

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

**Rebidding for the Procurement of Consulting Services for the BCDA Strategic Communications and Developmental Advocacy Program**

**RESOLUTION NO. 2024-030**

**Declaration of the Highest Rated Bid (HRB)**

**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 **09 November 2024**, the BCDA, through its Bids and Awards Committee for Consulting Services (BAC-C), posted a Request for Expression of Interest (REI) including the bidding documents on PhilGEPS, the BCDA Website, and in a conspicuous place within the premises of BCDA for the **Rebidding for the Procurement of Consulting Services for the BCDA Strategic Communications and Developmental Advocacy Program** under **Section 10 - Competitive Bidding of the Revised Implementing Rules and Regulations (IRR) of Republic Act (R.A.) No. 9184**, with an Approved Budget for the Contract (ABC) in the amount of **Pesos: Five Million and 00/100 (PhP 5,000,000.00)**, inclusive of all applicable taxes and fees;

**WHEREAS**, in response to the said advertisement of the REI and bidding documents, two (2) prospective bidders submitted their Eligibility Documents for the **Rebidding for the Procurement of Consulting Services for the BCDA Strategic Communications and Developmental Advocacy Program** prior to the set deadline for submission on 18 November 2024 at 12:00 p.m., to wit:

- 1) DDB Philippines, Inc.
- 2) NPMI New Perspective Marketing International, Inc.
- 3) Brown Bag Communications Philippines, Inc.

**WHEREAS**, Section 30.1 of the Revised IRR of R.A. No. 9184 provides:

*“xxx... the BAC shall check the submitted documents of each bidder against a checklist of required documents to ascertain if they are all present, using a non-discretionary “pass/fail” criterion, as stated in the Instructions to Bidders. If a bidder submits the required document, it shall be rated “passed” for that particular requirement. In this regard, bids that fail to include any requirement or are incomplete or patently insufficient shall be considered as “failed.” xxx”*

**WHEREAS**, on 18 November 2024, the Eligibility Documents of the three (3) prospective bidders were opened and subjected to a preliminary evaluation by determining the presence or absence of the required documents using the non-discretionary “pass/fail” criterion;

**WHEREAS**, the submissions of DDB Philippines, Inc., NPMI New Perspective Marketing International, Inc., and Brown Bag Communications Philippines, Inc. were declared “eligible” and were subjected to detailed evaluation;

**WHEREAS**, the submitted Eligibility Documents of the said prospective bidders were subjected to detailed evaluation and shortlisting on 19 November 2024 to 20 November 2024 in accordance with Section 24 of the Revised IRR of R.A. No. 9184, and using the criteria and rating system for shortlisting as provided under Clause 9.2 of Eligibility Data Sheet (EDS) for the consulting services;

**WHEREAS**, the Technical Working Group (TWG) presented the results of the evaluation of the Eligibility Documents and shortlisting, and the BAC-C deliberated on the results on 20 November 2024;

**WHEREAS**, the results of the Evaluation/Eligibility Check and Shortlisting likewise showed that two (2) prospective bidders were rated “PASSED” and garnered a total score above the required minimum score of 70%, to wit:

PROPONENT	A. Relevant Experience of the Firm	B. Qualification of the Key Personnel to be Assigned to the Consulting Services	C. Current Workload of Key Personnel Relative to Capacity	TOTAL	RATING
1. DDB Philippines, Inc.	48.50%	31.65%	9.10%	<b>89.25%</b>	<b>PASSED</b>
2. NPMI New Perspective Marketing International, Inc.	<b>WITH ADVERSE FINDINGS</b>	30.70%	9.10%	<b>N/A</b>	<b>FAILED</b>
3. Brown Bag Communications Philippines, Inc.	48.25%	38.95%	9.40%	<b>96.60%</b>	<b>PASSED</b>

**WHEREAS**, the results of the Evaluation/Eligibility Check and Shortlisting show that one (1) out of three (3) prospective bidders was rated “**FAILED**” due to the absence of the required documents and/or non-compliance with the requirements provided under the Terms of Reference (TOR) for the Consulting Services, and 2016 RIRR of R.A. No. 9184, to wit:



PROPONENT	ADVERSE FINDINGS
<b>a. NPMI New Perspective Marketing International, Inc.</b>	<p>The submitted awards do not pertain to NPMI New Perspective Marketing, Inc., the prospective bidder for this project.</p> <p>Instead, said awards were under the names of either New Perspective Media Group or Dr. Karen Remo.</p> <p>This results in non-compliance with Section 5.4 of the Terms of Reference, which states as follows:</p> <p>5. MINIMUM QUALIFICATIONS OF THE CONSULTANT</p> <p>5.4. The Consultant must have received at least three (3) pertinent awards in the last five (5) years that are related to communications, public relations, and/or integrated marketing communications.</p> <p>It was also specified in the Eligibility Form No. 3C or the Summary of Pertinent Awards Received in the Last 5 Years that the prospective bidder must include three (3) relevant awards received by the firm from reputable award-giving bodies.</p>

**WHEREAS**, on 20 November 2024, the BAC-C Resolution No. 2024-027 was approved, declaring **DDB Philippines, Inc.** and **Brown Bag Communications Philippines, Inc.** as **ELIGIBLE** and **SHORTLISTED** bidder for the **Rebidding for the Procurement of Consulting Services for the BCDA Strategic Communications and Developmental Advocacy Program** under **Section 10 - Competitive Bidding of the Revised Implementing Rules and Regulations (IRR) of Republic Act (R.A.) No. 9184**, with an Approved Budget for the Contract (ABC) in the amount of **Pesos: Five Million and 00/100 (PhP 5,000,000.00)**, inclusive of all applicable taxes and fees, which can proceed to the next stage of the bidding for the Consulting Services pursuant to Section 24.5.4 of 2016 RIRR of R.A. No. 9184;

