

BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES (BAC-C)

Pre-Eligibility Conference for the Consulting Services for a Digital Agency to Manage BCDA Facebook Profiles

Bid Bulletin No. 1

12 October 2020

This Bid Bulletin contains the Minutes of the Pre-Eligibility Conference held on 08 October 2020, 10:00 AM via Google Meet. This Bid Bulletin contains clarifications and modifications and shall form an integral part of the Eligibility Documents.

PART I. MINUTES OF THE PRE-ELIGIBILITY CONFERENCE

I. Attendees

BAC-C

Joshua M. Bingcang	Chairperson
Atty. Joanna Eileen M. Capones	Vice-Chairperson
Virgil Alvarez	Member
Jocelyn L. Caniones	Member
Madonna M. Cinco	Member

TWG

Mark Rey DG. Batonghinog
Jayvee L. Lanciola

Secretariat

Stevenson E. Tugas Jr. Head-Secretariat

End-user

Benjamin Abella
Michelle San Juan-De Vera
Ana Trina Sulit

IASO

Margie Padre

COA

Jaypee Valdez

Representative of Prospective Bidders

Carla Laus	Ogilvy
Katrina de Guzman	Ogilvy
RJ dela Cruz	Ogilvy
Cody Dominic	BZNZ
Katrina Distrajo	Tribal DDB Inc.
Love Rosas	Tribal DDB Inc.
Mark Josef Dolor	Coms360, Inc.
Rachel Gutierrez	Coms360, Inc.
Mio Chongson	Ace Saatchi
Nicole Guzman	Ace Saatchi
Sinta Baguio	Ace Saatchi
Renzo Guitarte	Louderph

II. CALL TO ORDER:

There being a quorum, Chairperson Bingcang called the pre-eligibility conference to order at 10:00 AM and welcomed the prospective bidders.

III. PRE-ELIGIBILITY CONFERENCE PROPER

- A. Benjamin Abella from the Investment Promotions and Marketing Department presented the overview of BCDA.
- B. Trina Sulit presented the details of the project to the prospective bidders. Please refer to Annex A for a copy of the powerpoint presentation.

The salient points were as follows:

1. Project Objective

The procurement of the services of a Digital Agency will enable BCDA to successfully launch a social media plan that features New Clark City's highlights and events, its benefits to every Filipino, and to create content that is engaging and will be translating to public support for New Clark City, and BCDA programs and projects.

2. Approved Budget for the Contract

The Approved Budget for the Contract (ABC) is **PESOS: Four Million (Php 4,000,000.00)** inclusive of all applicable taxes, fees and incidental charges.
Bids received in excess of the ABC shall be automatically disqualified.

3. Scope of Work

- a. Create an effective social media strategy (1) to promote New Clark City as a main sports and events destination, (2) BCDA's upcoming projects and its benefits to our countrymen;
- b. Create content that is engaging and informative;
- c. Create a Digital Communications Strategy and Playbook that can enable responsible and effective use of social media in BCDA;
- d. Track and manage BCDA social media contents that are being wrongfully reposted by other users;
- e. Execute BCDA-approved social media strategy according to the agreed schedule/content calendar, and exercise guidance and supervision of activities;
- f. Submit a monthly report with the agency's recommendations that correspond with their report and findings to increase social media following and engagement; and,
- g. Coordinate directly with the marketing unit, to ensure timely execution of the social media strategy.
- h. Manage BCDA Profiles: FB: The BCDA Group, New Clark City.
- i. Assist with posting on other platforms: Twitter, Instagram (@NewClarkCityPH)

4. Deliverables

- a. **Strategy and content planning**
Development of Playbook for comms strategy
- b. **Monthly report**
Monthly performance (Includes monitoring, analytics and insights. Also to include adhoc social media listening)
- c. **Content production**
Inclusion of access to stock images/image banks
- d. **Community Management**
2 hours/day per page. No community management on weekends and holidays.
- e. **Social media boosting**
- f. **Online Workshop**
 - i. How to developing an effective social media strategy;
 - ii. Importance of Community Management;
 - iii. Utilization of Social Media tools; and
 - iv. Monitoring, metrics measurement and evaluation

5. Contract Term

The contract terms shall be for a period of twelve (12) months. The contract shall take effect upon the issuance of Notice to Proceed (NTP) and shall remain in force and effect until all requirements have been delivered according to the approved plan.

