



***BAC Resolution Declaring the Highest Rated and Responsive Bid (HRRB) and Recommending Award for the Procurement of Consulting Services for the Local Media Plan and Placements for Tourism Branding (DOT-BAC-REI No. 2020-016)***

***Resolution No. 2020- 192***

**WHEREAS**, the Department of Tourism (DOT), through its Bids and Awards Committee (BAC), posted the Request for Expression of Interest (REI) for the **Procurement of Consulting Services for the Local Media Plan and Placements for Tourism Branding** in the DOT website, the PhilGEPs website, and in conspicuous places at the premises of the DOT continuously for seven (7) calendar days starting 23 September 2020, whereby the deadline for the submission and opening of eligibility requirements was set on 30 September 2020. The Approved Budget for the Contract (ABC) is **Sixty Million Pesos (Php60,000,000.00)**, inclusive of all applicable taxes;

**WHEREAS**, the Competitive Bidding Procedures for Consulting Services, using the Quality-Based Evaluation (QBE) procedures, pursuant to Republic Act No. 9184 (RA 9184) and its 2016 Implementing Rules and Regulations (IRR), was adopted in this undertaking;

**WHEREAS**, on 10 November 2020, the BAC issued approved BAC Resolution No. 2020-180, recommending **IPG MEDIABRANDS PHILIPPINES, INC.** as the Highest Rated Bidder (HRB). A copy of approved BAC Resolution No. 2020-180 is hereto attached, marked as **Annex "A"**, and made an integral part hereof;

**WHEREAS**, pursuant to the provisions of the revised IRR of RA 9184 on Competitive Bidding Procedures for Consulting Services using a Quality-Based Evaluation (QBE) Procedure, the BAC invited **IPG MEDIABRANDS PHILIPPINES, INC.** for the Opening of the Financial Proposal on 19 November 2020 and Negotiation on 20 November 2020. A copy of the Invitation to the Opening of Financial Proposal and Negotiation is hereto attached, marked as **Annex "B"** and made an integral part hereof;

**WHEREAS**, **IPG MEDIABRANDS PHILIPPINES, INC.** met the minimum requirements for the Financial Proposal with a submitted bid price of **Fifty-Eight Million Five Hundred Seventy-Seven Thousand Seven Hundred Thirty-Five Pesos and 50/100 (Php58,577,735.50)** inclusive of applicable taxes. The bid price is within the ABC;

**WHEREAS**, DOT and **IPG MEDIABRANDS PHILIPPINES, INC.** has successfully completed the negotiations on 20 November 2020, with the following agreements, thus the latter was subjected to Post-qualification:

- Should there be a need to reallocate budget from one platform to another, the Agency agreed to do so as long as it is within their scope of work and the working budget;
- The Media Planning and Placement Agency is responsible for the coordination and negotiation with third (3<sup>rd</sup>) party agencies; and
- Any delays in terms of payment from the DOT should be taken into consideration of the Media Planning and Placement Agency. The Media Planning and Placement

Agency is responsible in making necessary actions between the suppliers/vendors and the client; and as agreed, the processing of payment from the submission of approved milestone report, should not be more than sixty (60) days.

A copy of the Negotiation Agreements is hereto attached, marked as **Annex "C"**, and is made an integral part hereof;

**WHEREAS**, upon careful examination, validation, and verification of all the eligibility, technical and financial requirements submitted by **IPG MEDIABRANDS PHILIPPINES, INC.** being the Highest Rated Bidder (HRB), it is found to be "responsive" with all the requirements, thus Post-Qualified. A copy of the Post Qualification Report is hereto attached, marked as **Annex "D"**, and is made an integral part hereof;

**NOW, THEREFORE**, We, the Members of the Bids and Awards Committee, hereby **RESOLVE** as it is hereby **RESOLVED**;

- a) To declare **IPG MEDIABRANDS PHILIPPINES, INC.** as the bidder with the Highest Rated and Responsive Bid (HRRB) and award the contract for the **Procurement of Consulting Services for the Local Media Plan and Placements for Tourism Branding** with a total contract price of **Fifty-Eight Million Five Hundred Seventy-Seven Thousand Seven Hundred Thirty-Five and 50/100 (PhP58,577,735.50)**, inclusive of all applicable taxes, and with a contract duration of five (5) months effective from the receipt of the Consultant of the Notice to Proceed;
- b) To recommend for approval by the Secretary of the Department of Tourism the foregoing findings.

**RESOLVED**, at the DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City this 27<sup>th</sup> day of November 2020.

**Recommending Approval:**

  
**OIC-UNDERSECRETARY ROBERTO P. ALABADO III**  
BAC Chairperson

  
**DIR. MILAGROS Y. SAY**  
BAC Vice Chairperson

  
**MS. SUSAN NAGTALON**  
BAC Member

  
**MR. RAYMUND GLEN A. AGUSTIN**  
BAC Member

  
**ATTY. JENNIFER A. OLBA**  
BAC Member

**By Authority of the Secretary:**  
(per Department Order No. 2020-022)

**APPROVED**  **DISAPPROVED:**

  
**ATTY. REYNALDO L. CHING**  
OIC- Undersecretary for Administration and Finance