**WHEREAS**, on 21 November 2024, the Notice of Eligibility was sent to **DDB Philippines, Inc.** and **Brown Bag Communications Philippines, Inc.**, inviting them to participate in the bidding for the Consulting Service;

**WHEREAS**, on 28 November 2024, at 01:00 PM, a Pre-bid Conference was held for the aforementioned Consulting Service, which was attended by **DDB Philippines, Inc.** and **Brown Bag Communications Philippines, Inc.**;

**WHEREAS, DDB Philippines, Inc. and Brown Bag Communications Philippines, Inc.** submitted their Technical and Financial Proposals prior to the deadline set for the submission of Bids for the Consulting Services on 10 December 2024, 12:00 PM. On the same day at 01:00 PM, the Technical Proposals of **DDB Philippines, Inc. and Brown Bag Communications Philippines, Inc.** were 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,** from 11 December 2024 to 12 December 2024, the BAC-C TWG conducted a detailed evaluation of the Technical Proposals of **DDB Philippines, Inc. and Brown Bag Communications Philippines, Inc.** in accordance with Section 33 of the 2016 RIRR of RA No. 9184, as well as the criteria and rating system for the technical proposal as provided under Clause 25.3 of the Bid Data Sheet (BDS) for the Consulting Services;

**WHEREAS,** on 12 December 2024, the BAC-C deliberated on the report of TWG on the results of the said detailed evaluation. The results show that **Brown Bag Communications Philippines, Inc.** was rated “**PASSED**” having complied with the required documents provided under the Bid Documents and Terms of Reference for the consulting services, and 2016 RIRR of RA No. 9184. Below is the evaluation result of the technical proposals of **DDB Philippines, Inc. and Brown Bag Communications Philippines, Inc.:**

<b>PROPONENT</b>	<b>A. Relevant Experience of the Firm</b>	<b>B. Qualification of the Key Personnel to be Assigned to the Project</b>	<b>C. Plan of Approach and Methodology</b>	<b>TOTAL</b>	<b>RATING</b>
<b>1. DDB Philippines, Inc.</b>	19.25%	<b>WITH ADVERSE FINDINGS</b>	53.28%	<b>N/A</b>	<b>FAILED</b>
<b>2. Brown Bag Communications Philippines, Inc.</b>	18.38%	19.66%	55.63%	<b>93.67%</b>	<b>PASSED</b>

**WHEREAS,** the results of the detailed evaluation of technical proposals show that **DDB Philippines, Inc.** was rated “**FAILED**” due to the absence of the required documents and/or non-compliance with the requirements provided under the Terms of Reference (TOR) for the Consulting Services, and 2016 RIRR of R.A. No. 9184, to wit:



Bidder	Adverse Finding
<b>DDB Philippines, Inc.</b>	<p>The bidder's nominated Chief Campaign Adviser, Mr. Robert Franciscus Vito, only submitted a Certificate of Lifetime Membership to the UP Alumni Association as a supporting document of his educational attainment. This is deemed insufficient to prove that Mr. Vito has attained a Bachelor's Degree from the said institution.</p> <p>This results in non-compliance with Section 6 of the Terms of Reference and Section 10.1(c) of the Bid Data Sheet, which explicitly requires that the key personnel must be a college graduate.</p> <p>It was emphasized during the Pre-Bid Conference on 28 November 2024 and reiterated in the Bid Bulletin No. 1 that the procuring entity <b>will only accept Diploma, Transcript of Record, or Certificate of Graduation as supporting documents to the said qualification.</b></p>

**NOW, THEREFORE**, foregoing considered and after careful evaluation and thorough deliberation of the detailed evaluation of the submitted Technical Proposals of **DDB Philippines, Inc.** and **Brown Bag Communications Philippines, Inc.** for the **Rebidding for the Procurement of Consulting Services for the BCDA Strategic Communications and Developmental Advocacy Program**, We, the Members of the BAC-C, hereby **RESOLVE** as it is hereby **RESOLVED** to recommend the following:

- 1) To declare the bid of **Brown Bag Communications Philippines, Inc.** as **“PASSED”**;
- 2) To declare the bid of **DDB Philippines, Inc.** as **“FAILED”**;
- 3) To recommend to the Head of the Procuring Entity (HoPE) that, **Brown Bag Communications Philippines, Inc.**, having complied with the requirements provided under the Bid Documents and Terms of Reference for the Consulting Services, and 2016 RIRR of RA 9184, be declared as the Bidder with the **Highest Rated Bid (HRB)** for the **Rebidding for the Procurement of Consulting Services for the BCDA Strategic Communications and Developmental Advocacy Program**;
- 4) To proceed with the opening of the financial proposal of **Brown Bag Communications Philippines, Inc.** in accordance with Sections 33.2.1.1 of the 2016 RIRR of RA 9184; and



- 5) To issue a corresponding **Notice of Ineligibility** to **DDB Philippines, Inc.** for failure to comply with the requirements under the Terms of Reference, after approval by the HoPE.

**RESOLVED**, at the BCDA Corporate Center Office this 12th day of December 2024.

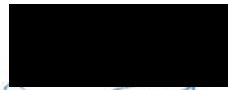
**BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES (BAC-C)**

*On Official Business*

**ATTY. GISELA Z. KALALO**  
Chairperson



**MARK P. TORRES**  
Vice Chairperson



**MADONNA M. CINCO**  
Member



**ERWIN KENNETH R. PERALTA**  
Member



**ATTY. CHRISTIAN T. DULDULAO**  
Member



**LEILANI B. MACASAET**  
Provisional Member



Approved by:

**JOSHUA M. BINGCANG**  
President and CEO

