



## RESULTS OF TECHNICAL BID EVALUATION

23 October 2023

**MR. AUGUSTO MARTINEZ III**  
*Chief Executive Officer*  
**MEDIABLAST DIGITAL CORPORATION**  
5F Salcedo One Centre  
170 Salcedo St., Legaspi Village, Makati

and

**MR. BENEDICT R. YALUNG**  
*Chief Executive Officer*  
**UNIVERSAL VISION SOLUTION COMMUNICATIONS INC.**  
1819-b Conception St., Brgy. Valenzuela  
Makati City

Dear Mr. Martinez and Mr. Yalung:

In relation to the competitive bidding for the **Procurement of Consulting Services for the Strategy, Research, and overall Direction of the Integrated Marketing Communications (IMC) Plan for "Love the Philippines" (DOT-SBAC-REI No. 2023-018)**, the DOT-Special 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
<b>MEDIABLAST DIGITAL CORPORATION (Joint Venture with Universal Vision Solution Communications Inc.)</b>	92%	1
<b>IPG MEDIABRANDS PHILIPPINES INC.</b>	79%	2
<b>COMS 360 INC.</b>	63%	Failed

For your information.

Very truly yours,

**USEC. FERDINAND C. JUMAPAO**  
*DOT-SBAC Chairperson*

Received by the bidder:

Augusto Martinez III

(Signature over Printed Name)

Date : Oct. 23, 2023

