




BID BULLETIN NO. 1
For LBP-HOBAC-ITB-GS-20170705-01(2)

PROJECT : **Services of a Digital Marketing Agency**
IMPLEMENTOR : **Procurement Department**
DATE : **October 12, 2017**

This Bid Bulletin is issued to modify, amend or clarify items in the Bid Documents. This shall form an integral part of the Bid Documents.

The modifications, amendments or clarifications are as follows:

- The schedule of presentation for the media plan and concepts will be on **October 16, 2017, Monday**.
- The Terms of Reference (Annex A), Section VII (Specifications) and Checklist of the Bidding Documents (Item 6) have been revised. Please see attached revised Annexes A-1 to A-4 and the specific sections of the Bidding Documents.
- The deadline of submission and the schedule of opening of eligibility/technical and financial documents/proposals for the above project is re-scheduled to **October 26, 2017, 11:00 A.M.** at the Procurement Department, 25th Floor, LANDBANK Plaza Building, 1598 M. H. Del Pilar corner Dr. Quintos Streets, Malate, Manila.


ALWIN I. REYES, CSSP
Assistant Vice President
Head, Procurement Department and
HOBAC Secretariat

Specifications

Specifications	Statement of Compliance
<p data-bbox="389 1077 791 1144">Services of a Digital Marketing Agency</p> <p data-bbox="341 1178 839 1305">Scope of work and other requirements per attached Revised Terms of Reference (Annexes A-1 to A-4).</p> <p data-bbox="341 1339 839 1429">The following documents shall be submitted inside the eligibility/technical envelope:</p> <ul data-bbox="349 1462 839 1552" style="list-style-type: none"> ▪ Revised Terms of Reference signed in all pages by the bidder's authorized representative/s. <p data-bbox="383 1592 839 1809">Company overview indicating background/profile and number of years in the industry; or, profile/s of the top executives of the agency, indicating their qualifications, background/experiences in the creative services business.</p> <ul data-bbox="349 1843 839 1933" style="list-style-type: none"> ▪ List of clients with references and contact persons (indicating the years when the projects were handled for 	<p data-bbox="868 389 1374 521">Bidders must state below either "Comply" or "Not Comply" against each of the individual parameters of each specification.</p> <p data-bbox="863 566 1382 1039">Statements of "Comply" or "Not Comply" must be supported by evidence in a Bidders Bid. Evidence shall be in the form of manufacturer's un-amended sales literature, unconditional statements of specification and compliance issued by the manufacturer, samples, independent test data etc., as appropriate. A statement that is not supported by evidence or is subsequently found to be contradicted by the evidence presented will render the Bid under evaluation liable for rejection. A statement either in the Bidders statement of compliance or the supporting evidence that is found to be false either during Bid evaluation, post-qualification or the execution of the Contract may be regarded as fraudulent and render the Bidder or supplier liable for prosecution subject to the provisions of ITB Clause 3.1(a)(ii) and/or GCC Clause 2.1(a)(ii)</p> <p data-bbox="943 1077 1299 1137">Please state here either "Comply" or "Not Comply"</p>

them).	
<ul style="list-style-type: none">▪ Completed project/s of the same nature, conducted for a government-owned and controlled corporation or a large private corporation.	

Conforme:

Name of Bidder

Signature over Printed Name of
Authorized Representative

Position

Checklist of Bidding Documents for Procurement of Goods and Services

Documents should be arranged as per this Checklist. Kindly provide folders or guides, dividers and ear tags with appropriate labels.

The Technical Component (First Envelope) shall contain the following:

1. Duly notarized Secretary's Certificate attesting that the signatory is the duly authorized representative of the prospective bidder, and granted full power and authority to do, execute and perform any and all acts necessary and/or to represent the prospective bidder in the bidding, if the prospective bidder is a corporation, partnership, cooperative, or joint venture (sample form - Form No.7).
2. Duly notarized Omnibus sworn statement (sample form - Form No.6).
3. Eligibility requirements
 - **Legal Document**
 - 3.a PhilGEPS Certificate of Registration (Platinum Membership). All documents enumerated in its Annex A must be updated; or
 - 3.b Class "A" eligibility documents as follows:
 - Registration Certificate from SEC, Department of Trade and Industry (DTI) for Sole Proprietorship, or CDA for Cooperatives, or any proof of such registration as stated in the Bidding Documents;
 - Valid and current mayor's permit issued by the city or municipality where the principal place of business of the prospective bidder is located; and
 - Tax Clearance per Executive Order 398, Series of 2005, as finally reviewed and approved by the BIR.
 - **Technical / Financial Documents**
 - 3.c Statement of the prospective bidder of all its ongoing government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, within the relevant period as provided in the Bidding Documents. The statement shall include all information required in the PBDs prescribed by the GPPB. (sample form - Form No. 3). The duly signed form shall still be submitted even if the bidder has no on-going contract.

