



## **Request for Proposal (RFP)**

Please quote your lowest proposal for the project ***Hiring of an Ad Agency to Develop a Marketing Video Campaign (MKTG2022-01)*** with an Approved Budget for the Contract of Nine Hundred Fifty Thousand Pesos (**PhP950,000.00**) through the 2022 Corporate Budget based on the Terms of Reference.

DFPC needs an advertising agency that will develop a marketing video campaign addressed to target DFP's market (Regular Filipino Travelers, Foreign Tourists and Overseas Workers/Balibkayan including their Relatives, Families and Friends. The Agency will be tasked to provide the following:

1. 2 Units Video Production Promotional Collateral and AVP
2. 1 day Launching of DFPC's new Logo and Jingle
3. Media Fam Tour
4. Digital Placements

Pursuant to Section 53.9 of the 2016 revised Implementing Rules and Regulations (IRR) of Republic Act No. 9184 (RA 9184), DFPC shall invite at least three (3) prospective Supplier to submit sealed price quotations.

In this connection, we are inviting your company to submit your **Price Proposal** based on the attached **Terms of Reference** (Refer to Annex A) along with your **Price Schedule** (Refer to Annex B).

Submission of your sealed price quotation may be sent on or before **02 May 2022, 10:00AM** at Duty Free Philippines, Ground Floor, BAC Office EHA Bldg., FiestaMall, Columbia Complex, Ninoy Aquino Ave., Parañaque City or emailed through [bacsecretariat@dfp.com.ph](mailto:bacsecretariat@dfp.com.ph).

Please be informed that we cannot accept an offer in excess of the ABC.

Valid technical documents:

1. PhilGEPS Registration Number and corresponding attachments
2. 2021 Income Tax Return
3. Business Tax Return (*forms 2550M/2551M and 2550Q/2551Q*) for the last six (6) months (**October 2021 to March 2022**) prior to opening of Proposal filed thru Electronic Filing and Payment System (EFPS).
4. Omnibus Sworn Statement (Refer to Annex C)

### **BAC Secretariat**

DUTY FREE PHILIPPINES  
EHA Building, Fiestamall, Columbia Complex  
Ninoy Aquino Ave., Parañaque City  
Tel. Nos.: 8552 4344 / 8552 4337 loc 3039  
Email: [bacsecretariat@dfp.com.ph](mailto:bacsecretariat@dfp.com.ph)

(Sgd.) **RAPHAEL G. MONDRAGON**  
BAC Chairperson



## ANNEX A

### TERMS OF REFERENCE

#### I. THE PROJECT

***Hiring of an Ad Agency to Develop a Marketing Video Campaign*** addressed to DFP's target market (Regular Filipino Travelers, Foreign Tourists and Overseas Filipino Workers/*Balikbayan* including their Families/Relatives/Friends)

#### II. BACKGROUND

Duty Free Philippines Corporation (DFPC) as an attached agency of the Department of Tourism (DoT) has been mandated to cater to the duty-free shopping needs of the international travelers, silently contributing to the Philippine economy through its service facilities and tax-free stores that primarily cater to tourists, Balikbayans, and OFWs.

##### 35<sup>th</sup> Year

For the past 35 years, DFPC has evolved and proven its resilience despite many challenges. The agency continues to innovate under the new normal, relying on the unique and peculiar culture of the *Bayanihan* Spirit, and the Filipinos and foreign tourists who continue to come to the Philippines.

##### Re-branding (new logo and jingle)

To sustain market presence and awareness of its services, DFPC introduced a new logo which was soft launched last December 2019. The new logo depicts DFPC's ongoing commitment of providing premium merchandise and the ultimate shopping experience to its customers. A new theme song was also developed to reignite the customers' penchant for duty free *pasalubong* shopping.

