

For Online Participants:

1. Online participants will be requested to register to be admitted on the call.
2. The online platform will be opened 15 minutes prior to official start at 1:00 P.M. and participants are required to log in no later than five minutes prior to the said official start time.
3. The BAC-C Secretariat is the host of the meeting. We may mute/unmute audio inputs of any or all participants. Mute your mic whenever you're not speaking.
4. All participants shall use the following name format for easy identification:
<Company Acronym>_<Full Name of participant>
5. The camera should be turned off by default to preserve your Internet connection bandwidth and assure better audio. However, during the roll call, kindly turn on your camera, state the complete name of your company and your full name, so that you can be properly identified and acknowledged. The camera should again be turned off after the roll call.
6. Please refrain from asking questions during the presentation but rather type these in the chat box provided. The Secretariat shall then read each of the questions during the Q&A portion, and these will be answered by the BAC-C one by one.
7. If a prospective bidder needs to further clarify or ask follow-up questions, they can do so by raising their hand. Please wait to be acknowledged before speaking. Only one (1) participant shall speak at a time.

For In-Person Participants:

All bidders must adhere to the following health and safety protocols:

1. A maximum of two (2) participants per bidder is allowed to join the conference.
2. Participants must wear a face mask, and observe social distancing all throughout the conduct of the activity.
3. Bidders who show signs of COVID-19 related symptoms such as cough, flu, fever, high body temperature, and sneezing are advised not to proceed to the BCDA Office since they will not be allowed to enter the BCDA premises.

Eligibility Documents will be opened in the presence of the bidder or its authorized representative who chooses to attend the activity. Attendance of the bidders during the opening of the Eligibility Documents is not mandatory, but merely discretionary or optional.

All prospective bidders are also reminded to regularly check the PhilGEPS and BCDA's website for updates, advisories and postings of Bid Bulletin in relation to this procurement activity.

This Bid Bulletin shall be considered as an integral part of the Bidding Documents for the afore-cited Consulting Services. All provisions and statements in the Bidding Documents for the Consulting Services inconsistent with this Bid Bulletin are either modified or rendered ineffective, as the case may be.

Issued this 12th day of September 2022.



ARREY A. PEREZ

Chairperson

Bids and Awards Committee for Consulting Services

BACC2022-0151

EF 10. CERTIFICATE OF AVAILABILITY OF KEY PERSONNEL

PROCUREMENT OF CONSULTING SERVICES FOR THE MEDIA PLANNING AND GLOBAL PLACEMENT OF CLARK PROMOTIONAL CAMPAIGN

[Date]

To: Chairperson
Bids and Awards Committee for Consulting Services
Bases Conversion and Development Authority

Dear Ladies/Gentlemen:

In compliance with the requirements of BCDA Bids and Awards Committee for Consulting Services for the **Procurement of Consulting Services for the Media Planning and Global Placement of Clark Promotional Campaign**, (“Consulting Services”), we certify that we understand and agree with all the manning requirements set on the Terms of Reference for this project.

We further certify that the following nominated Key Personnel ***shall be fully engaged, on-call 24/7, and committed*** to the duration of their engagement with this project:

1. Media Director
2. Media Manager
3. Media Planner
4. Digital Specialist
5. Research Analyst

Very truly yours

[Signature over printed name of Authorized Signatory of the Firm/Entity/Joint Venture or Consortium (in case of Joint Venture/Consortium)]

[Title]

[Name of Bidder]

Date: _____