

TERMS OF REFERENCE

PROJECT TITLE	:	ECOMMERCE 2022 PHILIPPINES ROADMAP AVP
PROJECT COST	:	Php 500,000.00
PROJECT DURATION	:	January 15 to February 15, 2021

1. PROJECT DESCRIPTION/BACKGROUND

Recognizing the crucial role of e-commerce in propelling innovation and in developing and growing the digital economy, the Department of Trade and Industry through its eCommerce Division is now preparing for the eCommerce Philippines Roadmap 2022.

With the COVID-19 pandemic accentuating the need for eCommerce, digital financial services, e-government, improved logistics and digitalization of MSMEs, DTI E-Commerce has been pushing policies and programs for the digital economy.

Recently, DTI E-Commerce conducted a baseline survey of MSMEs which found that 23% of MSMEs were not digitized at all, while 51% had a basic level of digitalization and 21% had an intermediate level of digitalization. MSMEs with an advanced level of digitalization accounted for 6% of respondents.

Aside from that DTI E-Commerce also commissioned interviews with top executives from eCommerce companies. The respondents gave their outlook on eCommerce in the country as well as insights and suggestions on how to drive the digital economy forward.

Consultative meetings with the relevant government agencies, start-up sector, logistics sector and digital finance sector also produced relevant data. Given all this, the DTI looks to continue its push for growth in the digital economy through laying out policies and programs in the eCommerce Philippines Roadmap 2022.

To help communicate the initiatives in the Roadmap, this project would entail the production of an Audio-Visual Presentation that can effectively summarize information and promote the Roadmap to the public via social media and other communication platforms.

2. SCOPE OF WORK

PRODUCTION OF AN AVP PROMOTING THE ECOMMERCE 2022 ROADMAP

The Consultant is expected to produce media material and provide pre- and post-production services specifically editing and scoring in the production of a 90 seconds Audio Visual Presentation (AVP) which should be ready for the eCommerce Philippines Roadmap 2022 launch, and a Music video with original song at a maximum total running time of 180 seconds.

3. DELIVERABLES

The Consultant is expected to prepare and deliver to provide the following outputs:

Form and Length

- One (1) 90-second Audio Visual Presentation (AVP) with original music, uploadable in YouTube and other social media applications
- One (1) Motion graphics Music video, with original song.

Video/Sound Output Format

- The final AVP and Music Video should be executed on high definition using an industry standard editable digital format. The DTI has the right to reproduce unlimited copies, use and format, and do reverse engineering, if necessary.

Music

- Original song composition will be a property of DTI for reuse in other projects

4. QUALIFICATION OF BIDDERS/CONSULTANTS

The Consultant must have the following:

- At least three (3) years of professional experience in the industry, specifically in the areas of advertising, graphic design, production, creative writing and dealing with the media, and other related fields;
- Handled and completed projects with at least three (3) government agencies in the areas of advertising, graphic design, creative writing, media production, and other related fields; and
- Identified members of the creative team must have handled at least two (2) projects which are similar in nature to the requirement; and
- Must be registered online with the Philippine Government Electronic Procurement System (<http://www.philgeps.net>) as a legitimate service provider for government requirements.

5. WORKING ARRANGEMENTS

- The Consultant will render its services from January 15 to February 15, 2021.
- All materials, data, information, and reports arising from the project shall be considered property of DTI Ecommerce Division and must be treated by the Consultant with utmost confidentiality.

6. APPROVED BUDGET FOR THE CONTRACT (ABC)

The budget allocated for this project is **Five Hundred Thousand Pesos (Php 500,000.00)** shall be paid in full upon submission and approval of the AVP and the Music Video, inclusive of all applicable taxes.

7. EVALUATION CRITERIA

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

1. List of similar and completed contracts
2. Curriculum Vitae of Project Team
3. Proposed methodology and design

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

8. IMPLEMENTATION ARRANGEMENT

- 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.
- The implementation of this Project shall be subject to government accounting and auditing rules and regulation.

9. CONFIDENTIALITY CLAUSE

- The Consultant warrants the full confidentiality of all information gathered for the consultancy contract given by DTI, unless the latter indicates contrary.
- The Consultant shall not disclose any information disclosed to him for the purpose of this service.
- After the completion of the contract, all materials, data, and other related documents provided must be returned to DTI.