

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

RESOLUTION NO. 2022-011

**Procurement of Consulting Services for the Media Planning and
Global Placement of Clark Promotional Campaign**

WHEREAS, the Bases Conversion and Development Authority (BCDA) is mandated under Republic Act No. 7227, as amended by Republic Act No. 7917, to accelerate the sound and balanced conversion into alternative productive uses of the Clark and Subic military reservations and their extensions, to raise funds by the sale of portions of Metro Manila Military Camps and to apply said funds for the development and conversion into alternative productive uses of these properties;

WHEREAS, on 27 August 2022, the BCDA, through its Bids and Awards Committee for Consulting Services (BAC-C), advertised a Request for Expression of Interest (REI) in a newspaper of general nationwide circulation, and posted it in PhilGEPS, the BCDA Website, and in a conspicuous place within the premises of BCDA for the Procurement of Consulting Services for the Media Planning and Global Placement of Clark Promotional Campaign under Section 10 "Competitive Bidding" of the 2016 Revised Implementing Rules and Regulations (RIRR) of Republic Act No. 9184, with an Approved Budget for the Contract in the amount of **Pesos: Ten Million and 00/100 (PhP 10,000,000.00)**, inclusive of all applicable taxes, fees, and incidental expenses.

WHEREAS, in response to the said advertisement of REI, two (2) prospective bidders submitted their Eligibility Documents for the **Consulting Services for the Media Planning and Global Placement of Clark Promotional Campaign** prior to the set deadline for submission on 19 September 2022 at 12:00 p.m., to wit:

- 1) Touch XDA, Inc.
- 2) Redroot Artist and Artisan Multi-purpose Cooperative and EI2 Tech, Inc. (Joint Venture)

WHEREAS, the submitted Eligibility Documents of the said prospective bidders were opened by determining the presence or absence of the required documents using non-discretionary "pass/fail" criterion at 1:00 p.m. on 19 September 2022;

WHEREAS, on September 19-27 2022, the BAC-C TWG conducted the Eligibility Check and Shortlisting of the two (2) prospective bidders in accordance with Section 24 of the 2016 Revised Implementing Rules and Regulations (RIRR) of Republic Act (RA) 9184. Thereafter, the BAC-C Technical Working Group (TWG) presented the results of the detailed evaluation of the Eligibility Documents and Shortlisting, and the BAC-C deliberated the results on 27 September 2022;

WHEREAS, Touch XDA, Inc. was declared ELIGIBLE and SHORTLISTED to proceed to the next stage of the bidding process pursuant to Section 24.5.4 of 2016 RIRR of RA 9184. On the other hand, Redroot Artist and Artisan Multi-purpose Cooperative, and EI2 Tech, Inc. (Joint Venture) was rated **“FAILED”** and declared INELIGIBLE due to the non-compliance with the requirements provided under the Eligibility Documents and Terms of Reference (TOR) for the consulting services, and 2016 RIRR of RA 9184, summarized below;

PROSPECTIVE BIDDER	NON-COMPLIANCE
<p>Redroot Artist and Artisan Multi-purpose Cooperative and EI2 Tech, Inc. (Joint Venture)</p>	<p>A. Experience of the Firm Failed to submit the required completed project [Non-compliance with the required Experience in Planning and Placement Account involving digital/online media, television or combination of the two for at least one Multinational Brand, and with at least 3 similar projects]</p> <p>B. Qualification of Personnel to be Assigned to the Project</p> <p>B.1 Media Director Failed to comply with the required years of experience and number of similar projects [Non-compliance with the required 10 years Experience as a Media Director and 10 Similar Projects Handled]</p> <p>B.2 Media Manager Failed to comply with the required number of similar projects and training hours [Non-compliance with the required 10 Similar Projects Handled and 16 hours of training]</p> <p>B.3 Media Planner Failed to comply with the required years of experience, similar projects handled and hours of training [Non-compliance with the required 5 years experience as a Media Planner, handled at least 5 similar projects and completed at least 8 hours of relevant</p>

	<p>training]</p> <p>B.4 Digital Specialist Failed to comply with the required years of experience, similar projects handled and hours of training [Non-compliance with the required 5 years experience as a Digital Specialist, handled at least 5 similar projects and completed at least 8 hours of relevant training]</p> <p>B.5 Research Analyst Failed to comply with the required years of experience, similar projects handled and hours of training [Non-compliance with the required 5 years experience as a Research Analyst, handled at least 5 similar projects and completed at least 8 hours of relevant training]</p>
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WHEREAS, on 28 September 2022, BAC-C Resolution No. 2022-008 was approved declaring Touch XDA, Inc. as the ELIGIBLE and SHORTLISTED bidder that can proceed to the next stage of the bidding for the Consulting Services pursuant to Section 24.5.4 of 2016 RIRR of RA 9184. Thereafter, the Notice of Eligibility was sent to Touch XDA, Inc. on 05 October 2022, inviting them to participate in the bidding for the Consulting Services;

WHEREAS, Touch XDA, Inc. submitted its Technical and Financial Proposals prior to the deadline set for the submission of Bid Proposal for the Consulting Services on 04 November 2022, 12:00 p.m. On the same day at 1:00 p.m., the Technical Proposal of Touch XDA, Inc. was opened and subjected to a preliminary examination by determining the presence or absence of the required documents using a non-discretionary “pass/fail” criterion.

WHEREAS, Touch XDA, Inc. conducted their oral presentation on their technical proposal on 04 November 2022 at 2:00 p.m.

WHEREAS, on November 4 - 7, 2022, the BAC-C TWG conducted a detailed evaluation of the Technical Proposal submitted by Touch XDA and found the submittal to be generally in order. Following the criteria provided on the Terms of Reference, Touch XDA garnered a total score of **88.52%**, with breakdown as follows:

CRITERIA	WEIGHT	PASSING RATE	TOUCH XDA
I. Applicable Work Experience of the Consultant / Firm	20%	14%	19.40%
II. Quality of personnel who shall be assigned to the project	20%	14%	16.72%
III. Plan of Approach and Methodology	60%	42%	52.40%
TOTAL	100%	70%	88.52%
REMARKS			PASSED

WHEREAS, on 08 November 2022, the BAC-C deliberated the results of the detailed evaluation and concluded that **Touch XDA Inc.** be rated “**PASSED**” considering its compliance with the requirements of Section 33.2.1.1 and 33.2.2 of the 2016 RIRR of RA9184, and the Terms of Reference for the Consulting Services for the Media Planning and Global Placement of Clark Promotional Campaign.


NOW, THEREFORE, foregoing considered, We, the Members of the BAC-C, hereby **RESOLVE** as it is hereby **RESOLVED**, to recommend the following:

1. Declare **Touch XDA Inc.** as the bidder with the **Single Rated Bid (SRB)** for the **Consulting Services for the Media Planning and Global Placement of Clark Promotional Campaign**;
2. Issue the Notice of Single Rated Bid and Opening of the Financial Proposal to Touch XDA, Inc; and
3. Proceed with the Opening of the Financial Proposal of Touch XDA, Inc.

RESOLVED, at the BCDA Corporate Center Office this 10th day of November 2022.

BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES (BAC-C)



ARREY A. PEREZ
Chairman


ATTY. FERNANDO T. GALLARDO, JR.
Vice Chairman


MARIA JOSEFINA V. PE
Member


VIRGIL M. ALVAREZ
Member


RICHARD BRIAN M. CEPE
Member


MICHELLE S. SAN JUAN-DE VERA
Provisional Member

Approved by

11 Nov. 2022
ATTY. GISELA Z. KALALO
Officer-In-Charge, Office of the Executive Vice President

