



## REQUEST FOR EXPRESSION OF INTEREST

The Department of Tourism, through its Bids and Awards Committee (BAC) invites consultants to apply for eligibility and shortlisting, and if found shortlisted, to bid for the hereunder project, short of award:

Name of Project: **Procurement of Services of a Local Media Placements for Tourism Branding**

Brief Description: To acquire a local media agency that is solely focused on domestic media placements. To saturate the domestic market with various media platforms (TV, Radio, Print, OOH, and digital) featuring the current DOT campaigns and initiatives. To further strengthen the brand "It's More Fun in the Philippines within the Philippines.

Approved Budget for the Contract: Forty-Four Million Philippine Pesos (PhP44,000,000.00)

Contract Duration: September to December 2019

The list of minimum requirements is indicated in the Eligibility Form. Eligibility of prospective bidders shall be checked using non-discretionary "pass/fail" criteria. Shortlisting of eligible consultants will be done based on the following criteria:

Criteria	Numerical Weight
<b>I. Applicable Experience of the Consultant</b> A. Appropriateness of the agency for the assignment- 15% Media Planning and Buying Agency- 15% Public Relations Agency – 10% Others – 5% B. Extent of network of the agency- 15% Nationwide-capacity for media placements is all 14 regions- 15% Regional – capacity for media placements is only limited to selected regions – 5% C. Similar Projects Completed in the last 3 years – 10% Media Plan and Media Schedule for a nationwide campaign – 10% Media Plan and Media Schedule targeting the select regions only – 5% D. Years in Existence as a Media Planning and Buying Agency or a Public Relations Agency – 10% 5 years & above – 10% Below 5 years – 5% E. Contract cost of Completed Projects in the last 3 years- 10% At least one project with contract cost equal or greater than 20M Pesos – 10% Project cost less than 20M Pesos – 5%	<b>60%</b>
<b>II. Qualification of Personnel who may be assigned to the Job</b> Required number and positions of personnel with minimum years of experience is met – 20% Required number and positions of personnel with less than minimum years of experience is met – 10% Required number and positions of personnel is not met - 0	<b>20%</b>
<b>III. Current workload relative to capacity</b> Number of on-going similar and related projects relative to capacity - 20% None – 5% 5 or more projects with contract cost equal or greater than 20M	<b>20%</b>

Pesos – 10% 3-5 projects with contract cost equal or greater than 20M Pesos – 15% 1-2 projects with contract cost equal or greater than 20M Pesos – 20%	
<b>TOTAL:</b>	<b>100%</b>

**The Minimum Passing Score is 80%.**

Only five (5) eligible consultants shall make up the shortlist. The evaluation procedure to be adopted shall be Quality Based Evaluation (QBE).

All particulars relative to Eligibility Check and Shortlisting, Bid Security, Performance Security, Pre-Bid Conference(s), Evaluation of Bids, Post-Qualification and Award of Contract shall be governed by the pertinent provisions of R.A. 9184 and its Implementing Rules and Regulations (IRR).

The schedule of activities is as follows:

<b>Activities</b>	<b>Schedule</b>
1. Issuance and availability of Eligibility Documents/Checklist	June 15, 2019 to June 21, 2019 (8:00 a.m. to 5:00 p.m.) June 24, 2019 until 9:00 a.m. 4th Floor, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City
2. Submission of Eligibility Documents	Deadline on or before June 24, 2019 up to 9:00 a.m. only 4th Floor, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City
3. Opening of Eligibility Documents/ Eligibility Check	June 24, 2019 (1:00 p.m.) 4th Floor Conference Room, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City
4. Results of Shortlisting	June 26, 2019
5. Issuance of Bid Documents to Shortlisted Eligible bidders	June 28, 2019 to July 19, 2019 (8:00 a.m. to 5:00 p.m.) July 22, 2019 until 9:00 a.m. 4th Floor, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City
6. Pre-Bid Conference with Shortlisted Eligible bidders	July 8, 2019 (1:00 p.m.) 4th Floor Conference Room, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City
7. Deadline for request for clarification	Until July 12, 2019
8. Supplemental/Bid Bulletin	July 15, 2019
9. Submission of Bids (Technical & Financial bids)	Deadline on or before July 22, 2019 up to 9:00 a.m. only 4th Floor, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City
10. Opening of Bids (Technical)	July 22, 2019 (1:00 p.m.) 4th Floor Conference Room, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City

The Eligibility Documents/Checklist may be obtained free of charge at the DOT-BAC Secretariat c/o Ms. Maria Alma O. Almazan, 4<sup>th</sup> Floor, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City (Tel. Nos. 459-5200 to 30 loc. 425). The same may also be downloaded from free from the PhilGEPS or DOT Websites. Submission and results of eligibility shall be in the same office.

Bid Documents may be obtained by the **Shortlisted Eligible Bidders** at the PDOT-Bac Secretariat c/o Maria Alma O. Almazan at 4<sup>th</sup> Floor DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City upon payment of non-refundable fee of **TWENTY-FIVE THOUSAND PHILIPPINE PESOS (Php25,000.00)**.

Payment shall be made to the PDOT Cashier, Ground Floor, PDOT Building, No. 351 Sen. Gil Puyat Ave., Makati **OR** deposited to:

Account Name	Department of Tourism-Regular Trust
Account Number	00-0-05002-407-4
Beneficiary's Bank	Development Bank of the Philippines (DBP)
Bank Branch	F. Zobel Branch
Address	809 J.P Rizal corner F. Zobel St., Makati City, Philippines
Swift Code	DBPHPHMM

The PDOT reserves the right to reject any or all bids, declare a Failure of Bidding at any time prior to the contract award, or not to award the contract, without thereby incurring any liability, and make no assurance that a contract shall be entered into as a result of the bidding. Likewise, the PDOT may waive any minor defect therein and accept the offer most advantageous to the government. Further, the PDOT assumes no responsibility whatsoever to compensate or indemnify bidders for any expenses incurred in the preparation of the bid.

**Approved by:**

  
**ASE. ROBERTO P. ALABADO III**  
BAC Chairperson

Date of Postings:

PhilGEPS Website: June 15 to June 24, 2019  
DOT Websites: June 15 to June 24, 2019  
DOT Bulletin Board: June 15 to June 24, 2019