

20 November 2023

REQUEST FOR QUOTATION (RFQ)

The **TOURISM PROMOTIONS BOARD** invites you to submit a quotation for the item/s listed below:

RFQ No. TPB-PR 2023.11.319

Requirement: Marketing Consultancy Services for TPB Marketing Communications Enhancement

Quantity	Particulars	Estimated Unit Price (PhP)	Estimated Total Amount (PhP)
1 Lot	<p>SCOPE OF SERVICES/DELIVERABLES</p> <ol style="list-style-type: none"> 1. Meet with the Marketing Communications Department regularly to provide recommendation on creative communications best practices with the team; 2. Schedule review of marketing materials of TPB for implementation of projects and programs to see if it is aligned with creative direction of management and industry practices; 3. Provide recommendations for improvement of Marketing Communication Department processes and delivery of output leading to better functional quality objectives; 4. Provide recommendations for improvement of booth design, banners, physical set up and media interviews; 5. Provide recommendations for media and influencer management, as well as creatives generated for media placements; 6. Provide recommendations for content development in TPB-managed digital platforms; 7. Provide recommendations for the Media Relations Division in developing relationships 	720,000.00	720,000.00

with media stakeholders, crafting holding statements, speeches and press releases;

The Bidder shall prepare a 20-minute presentation of their Plan Approach and Methodology.

Bidder shall be evaluated based on the following criteria to determine its responsiveness:

Criteria	%Weight
I. Quality of the Consultant to be Assigned to the Project	40
II. Experience and Capability of the Consultant	40
III. Plan of Approach and Methodology	20

Passing Rate = 85%

Technical and Financial

Technical Proposal – 85%

Financial Proposal - 15%

Total. 100%

Passing Rate = 85%

Please refer to the Terms of Reference and Rating Sheet for details.

ELIGIBILITY REQUIREMENTS

- a. At least 10 years of experience in growing an independent advertising agency focused on the Philippine market;
- b. At least 8 years' experience in C-Suite level position in advertising, with certification or background in Data Science from a reputable university or institution;
- c. Must have handled at least 10 projects in designing and implementing effective full funnel campaigns bridging online and offline marketing;
- d. Conducts consulting, training, and mentoring with respectable institutions;
- e. Operates in a dynamic and agile environment with a lean approach on delivering results;
- f. Must have handled at least 10 multimedia marketing projects and/or initiatives;
- g. Must have handled at least 5 virtual events and at least 5 physical events or

	<p>brand/product activations;</p> <p>h. Must have handled at least 5 merchandising campaigns;</p> <p>i. Must have handled at least 5 influencer campaigns;</p> <p>j. Must have handled at least 5 companies for media buying;</p> <p>k. Must have handled at least 5 booth design projects or fabrications;</p> <p>l. The consultant does not have existing contract with TPB to remain impartial and avoid conflict of interest</p> <p>m. The Marketing Consultant shall submit a work profile showing experience in the following:</p> <ul style="list-style-type: none"> ● Handled at least five (5) projects in designing and implementing effective full funnel campaigns bridging online and offline marketing ● Executive/s conduct consulting, training, and mentoring work outside and/or on behalf of the agency ● Handled at least 10 multimedia marketing projects and/or initiatives; ● Handled at least 5 virtual events and at least 5 physical events or brand/product activations; ● Handled at least 5 merchandising campaigns; ● Handled at least 5 influencer campaigns; ● Handled at least 5 companies for media buying; ● Handled at least 5 booth design projects or fabrications; <p>Submit the following:</p> <p>1. List of completed government and private contract for the last ten (10) years whether similar or not similar in nature to the project. The format shall include the name of the client, title of the project, amount of the contract, and duration of the contract.</p> <ul style="list-style-type: none"> ● For Ongoing Project – submit any of the ff: Notice of Award, Notice to Proceed, or Contract ● For Completed Project – submit Certificate of Project Completion or equivalent documents <p>2. Curriculum Vitae using the TPF6 Form</p>		
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Terms	As stated		
Delivery	As stated		
ABC	PhP720,000.00, inclusive of applicable taxes		

Please submit your **quotation** together with the **eligibility and legal documents** enumerated above to email address **bac_sec@tpb.gov.ph/janet_villafranca@tpb.gov.ph** not later than **28 November 2023, until 5:00pm**.

The **submission of the proposal and other documents shall be in one (1) compressed file folder, any submission not in this format shall not be considered.** For easy identification of email, the subject shall be in this format: **Marketing Consultant <Company Name>**.

The Tourism Promotions Board is evaluating our suppliers' performance based on these criteria: Quality (40%), Cost (25%), Timeliness (25%), and Customer Service (10%).

Thank you very much.



JANET G. VILLAFRANCA
Officer-in-Charge
Procurement and General Services Division