

BAC-C RESOLUTION NO. BC-2019-004

**NEGOTIATED PROCUREMENT
THROUGH SMALL VALUE PROCUREMENT**

Engagement of the Services of a Digital/Online Media Placement Agency

WHEREAS, the Bases Conversion and Development Authority (BCDA) is mandated to convert and develop former military bases to productive and economic centers. Currently, BCDA is aggressively positioning Clark as Asia's next investment, lifestyle and outdoor destination. Clark's strategic location and access to vital infrastructure, which includes a freeport zone, a world-class airport, a rapidly developing financial district, a masterplanned smart, green and disaster-resilient city and commuter and cargo railway systems, make it a total logistics center. Clark aims to meet the infrastructure requirements of foreign investors and residents alike;

WHEREAS, to achieve the vision for Clark, BCDA developed an updated, global, strong and holistic brand concept, positioning and identity for Clark, which covers the Freeport Zone, International Airport, New Clark City (NCC) and Clark Global City;

WHEREAS, to realize the full potentation of the location, there is a need to promote the updated brand concept and positioning with the aim of finding the right partners for the successful development of Clark;

WHEREAS, according to website Internet World Stats (<https://www.internetworldstats.com/stats.htm>), as of June 30, 2018, the penetration rate of the internet globally is at 55.1%, that's more than four billion people accessing the internet to obtain information or connect with others;

WHEREAS, based on the January 2018 report of Global Web Index (<https://www.globalwebindex.com/>), internet users now spend around 6 hours each day online;

WHEREAS, the BCDA Investment Promotion and Marketing Department (IPMD or End user) values being able to promote to and reach a bigger audience to market BCDA's properties (specifically, Clark) and key projects to the public, as well as to interested parties (i.e. potential partners and local and international investors);

WHEREAS, in responsibly leveraging online or display advertising, BCDA will spend less but tap a bigger audience while being able to apply metrics to target the most relevant audience based on, but not limited to, location, interest, browsing behavior, etc., at the same time measure the impact of these ads and analyse its effectiveness;

WHEREAS, Digital/Online Media Placement Agencies function like traditional advertising agencies except that they focus advertising placements for their clients mainly on the internet.

These agencies provide guidance to their clients regarding the best websites to display client ad materials, what type of ad material will work best (image, video or rich media format) as well as which audience to target specifically based on their client's objective/s. The agencies can also provide faster feedback on the performance of the ads. This makes it easier for clients to decide how to tweak their ad placement to get the best results;

WHEREAS, the engagement of the services of a Digital/Online Media Placement Agency will enable BCDA to successfully launch a digital/online advertising campaign to promote the new brand positioning of Clark for a bigger reach (not just local) yet lower investment cost vs traditional media channels. The activation of a strong Clark Brand is expected to generate buzz and enable better recall.

Specifically, the objectives of the project include:

1. Position Clark as the new hub for investment and business, as well as tourism, lifestyle, food, outdoor, and sports destination;
2. Differentiate Clark from its competitors;
3. Promote, communicate, and implement the Clark Brand;
4. Create buzz and excitement for Clark as the newest center in Asia;
5. Strengthen stakeholders' brand recall and "Top of Mind" perspective of Clark as a new Investment Hub; and
6. Align and synergize the marketing and promotion efforts undertaken by BCDA, Clark Development Corporation (CDC), Clark International Airport Corporation (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, in a Memo dated 19 February 2019, the IPMD endorsed to the Bids and Awards Committee for Consulting Services (BAC-C) the Engagement of Services of a Digital/Online Media Placement Agency through Section 53.9 of the Revised Implementing Rules and Regulations (IRR) of RA 9184 on Small Value Procurement;

WHEREAS, the President and Chief Executive Officer (PCEO) of BCDA approved the procurement of the abovementioned consulting services with an approved budget of Pesos: One Million and 00/100 (Php1,000,000.00), inclusive of all applicable taxes, fees and other charges, for a period of 12 months from execution of contract and/or issuance of Notice to Proceed;

WHEREAS, Section 53.9 of the Revised IRR, allows the procuring entity to resort to 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, pursuant to Annex H, Section J, Delegation of Authority, of the Revised IRR, 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

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any other appropriate Bureau, Committee, or support unit duly authorized by the BAC through a Resolution approved by the HOPE;

WHEREAS, after careful evaluation, the BAC-C finds merit on the recommendation of the IPMD for the Engagement of Services of a Digital/Online Media Placement Agency through Small Value Procurement pursuant to Section 53.9 of the IRR of RA 9184 and its request for delegated authority to undertake the procurement;

NOW, THEREFORE, we, the members of the BAC-C, hereby RESOLVE, as it is hereby RESOLVED to:

1. RECOMMEND the Engagement of Services of a Digital/Online Media Placement Agency through the Alternative Method of Procurement in accordance with Section 53.9 of the Revised IRR of RA 9184 under Small Value Procurement subject to the condition that the criteria for evaluation be submitted for approval of the BAC-C before the deadline of submission of quotations;
2. DELEGATE the procurement of the aforesaid consulting services to the End user, subject to compliance with the applicable provisions of RA 9184 and the Revised IRR;
3. DIRECT the End user to prepare an Abstract of Quotations/Ratings setting forth the names of those who responded to the Request for Quotations (RFQ), their corresponding quotations/ratings and to recommend to the HOPE the award of contract in favor of the Consultant with the Highest Rated and Responsive Proposal;
4. DIRECT the End user to strictly adhere to the approved timetable of procurement activities and not to proceed with any procurement activity without the approval of the BAC-C of the change in procurement schedule;
5. DIRECT the End user to request for the issuance of the Certificate of Funds Availability (CFA) from the Budget Department for the procurement prior to the award of the contract;
6. DIRECT the End user to furnish the BAC-C copies of the duly conformed Notice of Award and Notice to Proceed as well as the executed Contract within 10 days from execution of the document;
7. DIRECT the End user to report to the BAC-C, through a memo, the result of the procurement process within a period of 15 days from the determination as to whether the procurement has succeeded or failed; and
8. DIRECT the End user to submit to the BAC-C an evaluation of the performance of the Consultant at the end of the contract.

Done in Taguig City this 1st day of March 2019.

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BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES



JOSHUA M. BINGCANG
Chairperson

Did not participate as Vice-Chairperson (end user)

JOANNA EILEEN M. CAPONES
Vice-Chairperson



VIRGIL M. ALVAREZ
Member



JOCELYN L. CANIONES
Member



GUALBERTO J. OYZON, JR.
Member

Approved by:



BGEN. CARLOS F. QUITA (Ret.)
Officer-In-Charge
Executive Vice President

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