

PROPOSED TERMS OF REFERENCE FOR:
**THE PROCUREMENT OF A CREATIVE AGENCY FOR VIDEO
PRODUCTION, SOCIAL MEDIA MANAGEMENT, AND MEDIA
PLACEMENT FOR THE INFORMATION CAMPAIGN IN SUPPORT
OF THE RICE COMPETITIVENESS ENHANCEMENT FUND (RCEF) –
SEED AND EXTENSION COMPONENTS**

I. Project Title

Information Campaign in Support of the Rice Competitiveness Enhancement Fund (Inbred Seed and Extension components)

II. Purpose/ Objectives

The major objective is to plan, implement, monitor, and evaluate an information campaign on the promotion of the high-quality inbred seed intervention of the Rice Competitiveness Enhancement Fund (RCEF) and the formation of rice farmers into a cooperative and association

III. Scope

The Approved Budget of Contract (ABC) for the campaign is P14,000,000 (Fourteen million pesos) inclusive of all applicable taxes, commissions, bank charges, and other fees as may be incurred in the process of producing the materials.

IV. Schedule of requirements and technical specifications

Activities	Audience	Target	Duration	Total Cost
1.) Production of videos (3 dramatized testimonial/ social videos (2-3 minutes); Production of 9 instructional videos and promotion through various strategic media platforms (Social media, radio, TV, etc.) for 2-3 minutes each; with maximum of 3 revisions during post-production stage; 1 video on increasing yield and enhancing profitability in rice farming (2-3 minutes); 1music video on the DA family’s major interventions on rice (2-3 minutes); 1 30-seconder video/TV commercial format on rice advocacies	Farmers and other rice stakeholders	57 provinces	Nov-Dec 2019	14,000,000
2.) Social media management <ul style="list-style-type: none">➤ (90% response rate to public comments/ messages➤ content development & promotion/ boosting (10 social media posts (e.g., infographics, memes, photos, etc.) on seed promotion and organization of rice farmers coupled with the advancement of social values (diligence, patriotism, cooperation)	Farmers and other rice stakeholders		Nov-Dec 2019	

3.) Production of radio ads <ul style="list-style-type: none"> ➤ 2 radio plugs for RCEF; 5 radio ads/ advertorial (30 seconds each with translations in 5 major languages) ➤ 12 audio clips in 2-3 minutes per clip (9 Keychecks, pagpupuro ng binhi, seed program, and how to register to RSBSA) ➤ 1 audio clip on improving competitiveness of farmers (2 minutes) 	Farmers and other rice stakeholders		Nov-Dec 2019	
4.) Monitoring and submission of monthly campaign report			Nov-Dec 2019	
5.) Provide and organize communication workshop/ consultancy service	Project implementers and development communicato rs		Dec 2019	

V. Payment Terms

1. The communication campaign will run from November to December 2019.
2. The proposed payment scheme for the campaign will be billed progressively based on the timeline below:

Accomplishments	Payment
Mobilization Fee upon Notice of Award (NOA)	15%%
Upon the approval of campaign proposal	50%
Upon submission of all deliverables	20%
Upon submission of raw and edited materials, and monitoring and evaluation report	15%
Total	100%

VI. Qualification of the creative/advertising agency (80% passing rate)

VII. Briefing and Presentation

Qualified and shortlisted bidders based on the technical requirements are required to attend the pre-bidding organized by PhilRice communication team to guide them in crafting their proposed information campaign. Qualified bidders are required to present their proposal to the members of PhilRice Development Communication Division, Bids and Awards Committee (BAC), and other individuals invited by PhilRice.

VIII. Criteria for selection of winning agency

A. Campaign Proposal Criteria and Rating

Eligibility Check and Shortlisting Criteria and Rating (70% passing score)

A.	Applicable experience of the agency	Points	50%	Score
	Must be operational for		15%	
	Above 6 years	10 points		
	4-5 years	8 points		
	2-3 years	5 points		
	<i>Supporting Document (SEC/CDA registration)</i>			
	Must have previously handled nationwide campaigns		15%	
	Above 5 projects	10 points		
	3-4 projects	8 points		
	1-2 projects	5 points		
	<i>Supporting Document- Statement of on-going projects</i>			
	Must have previously handled projects involving government agencies		10%	
	Above 5 projects	10 points		
	3-4 projects	8 points		
	1-2 projects	5 points		
	<i>Supporting Document- Statement of on-going projects</i>			
	Must be recognized in the industry		10%	
	More than 5 national/international awards	10 points		
	3-4 national/international awards	8 points		
	Less than 3 national/international awards	5 points		
	<i>Supporting Document- Awards Certificate</i>			

B.	Personnel complement/qualification*		15%	Score
	Personnel to be assigned to handle the project must have at least 3 years of experience (complete line up – YES/PASS, incomplete- NO/FAIL) Account Manager 1 Account Manager 2 Strategic Planner Account Director Art Director Copywriter Content Writer FA artists Managing Supervisor Digital Strategist Creative Director			
	4-6 years	20 points		
	3-4 years	10 points		
	Supporting Document- Organization Structure certified by HR, (includes names, position and years in service)			
C.	Current workload		35%	
	If NFCC is over 150% of the ABC or Certificate of Credit Line committed to the project	30 points		
	If NFCC is 100% to 150% of the ABC	20 points		
	Below 100 % of the ABC	10 points		
	TOTAL		100%	
	TOTAL SCORE			

B. Technical Bid/Proposal Criteria and Rating (80% passing score) *

A.	Communication strategy	60%	SCORE
	Execution of strategy	10%	
	Original idea, messaging, and impact	20%	
	Easily understood by farmers	20%	
	Relevance to the advocacies of PhilRice	10%	
B.	Expertise and capability of the consultant/agency	20%	
	Full service capability	5%	
	Conceptualization	5%	
	Strategic marketing	2%	
	Experience and credentials	2%	
	At least one (1) successful project the agency has launched within 5 years	2%	
	Must have undertaken an international/ national PR project within 5 years	4%	
C.	Quality of personnel to be assigned to the project	20%	
	Individual awards (5%) and projects handled and completed (5%)	10%	

	Minimum of 5 years working experience in handling nationwide accounts	10%	
	TOTAL	100%	
	TOTAL SCORE		

*(20% BAC, 80% end user and TWG)

B. Selection

PhilRice shall evaluate bids using the Quality-Cost Based Evaluation/Selection: 80% for quality and 20% for cost.

IX. Other terms and conditions

1. All materials must be original and are subject to the assessment and approval of PhilRice and experts before they are launched to the public. Editing and modifications of the materials, to achieve quality outputs, will not be given additional costs by the winning bidder to PhilRice.
2. All materials (raw and edited) designed and produced during the campaign will be owned by PhilRice, with full and exclusive rights. These materials shall be packaged and submitted in hard drives. Produced materials after the campaign may be modified for future use for a maximum of six revisions in a span of 6 years with no additional costs.
3. PhilRice reserves the right to terminate the contract should the deliverables infringe copyrights, commit plagiarism, and deemed unsatisfactory.