

**TERMS OF REFERENCE
FOR THE PROCUREMENT OF
RESEARCH, CONCEPT DEVELOPMENT, COPYWRITING & EDITING, PHOTOGRAPHY,
DESIGN & LAYOUT, AND PRINTING OF THE 2011 BCDA CORPORATE CALENDARS**

The Bases Conversion and Development Authority (BCDA) is inviting all interested parties (STRICTLY DESIGN STUDIOS OR AGENCIES WITH GRAPHIC DESIGN/ADVERTISING AS ITS MAIN BUSINESS) with at least three (3) years in business operation and with experience in the conceptualization, copywriting, design, layout, color separation, printing and full production of collateral materials to submit their bid based on the following specifications:

A. BUDGET P 1,000,000.00

B. DESIGN & PRINT SPECIFICATIONS

Wall Calendar

Size	:	18 x 21 inches
Stock (paper)	:	Cover: printed on C2S 220 Inside: printed in full color, one side, C2S 120
No. of Pages	:	Eight (8) leaves; one side printing
Binding	:	Double loop wire with hanger
Color	:	Calendar: full color, both sides
Finish/Others	:	Plastic lamination on both sides of cover & inside; die-cutting
Quantity	:	3,000

Desk Calendar

Size (cover & inside)	:	6" x 8 ½"
(standee-folded)	:	6 ¼" x 8 ½"
(standee-spread)	:	15 ½" x 8 ½"
(envelope)	:	Fits the calendar with standee
Stock (cover & inside)	:	C2S 180
(standee)	:	Chipboard 40 with Imitlin wrap
No. of Pages	:	14 pages / 7 leaves; back-to-back printing
Binding	:	James Burn Wire O
Color	:	Calendar: full color, both sides Envelope: one color
Finish/Others	:	Plastic lamination on both sides of cover & inside; die-cutting
Quantity	:	3,000

C. SCOPE OF SERVICE

1. Creative Services:

- a. Presentation of two (2) concepts/designs for wall and desk the calendars;
- b. Preparation final artworks ready for color separation and printing as approved by BCDA.

2. Editorial Services

- a. Research and copywriting services for wall and desk calendar;
- b. Revision/updating of text of calendar; and,
- c. Editing and proofreading services.

3. Professional photography services

- a. Shooting of situation/activity shots in digital format with resolution suitable for print and billboard. Inclusive of materials, supervision fee and art/photo direction.
 - i. Services shall also include aerial photo shoot of at least two location set-ups.
 - ii. Total number of shooting days is five (5).
 - iii. The Proponent shall identify the number of photography set-ups based on the proposed concept. The following shall be taken into consideration:

Location set-ups in:

- Fort Bonifacio
- Villamor Air Base
- John Hay Special Economic Zone
- Poro Point Freeport Zone
- Clark Special Economic Zone
- Bataan Technology Park
- Subic-Clark-Tarlac Expressway
- Subic Bay Freeport Zone

- b. Expenses related to transportation, shoot expenses (e.g. rent of penthouse, use of helipad) and meals of the crew, PA staff and models are included in the budget.
- c. BCDA shall provide permits for location setups, accommodation and additional transportation for the shoot as needed.

4. Provide at least two (2) models for the photo shoot based on the proposed concepts. BCDA shall provide additional models as needed.

- a. Expenses related to transportation, meals of the models, and professional hair and make-up services for the models are also included in the budget;
- b. BCDA shall provide accommodation and additional transportation for the shoot as needed.

5. **Printing Supervision.** The creative team together with a BCDA representative will oversee press work to ensure above quality printing that will include:
 - a. **Digital proofing.** Provide digital proofing for review and final approval of BCDA two (2) working days after turn-over of approved design.
 - b. **Color and image integrity.** Preserve color specifications, resolution and quality of images/graphics of the design/layout.
 - c. **Computer-to-plate (CTP) color separation.** Ensure that the printer have CTP capability.
 - d. **Use of high-quality printing equipment.** Ensure that the printer have printing equipment and machines that will meet the printing quality requirements of the corporate calendars (i.e. computer-to-plate color separation, at least 4-7 color offset printing machines).
6. **Delivery.** The creative team must deliver printed materials within seven (7) working days after final approval of the digital color proof by BCDA.
7. **Submission of Final Artwork.** The creative consultant must submit to BCDA a layered e-file in Adobe Photoshop format of the final artwork of the design/layout upon delivery of the printed materials and another in PDF format.

