

PHILIPPINE INTERNATIONAL DIVE EXPO (2019)			
INTEGRATED MARKETING PLAN			
TECHNICAL BID / PROPOSAL CRITERIA AND RATING			
PASSING SCORE: 75%			
CRITERIA			Rating
<b>A.</b>	<b>QUALITY OF PERSONNEL TO BE ASSIGNED TO THE PROJECT</b>		<b>20%</b>
	I	<b>Similar projects handled</b>	<b>20%</b>
		At least 2 dive-related projects handled	20%
		No dive-related projects handled	0%
<b>B.</b>	<b>EXPERTISE AND CAPABILITY OF THE FIRM</b>		
	I	<b>Services rendered in completed projects in the past three (3) years</b>	<b>40%</b>
		Editorial Services (Writing, Design, and Printing of Brochures, Flyers, and Other Collateral Materials)	10%
		Social Media Management	10%
		Print Advertising and Advertorial Creation and Placement	10%
		Press Conference and Launch Organization	10%
	II	<b>Experience and Credentials</b>	<b>10%</b>
		Consultant has received at least one (1) international or local publishing, advertising, or marketing-related award in the last 3 years given by an award-giving body in existence for at least 5 years	10%
<b>C.</b>	<b>INTEGRATED MARKETING PLAN STRATEGY</b>		<b>30%</b>
	I.	Adherence to the print and digital placements indicated in the TOR	20%
	II.	Additional media values for PR negotiated with the media partners	10%
		<b>Total</b>	