



RESULTS OF TECHNICAL BID EVALUATION

21 March 2023

MR. PAUL VINCENT A. ATIENZA
Managing Director
IPG Mediabrands Philippines, Inc.
29F The Trade and Financial Tower
7th Avenue cor. 32nd Street
Global City, Taguig City

Dear Mr. Atienza:

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 *st*
DOT-BAC Chairperson

Received by the bidder:

(Signature over Printed Name)

Date : _____