



BAC Resolution Declaring Highest Rated and Responsive Bid (HRRB) and Recommending Award for the Procurement of Consulting Services of a Media Planning and Placement Agency for the Philippine Tourism Branding for Opportunity and Emerging Markets (DOT-BAC-REI No. 2020-004)

Resolution No. 2020-127

WHEREAS, the Department of Tourism (DOT) through its Bids and Awards Committee (BAC) posted the Request for Expression of Interest (REI) for the **Procurement of Consulting Services of a Media Planning and Placement Agency for the Philippine Tourism Branding for Opportunity and Emerging Markets** in the DOT website, the PhilGEPS website and in a conspicuous place at the premises of the DOT continuously starting 08 May 2020 whereby the deadline of submission of eligibility requirements was set on 17 June 2020, in view of the community quarantine. The Approved Budget for the Contract (ABC) is **Three Hundred Million Philippine Pesos (Php300,000,000.00)**, inclusive of all applicable taxes;

WHEREAS, the Competitive Bidding Procedures for Consulting Services, using the Quality-Based Evaluation (QBE) procedure pursuant to Republic Act No. 9184 (RA 9184) and its Implementing Rules and Regulations (IRR) was adopted in this undertaking;

WHEREAS, on 27 July 2020, the BAC issued approved BAC Resolution No. 2020-119, recommending **TOUCH XDA, INC.** as the Highest Rated Bidder (HRB). A copy of approved BAC Resolution No. 2020-119 is hereto attached, marked as **Annex "A"**, and made an integral part hereof;

WHEREAS, pursuant to the provisions of the revised IRR of RA 9184 on the Competitive Bidding Procedures for Consulting Services using a Quality-Based Evaluation (QBE) Procedure, the BAC invited **TOUCH XDA, INC.** for the Opening of the Financial Proposal on 04 August 2020 and Negotiation on 07 August 2020. A copy of the Invitation to the Opening of Financial Proposal and Negotiation is hereto attached, marked as **Annex "B"** and made an integral part hereof;

WHEREAS, **TOUCH XDA, INC.** met the minimum requirements for the Financial Proposal with a submitted bid amount of **Three Hundred Million Philippine Pesos (300,000,000.00)** inclusive of applicable taxes, which is within the ABC;

WHEREAS, DOT and **TOUCH XDA, INC.** has successfully completed the negotiations, with the following agreements, thus the latter shall be subject to Post-qualification:

- Media agency to provide a breakdown of TV networks that will be included;
- Media agency to give proposals and recommendations throughout the duration of campaign. This includes having the initiative to present applicable changes within the duration should there be any unforeseen circumstances;
- Out-Of-Home placement budget will be reallocated to TV and digital due to pandemic; and
- Media Agency to reallocate budget to the miscellaneous should there be a need for production costs, adjustments, or anything outside media placements.

WHEREAS, upon careful examination, validation and verification of all the eligibility, technical and financial requirements submitted by **TOUCH XDA, INC.** being the Highest Rated Bidder (HRB), it is found to be responsive with all the requirements, thus Post-Qualified. A copy of

the Post Qualification Report is hereto attached, marked as **Annex "C"**, and is made an integral part hereof;

NOW, THEREFORE, We, the Members of the Bids and Awards Committee, hereby **RESOLVE** as it is hereby **RESOLVED**;

- a) To declare **TOUCH XDA, INC.** as the bidder with the Highest Rated and Responsive Bid (HRRB) and award the contract for the **Procurement of Consulting Services of a Media Planning and Placement Agency for the Philippine Tourism Branding for Opportunity and Emerging Markets** with a total contract price of **Three Hundred Million Philippine Pesos (PhP300,000,000.00) inclusive of all applicable taxes**, and with a contract duration of four (4) months effective from the receipt of the Notice to Proceed;
- b) To recommend for approval by the Secretary of the Department of Tourism the foregoing findings.

RESOLVED, at the DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City this 17th day of August 2020.

Recommending Approval:


ASEC. ROBERTO P. ALABADO III
BAC Chairperson


DIR. MILAGROS Y. SAY
Vice Chairperson


MR. RAYMUND GLEN A. AGUSTIN
Member


ATTY. JENNIFER A. OLBA
BAC Member

By Authority of the Secretary:
(per Department Order No. 2020-022)

APPROVED **DISAPPROVED:**


ATTY. REYNALDO L. CHING
OIC- Undersecretary for Administration and Finance