II. CREATIVE TEAM

A. CREATIVE TEAM

1. One (1) **account director/manager** dedicated to the BCDA account and on call by BCDA;
2. One (1) **creative/art director and graphic artist**, who will provide the overall design concept of the calendar;
3. One (1) **copywriter/editor** dedicated to the BCDA account and on call by BCDA as needed;
4. One (1) **photographer** who will provide his expertise and knowledge in the shoot.

B. QUALIFICATIONS OF THE CONSULTANT

1. The Consultant must strictly be a reputable communications/advertising firm or graphic design studio firm with at least three (3) years business operation. In the case of joint ventures, each firm should have at least three (3) years business operation.
2. The key personnel/members of the proposed creative team of the Consultant must have at least three (3) years experience in advertising/, marketing, public relations and media relations/, graphic design/, account management/photography/and publication.

3. The members of the proposed creative team should have at least three (3) years of formal training in a field related to his function in the creative team.
4. Each member of the proposed creative team must have handled at least three (3) design projects for reputable firms which are similar in nature to the requirement (e.g. corporate wall and desk calendars, etc.).
5. The Consultant must have produced at least three (3) similar creative projects which are in full color and of premium quality (e.g. corporate wall and desk calendars, etc.) and with a value equivalent to the Approved Budget for the Contract or higher.
6. The Consultant must have printed at least three (3) similar projects which are in full color and of premium quality using modern advanced equipment (e.g. corporate wall and desk calendars, etc.).
7. The Consultant must establish that it owns, has under lease, and/or has under purchase agreements, if any; equipment needed for the printing of the requirement and also submit a list of all types and quantity of this equipment.
8. The Consultant shall be assessed based on the most favorable compliance of the criteria stated above.

IV. METHODOLOGY

The following shall be the basis for the selection of the consultant:

The proposal shall be evaluated based on the **Quality-Based (QBE)** evaluation. Each consultant shall submit technical and financial proposals simultaneously in separate sealed envelopes. The technical proposal shall be considered in the evaluation of the consultants and shall be given a weight of one hundred percent (100%). The consultants shall then be ranked in descending order based on the combined numerical ratings of their technical proposals, from which the highest rated bid will be identified.

Only the financial proposal of the consultant who gets the highest technical rating shall be opened—in their presence. Total calculated bid prices which exceed the approved budget for the contract shall not be considered. The name of the consultant, the quality scores and the proposed prices shall be read and recorded when the financial proposals are opened. Negotiations shall be undertaken with the consultant who is first in rank.

The financial proposals shall not exceed the approved budget for the contract and shall be deemed to include the cost of all taxes, duties, fees, levies and other charges imposed under applicable laws.

IV. EVALUATION CRITERIA

FOR SHORTLISTING

The consultants will be evaluated according to the following criteria: TRACK RECORD (35%); QUALITY OF DESIGN (Based on Sample Work) (40%); and QUALITY OF PRINTING (Based on Sample Work) (25%). Total weight of rating shall add to one hundred percent (100%).

FOR TECHNICAL PROPOSAL

The consultants will be evaluated according to the following criteria: TRACK RECORD (20%); QUALITY OF DESIGN (Based on Sample Work) (25%); QUALITY OF PRINTING (Based on Sample Work) (15%) and, PROPOSED DESIGN AND CONCEPT (40%). Total weight of rating shall add to one hundred percent (100%).

V. TIME TABLE

The Consultant shall deliver the corporate calendars on November 15, 2010. Delivery dates may be subjected to change. Notice will be sent at least one (1) week in case of change in delivery date.

VI. CONTRACT TERM

CONTRACT shall take effect upon the signing of the CONTRACT and shall remain in force and in effect until project completion.