



RESULTS OF TECHNICAL BID EVALUATION

21 March 2023

MR. JUDD B. BALAYAN
Group COO and CFO
DDB PHILIPPINES, INC.
22 Upper McKinley Road, McKinley Hill
Fort Bonifacio, Taguig City

Dear **Mr. Balayan**:

In relation to the competitive bidding for the *Procurement of Consulting Services of an Agency for Philippine Tourism Branding (DOT-BAC-REI No. 2023-001)*, the DOT-Bids and Awards Committee - Technical Working Group has conducted a careful evaluation of the technical proposal of the shortlisted consultants using the criteria set forth in the Request for Expression of Interest (REI). The technical bid evaluation resulted in the following ranking of consultants:

Name of Bidder	Score	Rank
DDB PHILIPPINES, INC.	89.67	1
IPG MEDIABRANDS PHILIPPINES, INC.	83	2

For your information.

Very truly yours,


ASEC. REYNALDO L. CHING
DOT-BAC Chairperson

Received by the bidder:

(Signature over Printed Name)

Date : _____