#### III. DURATION

*May to December 2022*

#### IV. OBJECTIVES AND RATIONALE

To establish Duty Free Philippines (DFP) as the top-of-mind shopping destination of International Travelers thru a cost-effective marketing campaign

1. To increase brand awareness
  - *Thru an increase in social media followers and/or engagement*
2. To increase foot traffic (stores) and sales
  - *Generate increased customer count and average purchase per customer*
3. To introduce DFP's new logo and jingle

#### V. PARTNERS AND INVOLVEMENT

- DFPC (all outlets)
- Suppliers-Products
- DTI (Luxe-Go Lokal Marahuyo)



- OWWA- for OFWs

## VI. BUDGET ALLOCATIONS/REQUIREMENTS

Unit/Deliverables	Description/Remarks
2 units video production promotional collateral and AVP	<ol style="list-style-type: none"> <li>1. AVP for 35<sup>th</sup> Year- 40 seconds, DFP evolution (shoots, video and still, editing, etc.)</li> <li>2. Promotional Video production (5minute) cost featuring different locations/stores and products (shoots, video and still, editing, etc.)</li> <li>3. Inclusions:               <ol style="list-style-type: none"> <li>1. Pre-Production Expenses (coordination, ocular inspection, meetings and orientation)</li> <li>2. Production Expenses (actual shoot, video and still)</li> <li>3. Post-Production Expenses (editing, sound mixing, remixing, revision)</li> </ol> </li> </ol>
1 day launching of Duty-Free new logo and jingle (Branding)	Launching of the Promotional Collateral inviting the stakeholders and media partners
Media Fam Tour	A Familiarization Tour for the Members of the Tri-Media including Vloggers and content writers
Digital Placements	Youtube ad (pay per click) Facebook Instagram Tweeter Linkedin Google

## VII. EXPECTED BENEFITS/DELIVERABLES

- Achievement of target customer count and sales revenues
- Generate income to be able to contribute to Tourism's infrastructure projects thru the DOT's Trust Liability Account (TLA)

## VIII. TIMELINE

1. AVP for 35<sup>th</sup> Year (40 seconds) – DFP evolution – 1<sup>st</sup> week of May 2022
2. Promotional Video production (5 minutes) – 3<sup>rd</sup> week of May 2022
3. Launching of Promotional Collateral – June 10, 2022 (with teaser 1 month prior to launching).
4. Familiarization Tour:
  - Month of July
  - Month of August
5. Ads (pay per click) – 3<sup>rd</sup> week of May 2022 to May 2023



Annex B

## PRICE SCHEDULE

Name of Bidder \_\_\_\_\_

Project ID No. **MKTG2022-01**

Description	Unit Cost	Applicable Taxes	Total Price
Promotional Video Production – 5 Minutes			
AVP for 35 <sup>th</sup> Year – 40 seconds			
1 day Launching of the new Duty Free Logo and Jingle			
Media Fam Tour			
Digital Placements			
<b>TOTAL COST</b>			

\* Provide breakdown of rates for each component (if applicable).

**Note:**

- For Applicable taxes, please refer to Section 32.2.2 of RA 9184
- For purposes of computation, where applicable, all figures should be rounded off to a maximum of two (2) decimal places.

Name: \_\_\_\_\_

Legal Capacity: \_\_\_\_\_

Signature: \_\_\_\_\_

Duly authorized to sign the Bid for and behalf of: \_\_\_\_\_

Date: \_\_\_\_\_



## OMNIBUS SWORN STATEMENT (REVISED)

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REPUBLIC OF THE PHILIPPINES )  
CITY/MUNICIPALITY OF \_\_\_\_\_ ) S.S.

### AFFIDAVIT

I, **[Name of Affiant]**, of legal age, **[Civil Status]**, **[Nationality]**, and residing at **[Address of Affiant]**, after having been duly sworn in accordance with law, do hereby depose and state that:

**1. [Select one, delete the other:]**

*[If a sole proprietorship:]* I am the sole proprietor or authorized representative of **[Name of Bidder]** with office address at **[address of Bidder]**;

*[If a partnership, corporation, cooperative, or joint venture:]* I am the duly authorized and designated representative of **[Name of Bidder]** with office address at **[address of Bidder]**;

**2. [Select one, delete the other:]**

*[If a sole proprietorship:]* As the owner and sole proprietor, or authorized representative of **[Name of Bidder]**, I have full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for **[Name of the Project]** of the **[Name of the Procuring Entity]**, as shown in the attached duly notarized Special Power of Attorney;

