

Contract Milestones	% of the Total Budget
Upon acceptance of completed/implemented advocacy strategy/media plan which includes a) the materials developed and produced for dissemination and/or activities across identified media/platforms b) media buys and placements, and c) monthly monitoring reports (<i>output/deliverable #s 1, and 2</i>)	40%
Upon acceptance of a) evaluation report, b) compilation of data/information and multi-media materials such as videos, audio recordings, and/or photographs made, collected, reviewed, validated, and analyzed in relation to the project and c) terminal report (<i>output/deliverable # 3</i>)	10%

XI. Submission of Proposals

Interested Strategic Communications Firm / Media Planning and Placement Agency Advertising Agency must secure Bidding Documents and submit proposals to the PSA Bids and Awards Committee (BAC).

A detailed proposal meeting the above requirements must be prepared and presented to the BAC. The proposal must be divided into a technical portion and a financial portion, which will be submitted in separate, sealed envelopes, in accordance with the specifications set in the Bidding Documents.

The *Technical Proposal* must include the following:

1. Accomplished, signed and duly notarized Bidder Assessment Form (**Annex B**);
2. Project proposal, with brief discussions on the following components:
 - (a) Proposed media plan/strategy with cost estimates, that covers all major media types;
 - (b) Proposed implementation strategy; and,
 - (c) Proposed monitoring and evaluation system.
3. Other documentary requirements as specified in the Bidding Documents.

The *Financial Proposal* must include the following:

1. Detailed breakdown of proposed expenses, including remuneration/personnel expenses, production costs, media placement costs, and other costs; and,
2. Other documentary requirements as specified in the Bidding Documents.

Proposals submitted by qualified bidders will undergo a Quality-Based Selection/Evaluation (QBS/QBE) procedure, as detailed in the Revised IRR of RA 9184, or GPRA.

XII. Selection Process and Criteria

Qualified candidates shall be shortlisted based on the attached criteria in **Annex C**.

Shortlisted candidates will then be requested to present/pitch their proposals within 15 calendar days after the deadline for submission of proposals pursuant to Section 33.2.2 of the Revised IRR of RA 9184. The creative brief/pitch must provide a comprehensive discussion of the proposed campaign, including the following components:

1. Strategic framework and advocacy plan;
2. Media plan/strategy with cost estimates, that covers all major media types;
3. Implementation strategy to cover production of campaign materials as well as, media buying and coordination; and,
4. Monitoring and evaluation (M&E) system.

Proposals and creative briefs will be evaluated based on the following criteria:

1. Responsiveness of proposed campaign to overall goals of the 2020 CPH;
2. Responsiveness of proposed campaign to the needs and preferences of the target audience;
3. Use of creative methods to engage the target audience;
4. Use of innovative methods to engage the target audience;
5. Use of a variety of communication and/or media channels; and,
6. Achievability of campaign within the timeframe.

XIII. Ownership

All creative concepts and original materials formulated and designed in conjunction with this project shall be owned by the PSA with full and exclusive rights on future use thereof both in the Philippines and internationally.

XIV. Retention Payment

A retention payment of 10 percent shall be withheld. It shall be based on the total amount due to the Service Provider prior to any deduction and shall be retained from every progress payment until 50 percent of the value of the project, as determined by PSA, is completed. If, after 50 percent completion, the project is satisfactorily done and on schedule, no additional retention shall be made; otherwise, the 10 percent retention shall be imposed.

The total "retention money" shall be due for release upon approval of the Terminal Report. The Service Provider may, however, request the substitution of the retention money for each progress billing with irrevocable standby letters of credit from a commercial bank, bank guarantees, or surety bonds callable on demand, of amounts equivalent to the retention money substituted for and acceptable to the PSA, provided that the project is on schedule and is satisfactorily undertaken. Otherwise, the ten (10) percent retention shall be made. Said irrevocable standby letters of credit, bank guarantees and/or surety bonds, to be posted in favor of PSA shall be valid for the duration of the contract.

XV. Penalties and Liquidated Damages

The selected Service Provider shall be subjected to assessment by the PSA as to the effectiveness of any phase of the campaign.

Segments or phase(s) of the campaign not implemented for whatever reason shall be revised or modified by the media agency at no cost on the part of the PSA for the purpose of translating said segment or phase(s) for future implementation.

Where the Service Provider refuses or fails to satisfactorily complete the work within the specified contract time, plus any time extension duly granted and is hereby in default under the contract, the Service Provider shall pay the PSA for liquidated damages, and not by way of penalty, an amount, as provided in the conditions of contract, equal to at least one tenth (1/10) of one (1) percent of the cost of the unperformed portion of the works for every day of delay. Should the amount of liquidated damages reach 10 percent of the contract amount, the PSA shall at its own discretion terminate the contract without prejudice to any further action it may take to recover whatever losses incurred due to non-performance of the Service Provider.

To be entitled to such liquidated damages, the PSA does not have to prove that it has incurred actual damages. Such amount shall be deducted from any money due or which may become due the Service Provider under the contract and/or collect such liquidated damages from the retention money or other securities posted by the Service Provider, whichever is convenient to PSA.