6. Qualifications of the consultant

- The Consultant should meet the following qualifications:
 - Be strictly a creative/advertising/digital/agency which has been in business operation for at least three (3) years and has completed a project similar to the subject matter of this TOR and with experience of providing services comprising the scope of work required;
 - Must be registered online with the Philippine Government Electronic Procurement System (<http://www.philgeps.gov.ph>) as a legitimate service provider for government requirements; and,
 - Must have handled at least two (2) social media strategies in the last three (3) years similar to the project being bid out;
 - Must have handled at least one (1) social media campaign equivalent to at least fifty (50%) of the Approved Budget Cost (ABC) or amounting to Php 2,000,000.00.
- The Consultant shall be assessed based on the most favorable compliance with the criteria stated above.

7. Team composition

The digital team shall be composed of the following members:

- One (1) Account Director/Manager** – dedicated to the BCDA account and on call by BCDA to ensure delivery of quality output and timely execution of the plan;
- One (1) Art Director** – visual thought leader skilled at leading the creative process and the creative team, from concept to execution;
- One (1) Copywriter** – responsible for the text and tone of the posts that will effectively convey the message; and
- One (1) Content Manager** – dedicated to managing the content which the team will produce. Implement social media strategies that help to advance BCDA's objective.

Aside from the main members of the creative team, the consultant may assign other project staff whose functions and specializations are necessary to accomplish the aforementioned deliverables.

8. Methodology: Quality-Based Evaluation

A two-stage procedure shall be adopted whereby each consultant shall be required to submit his technical and financial proposals simultaneously in separate sealed envelopes.

9. Evaluation Criteria for Eligibility Documents

Criteria	Score	Required Minimum Score
Applicable Experience of the Consultant	30%	
Qualification of personnel who shall be assigned to the project	60%	
Current Workload of the personnel relative to capacity	10%	
TOTAL SCORE	100%	60%

The Consultant must meet the total required minimum score of 60%.

10. Evaluation Criteria for Technical Proposal

Evaluation Criteria	Weight	Required Minimum Score
a. Applicable Experience of the Consultant/Firm	20%	
b. Qualification of personnel who shall be assigned to the project	40%	
c. Plan of Approach and Project Methodology	40%	
Total	100%	70%

The Consultant must meet the total required minimum score of 70%.

11. Components of the technical proposal

The Consultant shall prepare a comprehensive creative social media strategy for the BCDA Social Media Profiles which will include:

- Minimum of one (1) proposed over-all look and tone for New Clark City Facebook page;
- Minimum of one (1) proposed over-all look and tone for The BCDA Group page;
- One sample of content calendar designed for New Clark City; and
- Consultant's corporate profile showing the list of clients, projects, and their portfolio.
- The Consultant shall submit a flash drive containing their proposal and corporate profile for BCDA's evaluation.

12. Terms of payment

13.1	10%		
		13.1.1.	The proposed social media strategy or an interim content calendar pending the approval of BCDA of the social media strategy.
		13.1.2.	Execution of the social media workshop including the submission and acceptance of a post-workshop report;
13.2	10%	of the total ABC upon the submission and acceptance by BCDA of a Digital Communications Strategy and Playbook	
13.3	20%	of the total ABC upon the submission of an accomplishment report covering the first three months upon the execution of the contract;	
13.4	20%	of the total ABC upon the submission of an accomplishment report covering the succeeding three months;	
13.5	20%	of the total ABC upon the submission of an accomplishment report covering the succeeding three months;	
13.6	20%	of the total ABC upon the submission of an accomplishment report covering the covering the last three months prior to the expiration of the contract;	

B. Mr. Mark Rey DG. Batonghinog presented the Checklist and Tabbing Requirements, Eligibility Forms and Procurement Schedule. The following are the highlights of the presentations:

Checklist and Tabbing Requirements

Procurement of Consulting Services for a Digital Agency to Manage BCDA Facebook Profiles		
Tab #		Description
1	EF 1	Eligibility Submission Form
2		Platinum PhilGEPS Certificate of Registration; or In the absence of a PhilGEPS Registration, prospective bidders may submit all Class "A" documents* per Revised IRR of RA 9184 (<i>listed below</i>). However, the PhilGEPS Registration shall still be a Post-Qualification Requirement (<i>pursuant to GPPB Circular No. 07-2017</i>)

3	EF 2	Statement of all on-going and completed government and private contracts, including contracts awarded but not yet started.
4	EF 3	Summary of all on-going and completed government and private contracts, including contracts awarded but not yet started.
5	EF 4	Consultant's References
6	EF 5	Summary of Curriculum Vitae
7	EF 6	Curriculum Vitae for each of the following nominated key staff:
7.1		Account Manager
7.2		Art Director
7.3		Copywriter
7.4		Content Manager
8	EF 7	Statement of the Consultant specifying its nationality and confirming that those who will actually perform the services are registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions.
9	EF 8	Curriculum Vitae of the Firm
10		Audited Financial Statements for 2019, duly stamped "RECEIVED" by the BIR or its duly accredited and authorized institutions.
11		Valid Joint Venture Agreement, in case of joint venture.