- 3.d Statement of the prospective bidder identifying its single largest completed contract similar to the contract to be bid, equivalent to at least fifty percent (50%) of the ABC supported with contract/purchase order, end-user's acceptance or official receipt(s) issued for the contract, within the relevant period as provided in the Bidding Documents. The statement shall include all information required in the PBDs prescribed by the GPPB. (sample form - Form No. 4).
- 3.e The prospective bidder's computation for its Net Financial Contracting Capacity (sample form - Form No. 5).
- 3.f Valid joint venture agreement (JVA), in case the joint venture is already in existence. In the absence of a JVA, duly notarized statements from all the potential joint venture partners stating that they will enter into and abide by the provisions of the JVA in the instance that the bid is successful shall be included in the bid. Failure to enter into a joint venture in the event of a contract award shall be ground for the forfeiture of the bid security. Each partner of the joint venture shall submit the legal eligibility documents. The submission of technical and financial eligibility documents by any of the joint venture partners constitutes compliance.
- 3.g Terms of Reference signed in all pages by the bidder's authorized representative/s.
- 3.h Company overview indicating background/profile and number of years in the industry; or profile/s of the top executives of the agency, indicating their qualifications, background/experiences in the creative services business.
- 3.i List of clients with references and contact persons (indicating the years when the projects were handled for them).
3. j Completed project/s of the same nature, conducted for a government-owned and controlled corporation or a large private corporation.
4. Bid security in the prescribed form, amount and validity period (ITB Clause 18.1 of the Bid Data Sheet);
5. Schedule VI - Schedule of Requirements with signature of bidder's authorized representative.
- 6. Revised Section VII - Specifications with response on compliance and signature of bidder's authorized representative.**
7. Post-Qualification Documents – (Non-submission of these documents during the bid opening shall not be a ground for the disqualification of the bidder):
- 7.a Business Tax Returns per Revenue Regulations 3-2005 (BIR No. 2550 Q) VAT or Percentage Tax Returns for the last two (2) quarters filed through the BIR Electronic Filing and Payments System (EFPS); and
- 7.b Income Tax Return for 2016

The Financial Component (Second Envelope) shall contain the following:

1. Duly filled out Bid Form signed by the bidder's authorized representative (sample form - Form No.1)
2. Duly filled out Schedule of Prices signed by the bidder's authorized representative (sample form - Form No.2).
3. Breakdown of cost using Annexes B-1 to B-2.

TERMS OF REFERENCE FOR ENGAGING THE SERVICES OF A DIGITAL MARKETING AGENCY

I. Scope of Work

LANDBANK is looking to source the services of a Digital Marketing Agency for a 12-month engagement to help optimize the Bank's existing social media channels (Facebook, Twitter, Instagram, and YouTube) as marketing tools.

Creative services will include but may not be limited to the following:

A. Social Media Management

- 1) Monthly content plan and performance reports for the Bank's social media channels (Facebook, Twitter, Instagram, and YouTube)
- 2) Three (3) posts per week / 12 posts per month
 - i. Content development and copywriting
 - ii. Content seeding and post publishing
- 3) Contest and promo management
- 4) Community management
- 5) Page monitoring and audience moderation
- 6) Setup of automated bots for FB Messenger

B. Content Production

- 1) Production of motion graphics content
 - i. Max of four (4) videos for the 12-month engagement
 - ii. Estimated running time of one (1) to two (2) minutes per AVP
 - iii. Pre-production consultations and coordination with LANDBANK-CAD
 - iv. Storyboarding or offline presentation
 - v. Non-linear editing
 - vi. Editing techniques/animation requirements may include any or combination of the following:
 - a. 2D and/or 3D animation
 - b. White board animation
 - c. Infographics/Motion Graphics
 - d. Kinetic typography and supers
 - vii. Use of music library for scoring
 - viii. Inclusive of up to 3 major revisions (per AVP)
- 2) Production of videos
 - i. Max of two (2) videos for the 12-month engagement
 - ii. Estimated running time of two (2) to four (4) minutes per AVP
 - iii. Pre-production consultations and coordination with LANDBANK-CAD