*[If a partnership, corporation, cooperative, or joint venture:]* I am granted full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for **[Name of the Project]** of the **[Name of the Procuring Entity]**, as shown in the attached **[state title of attached document showing proof of authorization (e.g., duly notarized Secretary's Certificate, Board/Partnership Resolution, or Special Power of Attorney, whichever is applicable);]**;

3. **[Name of Bidder]** is not "blacklisted" or barred from bidding by the Government of the Philippines or any of its agencies, offices, corporations, or Local Government Units, foreign government/foreign or international financing institution whose blacklisting rules have been recognized by the Government Procurement Policy Board, **by itself or by relation, membership, association, affiliation, or controlling interest with another blacklisted person or entity as defined and provided for in the Uniform Guidelines on Blacklisting;**

4. Each of the documents submitted in satisfaction of the bidding requirements is an authentic copy of the original, complete, and all statements and information provided therein are true and correct;

5. **[Name of Bidder]** is authorizing the Head of the Procuring Entity or its duly authorized representative(s) to verify all the documents submitted;

**6. [Select one, delete the rest:]**

*[If a sole proprietorship:]* The owner or sole proprietor is not related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working

Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

*[If a partnership or cooperative:]* None of the officers and members of *[Name of Bidder]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

*[If a corporation or joint venture:]* None of the officers, directors, and controlling stockholders of *[Name of Bidder]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

7. ***[Name of Bidder]*** complies with existing labor laws and standards; and
8. ***[Name of Bidder]*** is aware of and has undertaken the responsibilities as a Bidder in compliance with the Philippine Bidding Documents, which includes:
  - a. Carefully examining all of the Bidding Documents;
  - b. Acknowledging all conditions, local or otherwise, affecting the implementation of the Contract;
  - c. Making an estimate of the facilities available and needed for the contract to be bid, if any; and
  - d. Inquiring or securing Supplemental/Bid Bulletin(s) issued for the *[Name of the Project]*.
9. ***[Name of Bidder]*** did not give or pay directly or indirectly, any commission, amount, fee, or any form of consideration, pecuniary or otherwise, to any person or official, personnel or representative of the government in relation to any procurement project or activity.

**In case advance payment was made or given, failure to perform or deliver any of the obligations and undertakings in the contract shall be sufficient grounds to constitute criminal liability for Swindling (Estafa) or the commission of fraud with unfaithfulness or abuse of confidence through misappropriating or converting any payment received by a person or entity under an obligation involving the duty to deliver certain goods or services, to the prejudice of the public and the government of the Philippines pursuant to Article 315 of Act No. 3815 s. 1930, as amended, or the Revised Penal Code.**



**IN WITNESS WHEREOF**, I have hereunto set my hand this \_\_\_ day of \_\_\_, 20\_\_\_ at \_\_\_\_\_, Philippines.

***[Insert NAME OF BIDDER OR ITS AUTHORIZED REPRESENTATIVE]***

***[Insert signatory's legal capacity]***

**Affiant**

**Jurat**

**SUBSCRIBED AND SWORN** to before me this \_\_\_ day of ***[month] [year]*** at ***[place of execution]***, Philippines. Affiant/s is/are personally known to me and was/were identified by me through competent evidence of identity as defined in the 2004 Rules on Notarial Practice (A.M. No. 02-8-13-SC). Affiant/s exhibited to me his/her ***[insert type of government identification card used]***, with his/her photograph and signature appearing thereon, with no. \_\_\_\_\_ and his/her Identification Card No. \_\_\_\_\_ issued on \_\_\_\_\_ at \_\_\_\_\_.

Witness my hand and seal this \_\_\_ day of ***[month] [year]***.

**NAME OF NOTARY PUBLIC**

Serial No. of Commission \_\_\_\_\_

Notary Public for \_\_\_\_\_ until \_\_\_\_\_

Roll of Attorneys No. \_\_\_\_\_

MCLE Compliance No. \_\_\_\_\_

PTR No. \_\_\_, *[date issued]*, *[place issued]*

IBP No. \_\_\_, *[date issued]*, *[place issued]*

Doc. No. \_\_\_\_

Page No. \_\_\_\_

Book No. \_\_\_\_

Series of \_\_\_\_.