

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

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

**Bid Bulletin No. 5**

February 20, 2019

This Bid Bulletin contains the Minutes of the Pre-Bid Conference held on February 15, 2019, 10:00 AM at the BCDA Conference Rooms A and B in Bonifacio Technology Center. This Bid Bulletin contains clarifications and modifications and shall form an integral part of the Bid Documents.

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

**I. Attendees**

BAC-C

Joshua M. Bingcang	Chairperson
Jocelyn L. Caniones	Member
Gualberto J. Oyzon, Jr.	Member
Virgil M. Alvarez	Member

TWG

Marinell R. Paclibar  
Merle Gay D. Rosete  
Novelyn B. Carinan

Secretariat

Jeff Randell B. Viñas  
Miriam B. Daniwan

End-user

Ana Trina A. Sulit  
Benjamin Abella

Representative of the Shortlisted and Eligible Bidder

Jemimah Daomla - ASPAC

COA Representative

Eunice O. Cabangon

IASO Representative  
Peter John L. Mingala

## II. CALL TO ORDER:

There being a quorum, Chairperson Bingcang called the pre-bid conference to order at 10:20 AM. Chairperson Bingcang welcomed the representative of the lone shortlisted and eligible bidder.

## III. PRE-BID CONFERENCE PROPER

A. Ana Trina A. Sulit, representative of the end-user unit/proponent of the procurement, presented the Terms of Reference to the prospective bidders. *Please refer to Annex A for a copy of the powerpoint presentation.*

The salient points were as follows:

- a. **Evaluation Procedure** – the Quality-Based Evaluation (QBE) procedure shall be used to determine the Highest Rated Bid
- b. **Approved Budget for the Contract (ABC)** – P2,500,000.00, inclusive of all applicable taxes and fees. Bids exceeding the ABC shall automatically be rejected
- c. **Terms of Payment** – monthly basis, for a period of six (6) months, upon submission of a monthly accomplishment report and approval of BCDA
- d. **Duration of the Contract** – six (6) months
- e. **Deliverables**
  - 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 of 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.*

**f. Creative Team**

- a. One (1) Over-all Account Director/Manager
- b. One (1) Art Director
- c. One (1) Copywriter
- d. One (1) Content Manager

**g. 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 medial profiles;
- b. A minimum of one (1) proposed Social Media Campaign plan;
- c. Corporate Profile showing the list of clients, projects, and their portfolio.

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

Please be noted that there will be NO ORAL PRESENTATION for the technical proposal.

**h. Criteria of Evaluation of Technical Proposal**

Evaluation Criteria	Weight
Applicable experience of the Consultant / Firm	40%
Qualification of personnel who shall be assigned to the project	20%
Plan of approach and Project Methodology	40%
Total	100%

BCDA shall rank the consultants in descending order based on the combined numerical ratings of their concept proposals, from which the highest rated bid will be identified. **The Consultant must meet the required minimum score of 70%.**

**Reminders:**

- It is expected of and is the responsibility of the Prospective Consultant/s to comply with all the requirements stated by the Procuring Entity
- Deadline of submission is on March 5, 2019, 9:00 AM.
- To avoid late submission, please synchronize the time of your watches/clocks with the time of the digital chok at the BCDA RECEIVING AREA
- Take note of the dates in the attachments. (e.g. certificates of satisfactory completion for completed projects).
- ALL PAGES of the Bidding Documents to be submitted should be initialed by the company's authorized representative using BLUE INK.
- The Consultant shall submit an electronic file of their files to the BAC-C.

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- In preparing the bids, the Consultants should strictly follow the format of the Technical Proposal-Standard Forms and the Financial Proposal-Standard Forms

Information and data required in each of the forms should be accurately and properly supplied by the Consultants. Failure to provide the appropriate and complete information may cause the Consultant's Bid to become non-responsive, and, hence, may result to the rejection of the Bid.

**i. Schedule of Activities**

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

**SCHEDULE OF ACTIVITIES\***

	Activities	Time	Date	
10	Issuance of Bid Documents to Shortlisted Consultants		Thursday, January 24, 2019	Thursday, February 28, 2019
11	Pre-Bid Conference	10:00 AM	Friday, February 15, 2019	
12	Deadline for Requests for Clarification	5:00 PM	Saturday, February 23, 2019	
13	Issuance of Minutes of Pre-Bid Conference		Wednesday, February 20, 2019	
14	Submission of Technical and Financial Proposal	9:00 AM	Tuesday, March 05, 2019	
15	Opening of Technical Proposal and Preliminary Examination	9:30 AM	Tuesday, March 05, 2019	
16	Evaluation of Technical Bid		Tuesday, March 05, 2019	Thursday, March 07, 2019
17	Approval of HRB		Monday, March 11, 2019	
18	Notification and Invitation for opening of Financial Proposal and Negotiation		Tuesday, March 12, 2019	
19	Opening of Financial Proposal and Negotiation	9:30 AM	Friday, March 15, 2019	
20	Evaluation of Financial Proposal		Monday, March 18, 2019	
21	Post Qualification		Tuesday, March 19, 2019	Friday, March 22, 2019
22	Results for Post Qualification and Approval of HRRB		Monday, March 25, 2019	Wednesday, March 27, 2019
23	Issuance of Notice of Award and Issuance of Notification to losing bidders		Thursday, March 28, 2019	
24	Contract Signing		Friday, March 29, 2019	Sunday, April 07, 2019
25	Issuance of Notice to Proceed		Monday, April 08, 2019	

