



## RESULTS OF TECHNICAL BID EVALUATION

23 October 2023

**Ms. VILMA ROSALIA STO. DOMINGO**

*Business Unit Head*

**IPG MEDIABRANDS PHILIPPINES INC.**

Unit 2901 The Trade and Financial Tower

7<sup>th</sup> Avenue cor. 32<sup>nd</sup> Street

Bonifacio Global City, Taguig City

Dear **Ms. Domingo**:

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<br/>(Joint Venture with Universal Vision<br/>Solution Communications Inc.)</b> | <b>92%</b> | <b>1</b>      |
| <b>IPG MEDIABRANDS PHILIPPINES INC.</b>  | <b>79%</b> | <b>2</b>      |
| <b>COMS 360 INC.</b>   | <b>63%</b> | <b>Failed</b> |

For your information.

Very truly yours,

**USEC. FERDINAND C. JUMAPAO**

*DOT-SBAC Chairperson*

Received by the bidder:

\_\_\_\_\_  
(Signature over Printed Name)

Date : \_\_\_\_\_