- iv. Concept, scripting and sequence guide (a creative brief and outline of AVP components may be provided by LANDBANK)
- v. Non-linear video editing
- vi. Editing techniques/animation requirements may include any or combination of the following:
 - a. 2D and/or 3D animation
 - b. Infographics/Motion Graphics
 - c. Kinetic typography and supers
- vii. Use of music library for scoring
- viii. Recording/dubbing facilities
- ix. Voice over talent/s (well versed in English)
- x. Supplier will be required to submit audio samples from which LANDBANK will select
- xi. Inclusive of up to 3 major revisions (per AVP)

3) Other production-related activities

C. Marketing Support

- 1) Social Media Advertising
 - i. Like Ads: Page Likes (*15,000 Likes)
 - ii. Boosted Ads: Engagement Ads (*100,000 Engagements)
 - iii. Boosted Ads: Video Ads (*15,000 Video Views)
 - iv. Website Ads: Link Clicks (*15,000 clicks)
- *Total for the 12-month engagement*

II. Payment

- No down payment shall be made.
- Payment shall be made on a monthly basis upon completion of monthly set deliverables.

III. Eligibility Criteria

To be eligible to bid, agencies must comply with the following criteria, as evidenced by supporting documents, which must be submitted to LANDBANK for evaluation of its Corporate Affairs Department (CAD).

Criteria	Required Supporting Documents
Agency must be formally established for at least 5 years;	Company overview indicating background/ profile and number of years in the industry
or	or
Top executive/s of Agency must have experience in the	Profile/s of the top executive/s of the agency, indicating their qualifications, background/experiences in the creative services

creative services business for at least 5 years	business
Must have rendered digital marketing services for universal banks and/or reputable companies**	<p>List of clients with references and contact persons (indicating the years when the projects were handled for them). LANDBANK-CAD will use references to inquire about previous working relationship/s with bidder.</p> <p>Completed project/s of the same nature, conducted for a government-owned and controlled corporation or large private corporation. LANDBANK-CAD will use references to inquire about previous working relationship/s with bidder.</p> <p>** Organizations belonging to the Top 1,000 Corporations by Gross Revenue (based on BusinessWorld Top 1,000 Corporations in the Philippines Vol. 30, 2016)</p>

IV. Technical Proposal

- A. Bidders' Qualifications under the Eligibility Criteria will be rated either as "Pass" or "Fail".
- B. Eligible bidders shall be required to submit and present sample digital marketing proposal to the members of the Technical Working Group (TWG), which will evaluate them based on the set criteria (**See Item IV-E**).
- C. The schedule of presentation of proposals will be determined at the pre-bidding conference to be conducted among the prospective bidders.
- D. The proposal shall be composed of:
- E. 12-month media plan
- F. At least 3 sample posts for Facebook, Instagram and Twitter
- G. Submission of sample AVPs/portfolio/reel of previous works of similar nature required by LANDBANK-CAD. At least three samples per AVP type.
- H. The criteria in rating the test projects are the following:

I. Media Plan	20%
J. Sample Posts for FB, Twitter and Instagram	
K. Design Execution	10%
L. Overall look and impact	10%
M. Adherence to LANDBANK's corporate image	10%
N. Sample AVPs	<u>50%</u>
	100%

- O. Members of the TWG will give ratings on the sample digital marketing proposal. The ratings of all members of the TWG will be averaged to arrive at the final score per agency.
- P. Agencies that will not reach the hurdle rate of 80 average points (in the Technical Proposal) will be automatically eliminated from the bidding.

V. Financial Proposal

- Q. The most responsive agency (complies with all set criteria and passes the 80-point hurdle rate for the test projects) with the **lowest total financial bid** will clinch the contract.

VI. Composition of the TWG

Lead : Catherine Rowena B. Villanueva
FVP, Corporate Affairs Department

Members : Judy O. Kis-ing, MAU-CAD
Melissa B. Calimag, MCSPU-CAD
Julienne Picato, CSRRU-CAD
Grace B. Redito, CEU-CAD
Catherine E. Orbien, MAU-CAD
May D. Arizabal, CSS
Jenalyn R. Ordinario, MAU-CAD
Ma. Bernadette Zamora, MAU-CAD
Francisco Floresca, MAU-CAD