



Bid Notice Abstract

Request for Quotation (RFQ)

Reference Number 7754363
Procuring Entity NATIONAL BOOK DEVELOPMENT BOARD
Title Provision of NBDB Brand and Communication Strategy
Area of Delivery Metro Manila

Solicitation Number:	JR No. 2021 044	Status	In-Preparation
Trade Agreement:	Implementing Rules and Regulations	Associated Components	1
Procurement Mode:	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification:	Goods	Document Request List	0
Category:	Public Relations Programs or Services	Date Published	09/06/2021
Approved Budget for the Contract:	PHP 990,000.00	Last Updated / Time	08/06/2021 19:17 PM
Delivery Period:	6 Month/s	Closing Date / Time	14/06/2021 08:00 AM
Client Agency:			
Contact Person:	Jayson B. Ramos Administrative Officer V 3rd & 4th Flr., Regalado Hive Bldg., Regalado Ave. Fairview, Quezon City Quezon City Metro Manila Philippines 63-02-5706198 jbramos9184@nbdb.gov.ph		

Description

1 LOT Provision of NBDB Brand and Communication Strategy
 For the hiring of Communications specialist/s for the NBDB Brand and Communications Strategy

SCOPE OF WORK:

The NBDB will need qualified and competent team of communication specialist/s who shall undertake the following tasks and responsibilities:

Communication Plan Development & Oversight

- Design of communications plan
- Oversight of execution over 6 months
- Oversight, editorial & creative input on collaterals, releases

Community and Media Representaion & Monitoring

- Media & Community representation
- Media monitoring

Mode of payment: The communications specialist/s will receive a Professional fee (PF) amounting to NINE HUNDRED NINETY THOUSAND PESOS (PHP 990,000) subject to applicable government taxes, charges and bank fees in three tranches

TERMS OF REFERENCE OF COMMUNICATIONS SPECIALIST/S FOR THE NBDB BRAND AND COMMUNICATIONS STRATEGY

I. Background and Rationale

Pursuant to its mandate, the NBDB programs require an effective strategy in order to implement the same at a maximum level. A brand and communications strategy will provide major features of engagements towards the efficient, effective and responsive ways of delivering services to the key industry players and in serving the Filipino.

II. Objective

The NBDB Brand and Communications strategy aims to:

1. Increase the engagement among Filipino independent creatives
2. Increase engagement among Filipino publishers
3. Promote book readership among Filipinos
4. Push towards the mainstreaming of Filipino books & titles

III. Qualifications

The NBDB is looking for qualified and competent communications specialist/s for the Brand and Communications strategy with the following qualifications:

1. At least 15 years of experience in Public Relations and Media
2. Proficient in communications in English and Filipino
3. Broad experience in Philippine Media and Stakeholder Relation, Public Relations, Integrated Marketing Communication
4. Extensive experience in planning, managing, and executing campaigns and projects, production and management.
5. Has worked with major broadcasting networks in the country.

IV. Scope of Work

The team of communications specialist/s shall undertake the following tasks and responsibilities:

1. Communications Plan Development & Oversight
 - a. Design of communication plan
 - b. Oversight of execution over 6 months
 - c. Oversight, editorial & creative input on collaterals, releases
2. Community and Media Representation and Monitoring
 - a. Media & Community representation
 - b. Media monitoring

V. Arrangement

1. Subject Matter Expert
 - a. Provide a copy of one's curriculum vitae upon confirmation of the engagement;
 - b. Inform the NBDB Secretariat ahead of time of their logistics; and
 - c. Shoulder expenses that may be incurred beyond the scope of the budget.
2. NBDB Secretariat
 - a. Provide close guidance on the brand and communications strategy;
 - b. Provide support to the communications expert in providing appropriate agency data as need arises;
 - c. Process payment to the Administrative and Finance Division.

VI. Approved Budget for the Contract

The budget for this contract is NINE HUNDRED NINETY THOUSAND PESOS (PHP990,000), subject to applicable taxes, charges and bank fees in three tranches:

- A. 15% - 1st tranche upon approval of the brand communications proposal;
- B. 70% - 2nd tranche on the 3rd month of the contract upon submission of expected outputs.
- C. 15% - 3rd tranche upon NBDB's issuance of a certificate of completion of the deliverables

VIII. Deadline and submission of expression of interest

The NBDB invites interested teams to submit a letter of intent with costing, respective CVs, sample work and copy of PhilGEPS registration to oic@nbdb.gov.ph until June 14, 2021, Monday, 8:00 A.M.

Other Information

Contact person for this requirement is Mr. Ryan A. Esteban, OIC Deputy Executive Director. You may email your quotation through oic@nbdb.gov.ph

Created by Jayson B. Ramos
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