Procurement Schedule

No.	Activities	Time	Date
1	Advertisement/Posting of Request for Expression of Interest		October 2, 2020
2	Issuance of Eligibility Documents		October 2, 2020 – October 16, 2020
3	Pre-Eligibility Conference	10:00 AM	October 8, 2020
4	Request for Clarification (last day)		October 9, 2020
5	Issuance of Supplemental Bid Bulletin		October 12, 2020
6	Deadline for Submission of Eligibility Documents	12:00 NN	October 16, 2020

7	Opening of Eligibility Documents and Eligibility Check	1:30 PM	October 16, 2020
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C. The following questions/clarifications were raised during the Question and Answer portion of the Pre-Eligibility Conference and received via email:

Questions	Answer/ Clarification
Will the assets be provided (photos, videos and other content) for the posting of content or will the contractor provide it?	As part of the Consultant's deliverables, inclusion of access to stock images/image banks is required. BCDA will also be providing photos and videos of BCDA projects.
For the community management, is this for all the BCDA pages in facebook, instagram and twitter?	For BCDA's Facebook page only.
For the Twitter and Instagram, is the scope only for posting not responding?	BCDA usually gets its messages and comments via Facebook. Assistance in commenting, posting and responding is needed.
For the Instagram account of BCDA, is it for creation since it is not in the BCDA Group?	BCDA does not have an Instagram account for BCDA yet. Instagram for New Clark City is needed. No need to create an account for BCDA.
For the monthly reports, for the coverage, will it be for Instagram, Twitter and Facebook?	For Facebook, Instagram and Twitter.
Are their particular data or insights that BCDA would like to see, or formats that the consultant will follow?	It's up to the Consultant.
For social listening, what is the expectation or objective?	We want to know beforehand if there are any arising topics that we need to know. BCDA may flag the consultant to check topics.
On the objective, if the end-goal is to get public support for BCDA and NCC projects, how will it be measured? Does BCDA have KPI's for the measurement?	The target KPI's can be set once the consultants see the page statistics so it will be prepared by the consultant. The increase in Likes, Following, Engagement Rate, etc., are a few measures of social media success we're looking for.

Is the objective the awareness of the project?	Awareness that NCC is a sports and lifestyle destination.
Do you have KOLs or endorsers that the consultant can tap? Is BCDA open to KOLs, influencers?	BCDA does not have endorsers. We are not closing our doors for influencers but it is not BCDA's priority.
On the statement of summary of projects, does the bidders need to submit copies of contracts, NOAs and NTPs?	Bidders only need to submit the Form containing the statement. The submission of supporting documents (e.g. NOA, NTP, etc.) will be done on the second stage of bidding.
Is there a need to notarize the Forms?	No need to notarize the Eligibility Forms.
Will BCDA allow the use of e-signatures for the Curriculum Vitae of nominated personnel.	Based on Government Procurement Policy Board (GPPB) Resolution No. 09-2020, the use of digital or electronic signature in procurement related documents are allowed.
Is there a need to attach the actual Class A documents or is the Platinum Certificate sufficient?	PhilGEPS Platinum Certificate of Registration is sufficient, as long as all the required Class A documents indicated on the Annex of PhilGEPS Platinum Certificate of Registration are valid. In case one of the Class A Documents is expired, bidders are required to submit the valid/renewed copy of that particular Class A document.
Will the decks be shared?	It will be included in the Bid Bulletin and will also be sent to all attendees.
Clarification of the Two-stage procedure, first stage is just the eligibility requirements afterwards shortlisting and then proceed with the submission of technical proposal.	Yes.
Please elaborate further on the "public support" objective for New Clark City, BCDA programs and projects..	Public support means when BCDA has a project, people will be sharing positive insights. People will be supporting the project and share good things about it. Public support should reflect in the rise of engagement once the consultant is onboard.

