

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

**Consulting Services for a Digital Agency to Manage BCDA  
Social Media Profiles**

**Bid Bulletin No. 3**

December 10, 2018

This Bid Bulletin contains the Minutes of the Pre-Eligibility Conference held on December 6, 2018, 1:00 PM at the BCDA Lobby Hall. This Bid Bulletin contains clarifications and modifications and shall form an integral part of the Bid Documents.

**PART I. MINUTES OF THE PRE-ELIGIBILITY CONFERENCE**

**I. Attendees**

BAC-C

|                          |                  |
|--------------------------|------------------|
| Joanna Eileen M. Capones | Vice-Chairperson |
| Jocelyn L. Caniones      | Member           |
| Gualberto J. Oyzon, Jr.  | Member           |
| Virgil M. Alvarez        | Member           |

TWG

Merle Gay D. Rosete

Secretariat

Jeff Randell B. Viñas  
Darryl F. Garcia  
Miriam B. Daniwan

End-user

Ana Trina A. Sulit  
Queennie P. Bautista

Prospective Bidders:

Juan Carlos Sevilla - Synergy 88  
Jimbo Flancia -ASPAC  
Jemimah Daomla - ASPAC

## II. CALL TO ORDER:

There being a quorum, Vice-Chairperson Capones called the pre-eligibility conference to order at 1:10 PM. Vice-Chair Capones welcomed the prospective bidders of the procurement of Consulting Services for a Digital Agency to Manage BCDA Social Media Profiles.

## III. PRE-ELIGIBILITY CONFERENCE PROPER

A. The conference started with a video presentation of BCDA and its projects to the prospective bidders.

B. Ana Trina A. Sulit, from BCDA's Marketing Unit, end-user/proponent of the procurement, presented the Terms of Reference to the prospective bidders.

The salient points were as follows:

### a. Project Objectives

- Increase in followers of BCDA social media profiles.
- Increase in engagement rate for BCDA social media profiles.
- Increase in awareness for BCDA projects and activities.
- Increase in traffic to BCDA website/s

b. **Approved Budget of the Contract** – Two Million Five Hundred Thousand (Php 2,500,000)

c. **Duration of the Contract** – 6 months upon the issuance of Notice to Proceed

d. **Terms of Payment** – Monthly, for a period of six (6) months, upon submission of a Monthly Accomplishment Report and approval of BCDA

### e. Scope of Work

Monthly Content Plan\*

- Account and Client Management
- Social Media Campaign and Strategy Planning \*
- Online Media Placement (Boosting)
- Content Creation (e.g. videos, infographics, GIFs, Illustrations,)
- Community Management (Response Management)
- Conduct a 2-day workshop for BCDA officials and staff that will cover:
  1. Developing a Social Media Campaign
  2. Community Management
  3. Utilization of Social Media tools
  4. Metrics measurement and evaluation

*(\*) Deliverables to be submitted a week before the month starts*

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**f. Qualifications of Interested Parties**

1. The agency must be strictly a creative/advertising/digital/agency which has been in business operation for at least three (3) years;
2. The Consultant must be registered with the Philippine Government Electronic Procurement System ([http:// www.philgeps.gov.ph](http://www.philgeps.gov.ph)) as a legitimate service provider for government requirements; and
3. Has completed a project similar to the subject matter of this TOR and with experience of providing services.

**g. Criteria for shortlisting**

| Criteria                                                                       | Score       |
|--------------------------------------------------------------------------------|-------------|
| 1. Track record of the consultant                                              | 30%         |
| 2. Profile and Qualification of personnel who shall be assigned to the project | 60%         |
| 3. Current Workload of the personnel relative to capacity                      | 10%         |
| <b>TOTAL SCORE</b>                                                             | <b>100%</b> |

The prospective Consultant(s) must pass the required minimum score of sixty percent (60%) to be shortlisted.

**h. Digital Team Composition**

The team shall be composed of the following members:

- (a) One (1) Over-all Account Director/Manager – dedicated to the BCDA account and on call by BCDA to ensure delivery of quality output and timely execution of the plan;
- (b) One (1) Art Director – visual thought leader skilled at leading the creative process and the creative team, from concept to execution;
- (c) One (1) Copywriter – responsible for the text and tone of the posts that will effectively convey the message;
- (d) One (1) Content Manager – dedicated to managing the content the team will produce. Implement social media strategies that help to advance BCDA’s objective.

**i. Technical Proposal**

The Consultant shall prepare a comprehensive creative proposal for the BCDA Social Media Profiles which will include:

- a.) A minimum of one (1) proposed over-all look and tone for the social media profiles;
- b.) A minimum of one (1) proposed Social Media Campaign plan;
- c.) Corporate Profile showing the list of clients, projects, and their portfolio.

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The Consultant shall submit an electronic file of their technical proposal and their corporate profile for BCDA's evaluation.

**j. Bid Evaluation Procedure (Quality Based Evaluation)**

| Evaluation Criteria                                                | Weight      |
|--------------------------------------------------------------------|-------------|
| 1. Applicable Experience of the Consultant / Firm                  | 40%         |
| 2. Qualification of personnel who shall be assigned to the project | 20%         |
| 3. Plan of Approach and Project Methodology                        | 40%         |
| <b>TOTAL SCORE</b>                                                 | <b>100%</b> |

The bidder must pass the required minimum score of seventy percent (70%) to be declared as the Highest Rated Bidder (HRB).

