



## NOTICE OF AWARD

**MR. JUDD B. BALAYAN**

*Group COO and CFO*

**DDB PHILIPPINES, INC.**

22 Upper McKinley Road, McKinley Hill  
Fort Bonifacio, Taguig City

Dear **Mr. Balayan**:

We are pleased to notify you that your Bid dated 13 March 2023 for the **Procurement of Consulting Services of an Agency for Philippine Tourism Branding (DOT-BAC REI No. 2023-001)** with a Total Contract Price of **Forty-Nine Million Nine Hundred Twenty-Five Thousand One Hundred Twenty Pesos (PhP49,925,120.00)**, inclusive of all applicable taxes and with a contract duration of six (6) months, effective from the receipt of the Consultant of the Notice to Proceed, is hereby accepted, subject to the agreements made during the Negotiation, as follows:

### **On the Financial Proposal submitted by the Agency:**

- Revision of FPF.2 Summary of Costs
- Revision of FPF.3 Breakdown of Price per Activity (decrease of costs in Activity No. 5: Reporting of issues, concerns, and other related matters concerning the development of the campaign, and reallocating it to other activities all within the scope of the TOR)
- Should there be any savings per activity, the agency must be amenable to reallocate these to other activities all within the scope of the TOR

Pursuant to Section 37.2 and Section 39 of the Implementing Rules and Regulations (IRR) of Republic Act No. 9184 (RA 9184), you are hereby required to provide within ten (10) calendar days upon receipt of this Notice, a Performance Security in any of the following forms and corresponding amount:

- Cash or cashier's/managers check issued by a Universal or Commercial Bank or Bank draft/guarantee or irrevocable letter of credit issued by a Universal or Commercial Bank, payable to the Department of Tourism in the amount equivalent to at least five percent (5%) of the Total Contract Price or equivalent to at least **PhP2,496,256.00** or
- Surety bond callable upon demand issued by a surety or insurance company duly certified by the Insurance Commission as authorized to issue such security in the amount equivalent to at least thirty percent (30%) of the Total Contract Price or equivalent to at least **PhP14,977,536.00**.

Refusal to accept the award without a justifiable reason and failure to provide the Performance Security within the prescribed period shall constitute sufficient ground for cancellation of the award, forfeiture of the bid security, and disqualification in any future bidding of this Department.

Very truly yours,

  
**VERNA ESMERALDA C. BUENSUCESO**  
Undersecretary  
Department of Tourism

Date Signed: 

Conforme: JUDD B. BALAYAN

(Awarded bidder's name of authorized representative and signature)

Date: March 30, 2023