

BAC-C Resolution No. BC-2018-009

NEGOTIATED PROCUREMENT THROUGH SMALL VALUE PROCUREMENT

**Consulting Services for the Development and Activation of Brand Concept,
Positioning and Identity of Clark**

WHEREAS, with BCDA embarking on the first phase of developing New Clark City (NCC), the need to find the right project partners is of utmost importance to get things right from the very start. For the first phase of the NCC development, BCDA has partnered with the likes of (a) Filinvest Land, Inc. and AlloyMTD to develop certain parcels of land within NCC, (b) Surbana Jurong to formulate the development and design guidelines for the property, and (c) IE Singapore to conduct the feasibility study for mass transport systems in NCC, among others;

WHEREAS, exciting marketing campaigns and effective positioning strategies are needed to attract people from Metro Manila and the surrounding areas to relocate to Clark, to generate critical mass in the area and to decongest the capital;

WHEREAS, the development and activation of a Clark brand concept is a necessary tool to achieve the desired objectives of the project, a strong Clark brand, coupled with effective positioning, would help generate buzz and “Top of Mind” recall.

WHEREAS, BCDA needs the services of a CONSULTANT to achieve the following objectives:

1. Positioning Clark as the new hub for investment and business, as well as tourism, lifestyle, food, outdoor, and sports destination;
2. Differentiating Clark from its competitors;
3. Developing the strategy to promote, communicate, and implement the Clark brand;
4. Creating buzz and excitement for Clark as the newest center in Asia;
5. Strengthening stakeholders’ brand recall and “Top of Mind” perspective of Clark as a new investment hub, and
6. Aligning and synergizing the marketing and promotions efforts undertaken by BCDA, CDC, and CIAC for the NCC, Clark Freeport Zone (CFZ), and the Clark Civil Aviation Complex (CCAC), respectively, through the consistent and proper application of the Clark Brand;

WHEREAS, the CONSULTANT is expected to conceptualize and develop the following:

1. Brand Concept, Theme, Positioning, and Tagline for Clark;
2. Clark Brand Identity/Logo and its Application Guidelines;
3. Clark Key Visuals; and
4. Clark Brand Strategy;

WHEREAS, the Investment Promotion and Marketing Department (IPMD) endorsed to the Bids and Awards Committee for Consulting Services (BAC-C), the procurement of the services of a CONSULTANT for the Development and Activation of Brand Concept, Positioning, and Identity for Clark under Small Value Procurement (Annex A);

WHEREAS, Section 53.9 of the Revised Implementing Rules and Regulations (IRR) of Republic Act No. 9184, otherwise known as the Government Procurement Reform Act, allows the procuring entity to resort to Alternative Methods of Procurement, specifically Small Value Procurement where the procurement does not fall under Shopping of Section 52 of the Revised IRR and the amount involved does not exceed the thresholds prescribed in Annex "H" (Consolidated Guidelines for the Alternative Methods of Procurement) of the Revised IRR in the amount of One Million Pesos (Php1,000,000.00) for NGAs, GOCCs, GFIs, SUCs and Autonomous Regional Government;

WHEREAS, the approved budget for the abovementioned consulting services for a term of one (1) month is Pesos: One Million (Php1,000,000), inclusive of all applicable taxes and fees;

WHEREAS, pursuant to Annex H, Section J, Delegation of Authority states that, "the conduct of Shopping and Negotiated Procurement under Emergency Cases, Small Value Procurement and Lease of Real Property and Venue may be delegated to the End-user unit or any other appropriate bureau, committee, or support unit duly authorized by the BAC through a Resolution approved by the HOPE."

NOW, THEREFORE, the BAC-C resolve, as it is hereby resolved:

1. To recommend the procurement of consulting services using the Alternative Method of Procurement in accordance with Section 53.9 of the Revised IRR of RA 9184 under Small Value Procurement;
2. To delegate the procurement of said consulting services to the Investment Promotion and Marketing Department, pursuant to Annex H, Section J of the Revised IRR under Delegation of Authority;
3. To direct the IPMD to furnish the BAC-C Secretariat copies of the duly conformed Notice of Award and Notice to Proceed as well as the executed contract, and all supporting documents pursuant to the procurement; and
4. To direct the end-user to report to the BAC-C the result of the procurement process within 10 days in the event that the procurement of said consulting services fails.

Done in Taguig City, this 11th day of April 2018.



BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES


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Approved by:


AILEEN ANUNCIACION R. ZOSA
Executive Vice President