- k. Deadline for the Submission of Eligibility Documents** – Initially, it was announced that the deadline of submission is on December 13, 2018, 9:00 AM. The Deadline of the submission of Eligibility Documents has been moved to December 18, 2018, 9:00 AM.

C. Queenie P. Bautista, from BCDA's Marketing Unit, end-user/proponent of the procurement, presented the Eligibility Forms to the prospective bidders and explained how the documents are to be prepared.

D. The following questions/clarifications were raised during the Question and Answer portion of the Pre-Eligibility Conference:

| Reference                                | Queries / Issues Raised                                                                                     | Clarifications                                                                                                           |
|------------------------------------------|-------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| Editable Forms                           | 1. Whether or not editable copies of the eligibility forms will be sent to the prospective bidders.         | Yes. Editable forms will be sent to the prospective bidders for easier reference.                                        |
| Request for Expression of Interest / TOR | 2. Whether or not the boosting is included in the Approved Budget for the Contract.                         | Yes. The cost for the boosting is part of the breakdown for their financial proposal.                                    |
| TOR                                      | 3. On the list of deliverables of the prospective bidder.                                                   | Please refer to the Terms of Reference (TOR).                                                                            |
|                                          | 4. Whether or not the end-user will provide the assets (e.g. photos, renders, and videos) once shortlisted? | Yes. BCDA shall provide a link that contains all relevant BCDA Marketing materials such as renders, videos, photos, etc. |

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|------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Technical Proposal                                   | 5. Whether or not an Oral Presentation is required?                                                                                                                                 | No. There will be no Oral Presentation. The BAC-C will base their evaluation on the technical proposals submitted by the bidders.                                                                                                                                                   |
| Eligibility Forms / Checklist of Requirements No. 11 | 6. Whether or not there are Eligibility Forms that should be notarized?                                                                                                             | In case a joint venture is in existence and there is no valid JVA, a duly <u>notarized</u> statement that all potential partners shall enter into and abide by the provisions of the JVA in the instance that the bid is successful shall be required.                              |
|                                                      | 7. On the list of Social Media Accounts and Pages that the prospective bidder should manage and develop.                                                                            | The prospective bidder should manage and develop contents for the following Pages and Social Media Accounts:<br><br>a. Build Build Build Facebook Account (For BCDA Content only);<br>b. BCDA Facebook and Twitter Accounts; and<br>c. New Clark City Facebook Account.             |
| Technical Proposal                                   | 8. Clarification on the submission of Technical Proposal.                                                                                                                           | Since the bidding is a two-stage process, only the shortlisted bidders are eligible to submit their Technical Proposals for the project.<br><br>A Pre-bid Conference will be conducted to discuss the second stage of the process, including the submission of Technical Proposals. |
| EF 3                                                 | 9. On the submission of the supporting documents for the Statement of all on-going and completed government and private contracts, including contracts awarded but not yet started. | The bidders are required to attach supporting documents only during the submission of Technical and Financial Proposals and not during the Eligibility Stage.<br><br>During the Eligibility Stage, bidders are required only to list in EF3, the summary of projects.               |

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Other announcements:

- The prospective bidders were informed that the deadline for clarification is on December 6, 2018 at 5:00 PM. They may call or email the Secretariat.

#### IV. CLOSING OF THE PRE-ELIGIBILITY CONFERENCE

Vice-Chair Capones thanked the prospective bidders for attending the pre-eligibility conference. There being no other matters to discuss, the conference was adjourned at 2:15 PM.

**PART II.** Questions/clarifications emailed by a prospective bidder after the Pre-Eligibility Conference but before the deadline for clarification:

| Reference                        | Queries / Issues Raised                                                                                                                                                                                 | Clarifications                                                                                                 |
|----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| EF 2                             | 10. In EF 2 Form, there is an item that says [state applicable statement: on-going and completed government and private contracts, including awarded but not yet started]. What do we put in this item? | The bidders are required to fill up and certify EF 2. The authorized representative must sign for the company. |
| Checklist of Requirements No. 11 | 11. On the template for Joint Venture Agreement (JVA).                                                                                                                                                  | There is no template or form for the Joint Venture Agreement.                                                  |

#### PART III. AMENDMENT TO THE PROCUREMENT SCHEDULE

Please be informed of the following changes in procurement schedule:

| Activity                                             | From                       | To                         |
|------------------------------------------------------|----------------------------|----------------------------|
| Deadline for the Submission of Eligibility Documents | December 13, 2018, 9:00 AM | December 18, 2018, 9:00 AM |
| Opening of Eligibility Documents                     | December 13, 2018, 9:30 AM | December 18, 2018, 9:30 AM |

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**BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES**

*On official business*  
**JOSHUA M. BINGCANG**  
Chairperson

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**JOANNA EILEEN M. CAPONES**  
Vice-Chairperson

*Sgd.*  
**VIRGIL M. ALVAREZ**  
Member

*Sgd.*  
**JOCELYN L. CANIONES**  
Member

*Sgd.*  
**GUALBERTO J. OYZON, JR.**  
Member