

REQUEST FOR QUOTATION

FOR THE SELECTION OF CONSULTING SERVICES FOR THE DEVELOPMENT AND ACTIVATION OF THE BRAND CONCEPT, POSITIONING, AND IDENTITY FOR CLARK

1. The Bases Conversion and Development Authority (BCDA) intends to apply the sum of **One Million Pesos and 00/100 (P1,000,000.00), inclusive of all applicable taxes and fees**, being the Approved Budget for the Contract (ABC) for the **Consulting Services for the Development and Activation of Brand Concept, Positioning, and Identity for Clark**. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.
2. The CONSULTANT shall be responsible for the following:
 - A. **CLARK BRAND CONCEPT, THEME, POSITIONING, AND TAGLINE FOR CLARK (COVERING CLARK FREEPORT ZONE, CLARK INTERNATIONAL AIRPORT, NEW CLARK CITY AND CLARK GLOBAL CITY)**
 - a. Conceptualization of a distinct concept, theme, campaign or positioning for Clark
 - b. Conceptualization of selling line or tagline for the new Clark Brand that enables easier brand recall
 - B. **CLARK BRAND IDENTITY/LOGO AND ITS APPLICATION GUIDELINES**
 - a. Conceptualization and development of the Clark logo
 - b. Conceptualization and development of the Clark brand identity guidelines and manual
 - C. **CLARK KEY VISUALS**
 - a. Conceptualization development of the Key Visuals to be used for communicating the newly developed Clark brand concept, positioning and identity for traditional and digital channels
 - D. Turn-over all other BCDA raw materials (designs, photos, videos, writings and/or documents) and all electronic files, official design, and layout of the Clark brand identity/logo, branding manual/guidelines, and key visuals in both Adobe InDesign/Adobe Photoshop and PDF format in an external hard drive.

Please refer to the Terms of Reference (TOR) for the detailed responsibilities and deliverable.

3. The BCDA shall evaluate those who have submitted their Quotation, in accordance with the provisions of the revised Implementing Rules and Regulations (IRR) of Republic Act 9184 (R.A. 9184).
4. The CONSULTANT should have the following minimum qualifications:

- A. The Consultant must be a reputable corporate communications, marketing, advertising and creative firms which has been involved in brand development and brand building, and has been in operation for at least three (3) years.
- B. The Consultant must be registered online with the Philippine Government Electronic Procurement System (<http://www.philgeps.gov.ph>) as a legitimate service provider for government requirements.
- C. The Consultant must have produced at least two (2) projects which are similar in nature to the requirement (e.g. brand development, etc.) amounting to 50% of the approved budget of contract (ABC).

The CONSULTANTS shall be evaluated based on the **Quality Based Evaluation (QBE)**.

The evaluation criteria is as follows:

Evaluation Criteria	Weight
a) Applicable Experience of the Consultant/Firm (20%)	20%
b) Similar projects handled (20%)	20%
c) Plan of Approach and Project Methodology (60%)	60%
i. Relevance of the Concept to BCDA's requirement (30%)	
ii. Creativity of Concept (30%)	
Total	100%

An oral presentation of the Technical Proposal and the corporate profile of the Consultant is required as part of the evaluation.

In addition to the **Letter of Intent**, the CONSULTANT is also required to submit the following documents to be used by BCDA as basis for the technical evaluation.

- Annex A: **Registration Certificate** from **Securities and Exchange Commission (SEC)** or; **Registration Certificate** from the **Department of Trade and Industry (DTI)** for sole proprietorship
- Annex B: **Valid and current Mayor's Permit (city or municipal)/Municipal License**, where the principal place of business of the prospective bidder is located.
- Annex C: **Valid and current Tax Clearance Certificate**, tax clearance as finally reviewed and approved by the BIR.
- Annex D: The CONSULTANT'S **2016 and 2017 Audited Financial Statements**, showing, among others, the CONSULTANT'S total and current assets and liabilities, stamped "**received**" by the BIR or its duly accredited and authorized institutions.
- Annex E: **PhilGEPS Registration**

Annex F: **Company Profile** (in case of consulting firm) or
Curriculum Vitae (in case of individual CONSULTANT)
(The Profile of CV should reflect the number of years of experience in
the field of corporate communications, advertising, marketing,
creative, event managements, etc.).

Annex G: List of **similar projects handled/completed** in the **past two (2) years**.
Projects awarded **on or after 01 March 2016 and completed on or
before 01 March 2018**. Contract amount of the projects to be
submitted should be at least 50% of the approved budget of the contract
which is One Million Pesos only (PhP1,000,000.00) (Should include
duration of project).

The CONSULTANT is also required to submit his/her/its **Financial Proposal in a separate sealed envelope** together with the abovementioned requirements/documents. 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.

The project duration will cover a period of one (1) month from the date stated in the Notice to Proceed, with an Approved Budget of the Contract (ABC) of One Million Pesos Only (P1,000,000.00) inclusive of applicable taxes and fees, in which the consultant shall be paid based on the terms of payment found in the TOR. Bids received in excess of the ABC shall be automatically rejected.

The BCDA invites interested consultants to participate in the procurement process and submit their Letter of Intent; Technical Proposal composed of the aforementioned Annexes A to G, and the Financial Proposal by hand **on or before 16 April 2018 (Monday) at 9:00 AM**.

The Letter of Intent, the Technical and Financial Proposals shall be submitted by hand to the address below:

CHRISTIAN PAOLO R. QUILLAMOR
Officer-In-Charge
Investment Promotions and Marketing Department
Bases Conversion and Development Authority
2/F, Bonifacio Technology Center
31st Street corner 2nd Avenue
Bonifacio Global City, Taguig City, 1634

Your office may also contact Ms. Queennie P. Bautista through telephone number 575-1721; email address: qpbautista@bcda.gov.ph.

CHRISTIAN PAOLO R. QUILLAMOR
Officer-In-Charge
Investment Promotions and Marketing Department