

## REQUEST FOR EXPRESSION OF INTEREST (REI) No. 2025-009

### SERVICES OF AN INTEGRATED DIGITAL MARKETING AGENCY

1. The **Tourism Promotions Board (TPB) Philippines**, through the **2025 Approved Corporate Operating Budget (COB)** intends to apply the sum of **Twenty Million Pesos Only (Php20,000,000.00)** being the Approved Budget for the Contract (ABC) to payments under the contract for **Services of an Integrated Digital Marketing Agency/REI No. 2025-009**. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.
2. The **TPB** now calls for the submission of eligibility documents for the **Services of an Integrated Digital Marketing Agency/REI No. 2025-009**. Eligibility documents of interested consultants must be duly received by the BAC Secretariat on or before **30 April 2025 at 9:30 AM** at **Bids and Awards Committee (BAC) Secretariat, Procurement Management Division, 6th Floor, Five E-Com Center, Harbor Drive, Mall of Asia Complex, Pasay City**. Applications for eligibility will be evaluated based on a non-discretionary “pass/fail” criterion.
3. Interested bidders may obtain further information from the **TPB** and inspect the Bidding Documents at the address given below during office hours from **Monday to Friday, 08:00 AM to 05:00 PM**.

**BAC Secretariat**  
**Procurement Management Division**  
**Tourism Promotions Board Philippines**  
**6th Floor, Five E-Com Center, Harbor Drive, Mall of Asia Complex, Pasay City**

4. A complete set of Bidding Documents may be acquired by interested Bidders on **22 April – 21 May 2025** from the address below and upon payment of the applicable fee for the Bidding Documents, pursuant to the latest Guidelines issued by the GPPB, in the amount of **Twenty-Five Thousand Pesos Only (Php25,000.00)**.

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**.

5. The BAC shall draw up the short list of consultants from those who have submitted Expression of Interest, including the eligibility documents, 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 short list shall consist of **five (5) prospective bidders** who will be entitled to submit bids. The criteria and rating system for short listing are:

CRITERIA	PERCENTAGE
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	WEIGHT (%)
I. Applicable Experience of the Agency	60
II. Qualification of Personnel Who May Be Assigned to the Project	20
III. Current Workload Relative to Capacity	20
<b>TOTAL</b>	<b>100</b>

***The hurdle rate for shortlisting: At least 80%***

6. Bidding will be conducted through open competitive bidding procedures using non-discretionary “pass/fail” criterion as specified in the IRR of RA 9184.

***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.***

7. The Procuring Entity shall evaluate bids using the ***Quality-Cost Based Evaluation/Selection (QCBE/QCBS)***. The Procuring Entity shall indicate the weights to be allocated for the Technical and Financial Proposals. The criteria and rating system for the evaluation of bids shall be provided in the Instructions to Bidders.
8. The contract shall be ***completed from the date of receipt of the Notice to Proceed (NTP) until the full implementation of all deliverables.***
9. The ***TPB***, 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:

Janet G. Villafranca / Soleil Moon A. Fajardo  
BAC Secretariat, Tourism Promotions Board Philippines  
6th Floor, Five E-Com Center, Harbor Drive, Mall of Asia Complex, Pasay City  
Email: [bac\\_sec@tpb.gov.ph](mailto:bac_sec@tpb.gov.ph) / [soleil\\_fajardo@tpb.gov.ph](mailto:soleil_fajardo@tpb.gov.ph)  
Website: [www.tpb.gov.ph](http://www.tpb.gov.ph)

**22 April 2025**

  


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**ARNOLD T. GONZALES**  
Chairperson  
Bids and Awards Committee