\* Subject to change

B. Marinell R. Paclibar, Head of the TWG, proceeded with the presentation of the sample forms. The following are the highlights of the presentations:

Reference	Important point
TPF 1	Must be signed by the authorized representative
TPF 2	Must include a short description of the project, completion date, amount and must be signed by the authorized representative
TPF 3	Will be used for future biddings
TPF 4	The narrative of the plan of approach and project methodology is 40% of the technical proposal. Please submit electronic file <b>(Annex B)</b>
TPF 6	Required to be notarized. Supporting documents may be in the form of diploma, certificates, licenses and certificates of trainings attended. Do not change key position designation.
TPF 7	Must be signed

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TPF 8	Must be signed
Omnibus Sworn Statement	Must be notarized
Bid Securing declaration	If bidder opted to submit a Bid Securing Declaraton, it must be notarized
FPF 1	Please ensure consistency of the amount in words and figures. Must be signed by the authorized representative
FPF 2	Inclusive of all applicable taxes and fees
FPF 3	<b>Revised FPF 3 includes activity names (Annex C)</b>
FPF 4	<b>Revised FPF 4 includes milestone activities (Annex D)</b>
FPF 5	Not applicable. Reimbursements are not allowed
FPF 6	Miscellaneous expense not included in the form may be added provided the total cost will not exceed the ABC

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

Queries / Issues Raised	Clarifications
1. How are the electronic files submitted? What formats are acceptable?	The electronic files must be submitted in a flash drive. The format must be in pdf or jpeg.
2. In addition to TFP 4, is it okay to submit a deck format or powerpoint presentation to help in the understanding of the presentation	Yes, powerpoint presentation may be submitted in addition to TFP 4.

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

The bidder was reminded to ensure that the documents are ready for post-qualification evaluation. There being no other matters to discuss, the pre-bid conference was adjourned at 11:00 AM.

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**Part II.**

**A. Revised Forms**

Form	Revised Form
TPF 4/Tab # 5 Description of the Methodology and Work Plan for performing the project	Please see Annex B
FPF 3 Breakdown of Price per Activity	Please see Annex C
FPF 4 Breakdown of Remuneration per Activity	Please see Annex D

**B. Correction on the DEADLINE FOR REQUEST FOR CLARIFICATION**

The deadline for request for clarification(s) is on **February 23, 2019 at 5:00 PM** and not February 25, 2019, as mentioned during the Pre-Bid Conference. This is pursuant to Section 22.5.1 of the Revised IRR of RA 9184 which provides that, Requests for clarification(s) on any part of the Bidding Documents or for an interpretation must be in writing and submitted to the BAC of the Procuring Entity concerned at least ten (10) calendar days before the deadline set for the submission and receipts of bids.

**C. PROCUREMENT SCHEDULE**

Procurement Activity	Date and Time
Deadline for Clarifications	February 23, 2019, 5:00 PM
Deadline of Submission of Bids	March 5, 2019, 9:00 AM
Opening of Technical Proposals	March 5, 2019, 9:30 AM

For information.

**BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES**

  
JOSHUA M. BINGCANG  
Chairperson

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**PRE-BID CONFERENCE**

Procurement of  
**Consulting Services for a Digital Agency  
to manage BCDA social media profiles**

**February 15, 2019**

**REMINDER**

It is expected of and is the responsibility of the Prospective Consultant/s to **comply with all the requirements** stated by the Procuring Entity.

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## **EVALUATION PROCEDURE**

The **Quality-Based Evaluation (QBE)** procedure shall be used to determine the Highest Rated Bid.

## **APPROVED BUDGET FOR THE CONTRACT**

The Approved Budget for the Contract (ABC) is **Two Million Five Hundred Thousand Pesos (PhP2,500,000.00)**, inclusive of all applicable taxes, fees and incidental. Bids exceeding the ABC shall automatically be rejected.

## **TERMS OF PAYMENT**

For the services rendered, BCDA shall pay the firm on a monthly basis, for a period of six (6) months, upon submission of a monthly accomplishment report and approval of BCDA.

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## **DURATION OF THE CONTRACT**

6 months upon the issuance of Notice to Proceed.

## **COMPONENTS OF A BID**

- Technical Proposal
- Financial Proposal

*A*

*B*

*C*

*D*

## DELIVERABLES

- 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.

