



Republic of the Philippines  
PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE  
Malacañang, Manila

**REQUEST FOR EXPRESSION OF INTEREST FOR  
PROJECT: PROCUREMENT OF SERVICES OF AN  
ADVERTISING AGENCY FOR THE INTEGRATED  
MARKETING PLAN/CAMPAIGN OF THE ASEAN 2017  
CHAIRMANSHIP**

1. The Presidential Communications Operations Office (PCOO) through the 2016 General Appropriations Act of the Department of Foreign Affairs, pursuant to Administrative Order No. 48 creating the National Organizing Council for ASEAN 2017 under which PCOO is the chair for its Committee on Media Affairs and Strategic Communications and pursuant to DFA-PCOO Memorandum of Agreement dated March 22, 2016, intends to apply the sum of **FIFTY MILLION PESOS (PHP50,000,000.00)** being the Approved Budget for the Contract (ABC). **Bids received in excess of the ABC shall be automatically rejected at bid opening.**
2. The PCOO now calls for the submission of letters of interest and eligibility documents for the Procurement of services of an advertising agency/firm to do an integrated marketing plan/campaign for ASEAN 2017. Interested consultants must submit their Expression of Interest/Eligibility documents together with the Eligibility Documents Submission Form (sample form on page 81 of PBD) on or before **February 27, 2017, 10:00 A.M.** at the Bids and Awards Committee Secretariat Presidential Communications Operations Office 3rd Floor Annex, New Executive Building, Malacañang Complex, Manila. Applications for eligibility will be evaluated based on a non-discretionary “pass/fail” criterion.
3. The BAC shall draw up a short list of consultants from those who have submitted their eligibility documents/letters of interest and have been determined as eligible in accordance with the provisions of Republic Act 9184 (RA 9184), otherwise known as the “Government Procurement Reform Act”, and its Implementing Rules and Regulations (IRR). The Procuring Entity shall evaluate bids using the *Quality Based Evaluation/Selection (QBE/QBS)* procedure. The short list shall consist of prospective bidders who will be entitled to submit bids. The criteria and rating system for short listing are:
  - (a) Create a communication strategy and 360 campaign to promote the ASEAN 2017 chairmanship to include the following specific deliverables below. (Recommended weight: 50%);
    - Consumer Insight

- Big Idea
  - Proofs of Concept
    - TV
    - Radio
    - Print
    - Digital
- (b) Experience and capability of the consultant. The consultant's experience and capability should include its record in previous engagements and the quality of its performance on similar projects. These also include its relationship with previous and current clients, overall current work commitments, the geographical distribution of its current/impending projects, and the level of attention it is going to give to the project in question. (Recommended weight: 30%)
- (c) Current workload relative to capacity to take on the Project (Recommended weight: 20%)

The description for the shortlisting of consultants is contained in the Bidding Documents, particularly, in Section II. Instructions to Bidders.

4. Interested bidders may obtain further information from PCOO and inspect the Bidding Documents at the address given below from Monday to Friday between 8:00 a.m. to 5:00 p.m.
5. A complete set of Bidding Documents may be acquired by interested Bidders on February 20, 2017, during office hours, from the address below and upon payment of a nonrefundable fee for the Bidding Documents in the amount of **Twenty Five Thousand Pesos (PHP 25,000.00)** only.

It may also be downloaded free of charge from the website of the Philippine Government Electronic Procurement System (PhilGEPS) and the website of the Procuring Entity, provided that Bidders shall pay the applicable fee for the Bidding Documents not later than the submission of their bids.

6. Bidding will be conducted through open competitive bidding procedures using non-discretionary "pass/fail" criterion as specified in the IRR of RA 9184.
  - (i) Bidding is restricted to Filipino citizens/sole proprietorships, cooperatives, and partnerships or organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines.
  - (ii) To facilitate the immediate implementation of the procurement of this Project, the PCOO shall proceed with the procurement activities short of award, pending the approval by NOC of the revised CMASC Work and Financial/Budget Plan (WFBP) for ASEAN 2017, pursuant to Section 7.2 of the 2016 Revised Implementing Rules and Regulations (RIRR) of R.A. No. 9184.

7. The Procuring Entity shall evaluate bids using the *Quality Based Evaluation/Selection (QBE/QBS)* The criteria and rating system for the evaluation of bids shall be provided in the Instructions to Bidders.
8. The contract shall start from receipt of the Notice to Proceed.
9. The PCOO reserves the right to reject any and all bids, declare a failure of bidding, or not award the contract at any time prior to contract award in accordance with Section 41 of RA 9184 and its IRR, without thereby incurring any liability to the affected bidder or bidders.
10. For further information, please refer to:

**MELBA V. MANAOG**  
*The Bids and Awards Committee Secretariat*  
*Presidential Communications Operations Office*  
*3rd Floor Annex, New Executive Building,*  
**Malacañang Complex, Manila**  
**Telefax No : (+632) 735-6170**  
**Email: melbamanaog@yahoo.com.ph**

---

**USEC. NOEL GEORGE P. PUYAT**  
*Chairperson, Bids and Awards Committee*  
**Presidential Communications Operations Office**

