

TERMS OF REFERENCE

PROJECT TITLE	:	DIGITAL CONSULTANCY AND CREATIVE MANAGEMENT OF FREE AD CREDITS FROM GOOGLE
PROJECT COST	:	Eight Hundred Thousand Pesos (Php 800,000.00)
PROJECT DURATION	:	April 2021 – December 2021
SOURCE	:	Office of Assistant Secretary Digital Philippines (OADigitalPH) Ecommerce Division (ECD)

1. PROJECT DESCRIPTION

Last April 2020, Google LLC donated \$1.2 million USD-worth of search advertising credits in support to the Philippine government's information drive on the coronavirus disease (COVID-19) and other economic recovery measures. A 3rd party provider was contracted by the DTI from May to December 2020, the engagement of which resulted in the following: 158 ads were run, monthly reports measuring clicks, impressions, click through rate (CTR), and average cost per click (CPC) were submitted.

The top five (5) Ad Groups were: 1.) TESDA English, 2.) BNRS English, 3.) GoLokal Shopinas English, 4.) TPG English, and 5.) ROG SB Corp. English. By end of the project, a total of 86 Ad Groups and 14,729 keywords had been implemented with a 98% utilization rate at \$1,181,111.26

For the year 2021, Google has granted additional \$1.2 million of ad credits. To ensure the efficient use of these ad credits, there is a need for DTI to tap experts for the proper management of said ad credits. Assistance will also be required by the Ecommerce Office, as a major "ad group within DTI", to successfully promote its projects aimed at providing assistance to stakeholders affected by the pandemic such as digital transformation of MSMEs, Capacity building for unemployed workers, among others. To further maximize the ad credits, a social media strategy to improve engagement is likewise needed.

2. SCOPE OF WORK

The Consultant is expected to:

- Provide technical expertise to DTI on managing and implementing the Google SEM Ad Credits campaign;
- Provide best practices on keyword planning, grouping, content in order to increase website visits and registration to DTI programs;
- Provide training and familiarization on search engine optimization among DTI communication officers;
- Develop overall social media strategy for DTI ECommerce Office, including but not limited to:
 - Online persona and tonality
 - Content strategy (themes and pillars)
 - Platform roles and recommendations
 - Social media engagement strategy
 - Content calendar

3. DELIVERABLES

The approved and final product shall be delivered in accordance to the timeline agreed between the Consultant and the Office of the Assistant Secretary for Digital Philippines (DigitalPH). Deliverables stated below:

	DELIVERABLES
Strategic Consultation and Management of Google SEM Campaign	<ul style="list-style-type: none"> - Strategic consultation with Client and internal DTI Ecommerce internal team for SEM deliverables - Coordination between the client and partners - Management, checking and streamlining of Keyword submissions from DTI Offices - Ad group development based on keyword submissions - Ad Implementation, Ad Setup and reporting coordination between client and Google
Training on Search Engine Optimization	<ul style="list-style-type: none"> - SEM101 "How Search Engine Marketing Works" - Critique on DTI Submissions - Minimum of 2 sessions
Creative Ad Development for SEM Text Ads	<ul style="list-style-type: none"> - Copywriting of 2-3 text ads per ad group for SEM campaign - Creative ad optimization on text ads
Providing SEM Analytics	<ul style="list-style-type: none"> - Monitor the performance and progress of SEM campaign through both ad reports and google site analytics reports - Monthly report for DTI ECommerce on implementation status, insights, and recommendations
Social Media Strategy	<ul style="list-style-type: none"> - Online persona and tonality - Content strategy (themes and pillars) - Platform roles and recommendations - Social media engagement strategy - Content calendar

4. QUALIFICATION OF BIDDERS/CONSULTANTS

The Consultant/Third Party must have the following:

- 4.1. At least three (3) years of professional experience in the industry, specifically in the areas of advertising, graphic design, production, creative writing particularly in social media advertising,
- 4.2. Must have handled and completed at least 3 similar projects with contract value each at P300K
- 4.3. Must be registered online with the Philippine Government Electronic Procurement System (<http://www.philgeps.net>) as a legitimate service provider for government

requirements;

5. EVALUATION CRITERIA FOR SHORTLISTING

The consultant shall prepare and submit the following as part of their proposal:

1. List of similar contracts and provide a description of trainings conducted
2. Curriculum Vitae of Project Team
3. Proposed methodology and project design including timeline.

EVALUATION CRITERIA
A. Technical Proposal (70%)
1. Track Record (20pts.)
2. Qualification of Key Personnel (20pts.)
3. Methodology and Design (30pts)
B. Financial Proposal (30%)

6. APPROVED BUDGET FOR THE CONTRACT (ABC)

The budget allocated for this project is P800,000.00, inclusive of taxes.

7. IMPLEMENTATION ARRANGEMENT

- 7.1. The Consultant shall be responsible for carrying out specific tasks relevant to the various stages of the project and shall ensure the timely submission of all required deliverables of this project.
- 7.2. The implementation of this Project shall be subject to government accounting and auditing rules and regulation

8. EVALUATION

Quality-Cost evaluation shall be adopted, where 70% (quality) and 30% (cost). Quality shall consider contracts of similar projects, company experience, and quality of personnel to be deployed.

9. SCHEDULE OF PAYMENT

Payment upon submission of deliverables based on the timeline agreed between the DTI eCommerce Division and the Consultant.