## CREATIVE TEAM

- 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;
- One (1) Art Director** – visual thought leader skilled at leading the creative process and the creative team, from concept to execution;
- One (1) Copywriter** – responsible for the text and tone of the posts that will effectively convey the message;
- One (1) Content Manager** – dedicated to managing the content the team will produce. Implement social media strategies that help to advance BCDA's objective.

Aside from the main members of the creative team, the consultant may assign other project staff whose functions and specializations are necessary to accomplish the aforementioned deliverables.

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## TECHNICAL PROPOSAL

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

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- b.) A minimum of one (1) proposed Social Media Campaign plan;
- c.) Corporate Profile showing the list of clients, projects, and their portfolio.

The Consultant shall submit an electronic file of their technical proposal and their corporate profile for BCDA's evaluation.  
Please be noted that there will be **NO ORAL PRESENTATION** for the technical proposal.

## CRITERIA OF EVALUATION OF TECHNICAL PROPOSAL

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Total	100%

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## Reminders

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\* Subject to change

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## **REMINDER**

The Consultant shall submit an electronic file of their files to the BAC. The BAC shall rank the consultants in descending order based on the combined numerical ratings of their technical proposals, from which the highest rated bid will be identified.

Only the financial proposal of the consultant who gets the highest technical rating shall be opened in their presence. Total calculated bid prices, as evaluated and corrected for minor arithmetical corrections, such as computational errors, which exceed the ABC shall not be considered. Negotiations shall be undertaken with the consultant pursuant to Section 33.2.1 (a) (iv-v) of the Revised Implementing Rules and Regulations of the Government Procurement Reform Act (RA No. 9184).

## **REMINDER**

In preparing the Bids, the CONSULTANTS should **strictly follow the format of the Technical Proposal-Standard Forms and the Financial Proposal-Standard Forms.**

Information and data required in each of the forms should be accurately and properly supplied by the CONSULTANTS. Failure to provide the appropriate and complete information may cause the CONSULTANT'S Bid to become non-responsive and, hence, may result to the rejection of the Bid.

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

**TPF 4. DESCRIPTION OF THE METHODOLOGY AND WORK PLAN FOR PERFORMING THE PROJECT (PLEASE INCLUDE E-FILE)**

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**FPF 3. BREAKDOWN OF PRICE PER ACTIVITY**

<b>Activity No.: 1</b> <b>Activity Name: Content Strategy and Content Creation</b> <ul style="list-style-type: none"> <li>• Monthly Content Plan*</li> <li>• Content Creation (e.g. videos, infographics, GIFs, Illustrations,)</li> <li>• Community Management</li> <li>• Account and Client Management</li> <li>• Social Media Campaign and Strategy Planning</li> </ul>	<b>Description:</b> To provide strategy, research, analytics, content creation and community management across all BCDA Social Media platforms.
<b>Price Component</b>	<b>Amount in Philippine Peso</b>
Remuneration Miscellaneous Expenses  <b>Subtotal</b>	
<b>Activity No.: 2</b> <b>Activity Name: Social Media Boosting</b>	<b>Description:</b> <ul style="list-style-type: none"> <li>• Boosting strategy and audience Targeting</li> <li>• Implementation and management of boosting budget</li> </ul>
<b>Price Component</b>	<b>Amount in Philippine Peso</b>
Remuneration Miscellaneous Expenses  <b>Subtotal</b>	
<b>Activity No.: 3</b> <b>Activity Name: 2-Day Workshop</b> <ul style="list-style-type: none"> <li>• Developing a Social Media Campaign</li> <li>• Community Management</li> <li>• Utilization of Social Media tools</li> <li>• Metrics measurement and evaluation</li> </ul>	<b>Description:</b> Workshop for BCDA Communication employees to further improve their strategy in communicating their message across social media platforms.
<b>Price Component</b>	<b>Amount in Philippine Peso</b>
Remuneration Miscellaneous Expenses  <b>Subtotal</b>	

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[Signature over printed name of Authorized Representative]

[Title]

[Name of Firm]





**FPF 4. BREAKDOWN OF REMUNERATION PER ACTIVITY**

<b>Activity No. 1 Content Strategy and Content Creation</b>				<b>Name:</b>
<b>Names</b>	<b>Position</b>	<b>No. of Man-Months</b>	<b>Remuneration Rate</b>	<b>Amount</b>
Key Personnel Support Staff				
<b>Subtotal</b>				

<b>Activity No. 2 Social Media Boosting</b>				<b>Name:</b>
<b>Names</b>	<b>Position</b>	<b>No. of Man-Months</b>	<b>Remuneration Rate</b>	<b>Amount</b>
Key Personnel Support Staff				
<b>Subtotal</b>				

<b>Activity No. 3 2-Day Workshop</b>				<b>Name:</b>
<b>Names</b>	<b>Position</b>	<b>No. of Man-Months</b>	<b>Remuneration Rate</b>	<b>Amount</b>
Key Personnel Support Staff				
<b>Subtotal</b>				

[Signature over printed name of Authorized Representative]