

PROPOSED TERMS OF REFERENCE FOR:
THE PROCUREMENT OF A PUBLIC RELATIONS AGENCY FOR
MEDIA AND STAKEHOLDERS ENGAGEMENT IN SUPPORT OF
THE RICE COMPETITIVENESS ENHANCEMENT FUND (RCEF) –
SEED AND EXTENSION COMPONENTS

I. Project Title

Strategic Communication on Rice Competitiveness Enhancement Fund (Seed and Extension components)

II. Purpose/ Objectives

Plan, implement, monitor, and evaluate communication strategies on the Rice Competitiveness Enhancement Fund (RCEF) Program

III. Scope

- 1. The Approved Budget of Contract (ABC) for the project is P4,000,000 (Four million Pesos) inclusive of all applicable taxes, commissions, bank charges, and other fees as may be incurred in the process.
- 2. This is inclusive of all edit-downs/resizing, computer graphics, talent fees, and all agency service fees.

IV. Schedule of requirements and technical specifications

Scope of work	Deliverables
Public relations plan and strategy development and implementation	Approval of a comprehensive public relations plan to achieve objectives. Deliverables include but not limited to: Key messages for media engagement Content calendar (quad media) Media Engagements Execution of approved PR plan activities such as community media event and partnerships with proposed media, stakeholders, and industry influencers
Event coverage	Press release and photo and video coverage of seed distribution and others events as identified by PhilRice Live streaming of seed distribution, technical briefing, and other events conducted in major rice-producing provinces provided Event highlights in major rice-producing provinces produced
Placement of rice technologies and advocacies	Print, radio, TV exposure (P3M)
Media and stakeholders engagement	One community media event in major rice-producing provinces
Capacity enhancement for spokespersons	Conduct two whole-day training to equip designated spokespersons and program implementers with skills on effective ways to engage with the media and influential personalities Post activity report with recommendation for next steps
Towards the completion of this engagement, which will incorporate the insights and recommendations from this engagement’s evaluation.	Submit reports with analysis and recommendations

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 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 PR company

- 1st Stage - Submission of eligibility documents
- 2nd Stage - For short-listed bidders, provide a brief credentials presentation and the proposed public relations plan.

Agencies that meet the eligibility and technical requirements will proceed to 2nd stage.

A.	Applicable experience of the agency	Points	40%
	Must be operational for at least 5 years		10%
	Above 6 years	10 points	
	4-5 years	8 points	
	2-3 years	5 points	
	Less than 2 years	0	
	Must have previously handled nationwide campaigns		10%
	Above 5 projects	10 points	
	3-4 projects	8 points	
	1-2 projects	5 points	
	No experience in handling nationwide campaigns	0	
	Must have previously handled projects involving government agencies		10%
	Above 5 projects	10 points	
	3-4 projects	8 points	
	1-2 projects	5 points	
	No previous projects involving government agencies	0	
	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	
	No award	0	

B.	Personnel complement/qualification*		30%
	Personnel to be assigned to handle the project must have at least 3-6 years of experience Managing Director (Project lead) Account Manager PR Strategist Media Liaison Social Media Strategist Stakeholder Relations (Community) Manager Researcher Data Analyst Writer Copywriter Creative Director		
	More than 6 years of experience	30 points	
	4-6 years	20 points	
	2-4 years	10 points	
	Less than 2 years	0	
C.	Current workload		30%
	If NFCC is over 150% of the ABC	30 points	
	If NFCC is 100% to 150% of the ABC	20 points	
	Below 100 % of the ABC	10 points	
	TOTAL		100%

*Note: Bidders may recommend additional personnel deemed fit for the team.

VII. Briefing and Presentation

1. Qualified and shortlisted agencies based on the technical requirements are required to attend the 1-day briefing organized by PhilRice communication team. Agencies are required to present their proposed to the members of PhilRice Development Communication Division, Bids and Awards Committee (BAC), and other individuals invited by PhilRice.
2. A maximum of fifteen minutes (15 minutes) will be given for each agency for its presentation excluding the question and answer portion.

VIII. Criteria for selection of winning agency

Each agency will be scored by members of BAC based on the following criteria:
Technical Bid/Proposal Criteria and Rating (80% passing score)

A.	Communication strategy	60%
	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	3%
	Strategic marketing	2%
	Experience and credentials	2%
	At least one (1) successful project the agency has launched within 5 years	2%
	Must have been existing for at least 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%
	Minimum required personnel	10%
	Minimum of 5 years working experience in handling nationwide accounts	10%
	TOTAL	100%

C. 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.