Who is the primary and secondary target audience per page? General public, taxpayers, foreign investors, local businessmen, etc.?	Primary - Investors which covers both foreign and local entities. Secondary - General Public.
What are the key issues or opportunities faced by BCDA that have the biggest impact on the objectives?	Fake news and misinformation from external parties can damage the image of the company and its projects. A public relation crisis may occur which can affect public support to the company and lead to low investor confidence resulting in loss of investment.
What are the expectations given the objectives? If the end goal is to get public support for BCDA & NCC programs and projects, how will this be measured?	The digital agency must be able to keep track of the insights and statistics of the social media plan. We must know who has seen the campaign, how many people have seen it and what are their reactions (through comments, shares, etc.). Increase in engagement and audience retention will also be a key performance indicator on how effective the published posts are. One way to know if there is an increase in support is the increase in likes and followers on the social media pages and increase in the number of visits to the BCDA Official websites. Another example is an increase in interests from investors reaching out to BCDA, especially through digital means.
What is the role of social media in achieving your objective?	Social media provides a way for BCDA to communicate with our target market. It allows BCDA to personalize its brand and convey news and information on the company and its projects.
What products and services do we need to promote on social media?	The BCDA brand will be promoted on the company's social media accounts. This includes ongoing and completed projects, available bidding opportunities, events, and news and updates among others.
What's your measurement of success? KPIs?	The target KPI's can be set once the consultants see the page statistics so it will be prepared by the consultant. The increase in Likes, Following, Engagement Rate, etc., are a few measures of social media success we're looking for.
Do you have an internal social media management team who will implement the playbooks?	The Investment Promotions and Marketing Department and the Public Affairs Department handle the social media accounts of BCDA. There is

	a close coordination between the two departments in the posting of contents.
What do you mean by “strategy”? Is it more executorial and rationalization of Creatives or a real social media strategy?	A social media strategy.
For social listening, is it tracking of fake BCDA posts? What do we want to find out from listening? Why is it adhoc social listening? Only when the "fake" posts are circulated?	Social listening is to track posts about BCDA/BCDA Projects or New Clark City that are on the rise, and can possibly blow up. We also want to be aware of how the competitors are executing their campaign, how we can elevate ours. What makes them a better option than investing in Clark or vice-versa.
Why only 2 hrs. Per day/platform? Is there a time that you're looking at based on the existing ops?	No designated time for answering queries and comments, we just want 2 hours every day dedicated to our pages to assure that all comments and queries are answered.
In case of discrepancies from the checklist versus, instructions to bidders and bid data sheet, which will prevail?	In case there are discrepancies observed, bidders may submit written clarification wherein the BAC will issue a bid bulletin to answer the queries.
On the citizenship requirement for the joining agencies which states “must be Filipino with at least 60% interest, does this refer to the “effective ownership”?. What would be the document required from the bidders to prove this criteria other than those mentioned in the checklist if any? Raising this question because some of the advertising agencies in the Philippines are effectively majority owned (51% or more) by foreign entities through holding companies in violation of the limitation of ownership set by the Philippine Constitution. Ownership structure which can be checked in the latest General Information Sheet document (GIS) of both the agency and its holding company.	Filipino ownership of agencies/companies can be validated through SEC registration which is one of the required Class A documents in securing the PhilGEPS Platinum Certificate of Registration.
Re:Relevant services carried out that best illustrate qualifications, did you mean similar scope/ services? Or similar category? What is the guideline here?	It means completed projects/contracts that are similar in nature and complexity to the contract on bid. Based on Clause/Section 9.1 of the Eligibility Data Sheet, relevant projects are defined as Social Media Management.
Every member of the Team must be Filipino citizen? This is a requirement for the members of	Yes, all nominated key personnel who will do the consulting services should be Filipino citizens.

the Team, not the Agency/ Consultant as a company?	
Could you send us all the bidding documents and forms, please? Does the attached cover all the forms already?	The Eligibility Documents including all the required Eligibility Forms were already posted and can be downloaded from the BCDA Website. With regard to the Bidding Documents including the Technical and Financial Proposal Forms, said documents will be available once the Notice of Eligibility and Shortlisting has been issued to the Shortlisted Bidders.
Do we need to do both online and hard copy submission?	Hard copy only.
Deadline for Eligibility Requirements is October 14, when is the deadline for the Technical Requirement?	The deadline for the submission of Eligibility Requirements is on October 16, 2020. The target deadline for the submission of the Technical Proposal is on November 16, 2020. Said target may be adjusted depending on the issuance of Bidding Documents.

Please be informed of the change in procurement schedule:

Activity	Original Schedule	Revised Schedule
Deadline for Submission of Eligibility Documents	October 16, 2020, 12:00 NN	October 16, 2020, 9:30 AM
Opening of Eligibility Documents and Eligibility Check	October 16, 2020, 1:30 PM	October 16, 2020, 10:30 AM

IV. CLOSING OF THE PRE-ELIGIBILITY CONFERENCE

The BAC Vice Chairperson thanked the bidders for attending the pre-eligibility conference and reminded them of the deadline of submission of clarification on October 9, 2020 at 5:00PM. There being no other matters to discuss, the conference was adjourned.

For Your Information.

BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES



Joshua M. Bingcang
BAC-C Chairperson

BACC2020-0123

