

Project Title: <b><u>CLARK AIRPORT CITY BRAND DEVELOPMENT</u></b>		Projected Work Timeline <b><u>COMPLETION - AUG - SEPT 2024</u></b>	
Project Budget: <b><u>PHP 990,000.00</u></b>			
Item Description	Qty.	Estimated Unit Cost	Estimated Total Cost
<b>A. CONDUCT OF BRAND STUDY</b>  1. LOGO DESIGN PROCESS - Initial Concepts (2 Art Directions with 2 Studies Variation Each) - Refinement and Finalization - Final Logo Files (AI / PSD / PDF/ PNG / JPG)  2. VISUAL IDENTITY - Color Palettes - Typography Guidelines - Graphic Elements relating to the logo - Brand Guidelines (Includes the Brand Story, Core Identity, Logo Usage and Corporate Stationary)	<b>1 LOT</b>	Php 358,400.00	Php 358,400.00
<b>B. CONDUCT OF COLLATERAL DESIGN</b>  One (1) Design for Each Promotional Material - Brochure - Flyer  Two (2) Designs for Each Promotional Material - Poster - Banner	<b>1 LOT</b>	Php 134,400.00	Php 134,400.00
<b>C. CONDUCT OF BRAND MERCHANDISE DESIGN</b> - Two (2) Shirt Designs - Two (2) Corporate and Sport Jacket Designs - One (1) Cap Design - Corporate Giveaway Design Set (Messenger Bag, Sanitary Organizing Pouch, Backpack, Mug, Umbrella, Notebook and Flash Drive)  - Turnover of all AI Editable/Layered Files (PSD and PDF) with recommended materials and specifications for production	<b>1 LOT</b>	Php 177,200.00	Php 177,200.00
<b>D. ESTABLISH BRAND APPLICATION TEMPLATES</b>  3. BRAND APPLICATION - Signage Design and Placement - Vehicle Wraps, Buses, Vans & Utility Vehicles - Branded Landmarks - Lamp Post Banners and Waiting Sheds - Integration to Public Transport System - Integration to Environmental Sustainability and Awareness  - Turnover of Print-Ready files with recommended materials and specifications for production (AI / PDF / JPG / PNG)	<b>1 LOT</b>	Php 300,000.00	Php 300,000.00

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<b>E. REGISTRATION OF BRAND TRADEMARK</b> <ul style="list-style-type: none"> <li>- Application(s) for Trademark Registration</li> <li>- Publication for Opposition</li> <li>- Issuance of Certificate of Registration</li> <li>- Publication of Registration</li>   <li>- And all other documentary requirements necessary for the brand trademark and registration</li> </ul>	<b>1 LOT</b>	Php 20,000.00	Php 20,000.00
<b>TOTAL PROJECT COST (12% VAT INCLUSIVE)</b>			<b>Php 990,000.00</b>
SCOPE OF WORK		DURATION	ITEM COST
A. CONDUCT OF BRAND STUDY		14 days	Php 358,400.00
B. CONDUCT OF COLLATERAL DESIGN		12 days	Php 134,400.00
C. CONDUCT OF BRAND MERCHANDISE DESIGN		12 days	Php 177,200.00
D. ESTABLISH BRAND APPLICATION TEMPLATES		12 days	Php 300,000.00
<b>SUB - TOTAL DURATION</b>		<b>50 days</b>	<b>Php 970,000.00</b>
E. FILING FOR BRAND TRADEMARK REGISTRATION		3 days	Php 20,000.00
F. REGISTRATION OF BRAND TRADEMARK		32 days	
<b>SUB - TOTAL DURATION</b>		<b>37 days</b>	<b>Php 20,000.00</b>
<b>TOTAL PROJECT DURATION</b>		<b>90 days</b>	<b>Php 990,000.00</b>

**BID PARAMETERS**

1. The **Clark International Airport Corporation (CIAC)** intends to procure and engage the services of a Design Consultant that will conduct the Brand Development of Clark Airport City with an Approved Budget for the Contract (ABC) of **Nine Hundred Ninety Thousand Pesos (Php 990,000.00)** to be executed within **Ninety (90) calendar days**, inclusive of all applicable taxes and fees.
2. Pursuant to the 2016 Implementing Rules and Regulations of R.A. 9184 Annex H, proponents submitting bids under the Small Value Procurement modality shall have the following documentary requirements attached in their bid submission:
  - A. Mayor's/Business Permit
  - B. PhilGEPS Registration Number
  - C. Income/Business Tax Return
  - D. Notarized Omnibus Sworn Statement
3. Financial proposals received in excess of the ABC shall be automatically rejected.
4. The Proponent, through its expertise on Visual and Graphic Design particularly in Brand Development, **must have previously entered into all of the following types of services/contracts** with any of the following documents attached:

Service/Contract Type	Document Type
a. Brand Development for an International Sporting Event within the past three (3) years b. Brand Development for any type of Government Agency within the past three (3) years c. Brand Development for any type of Government Agency organized event or product launch within the past three (3) years	Certificate of Final Acceptance/ Notice to Proceed/ Notice of Award/ Job Order

5. The Consultant, shall also attach together with the bid upon submission the curriculum vitae of the required identified key personnel to undertake the Project, as follows:
  - A. One (1) Creative Director
  - B. One (1) Account Manager
  - C. Two (2) Graphic Designers
6. Proposals shall be evaluated based on **Quality-Cost Based Evaluation (QCBE)**. The criteria and rating system for the selection of the winning certifying body are as follows:

Criteria	Rating
a. Applicable Work Experience of the Consultant in accordance with the Indicated Work Experience Requirement	40%
b. Qualifications of the Required Key Personnel	30%
c. Financial Compliance and Completeness of Bid in accordance with the Indicated Scope of Work	30%
<b>TOTAL</b>	<b>100%</b>

**BID PARAMETERS**

7. The Detailed Criteria as basis for the rating of the bid submissions are as follows:

<b>Applicable Work Experience of the Consultant in accordance with the Indicated Work Experience Requirement (40%)</b>	<b>Points</b>
1. Brand Development for an International Sporting Event within the past three (3) years a. One Completed Service/Contract b. Two or More Completed Service/Contracts	10 points 15 points
2. Brand Development for any type of Government Agency within the past three (3) years a. One Completed Service/Contract b. Two or More Completed Service/Contracts	15 points 20 points
3. Brand Development for any type of Government Agency organized event or product launch within the past three (3) years a. One Completed Service/Contract b. Two or More Completed Service/Contracts	15 points 20 points
<b>PERCENTAGE POINTS</b>	
<b>RATING</b>	

<b>Qualifications of the Required Key Personnel (30%)</b>	<b>Points</b>
<b>1. Professional Experience</b> a. Five (5) to Ten (10) Years Work Experience b. Eleven (11) Years and Higher Work Experience  c. Handled or Participated in any National Digital Media/Design Project/Campaign  d. Handled or Participated in any International Digital Media/Design Project/Campaign	15 points 20 points  15 points  20 points
<b>2. Professional Exposure</b> a. Participated as Member of the Jury/Deciding Body in any Digital Media or Digital Design Competition within the Philippines b. Participated as Resource Person/Speaker in any Digital Media or Design Related Conference/Seminar/Workshop c. Won/Cited for any award/recognition in a Local Digital Media/Design Competition d. Participated in any Local Digital Media/Design Competition	15 points 10 points 15 points 10 points
<b>PERCENTAGE POINTS</b>	
<b>RATING</b>	

8. The Detailed Criteria for the Financial Component shall be based on the provided formula:

a. 
$$\text{Financial Rating} = \text{Lowest Bid Amount} / \text{Bid Amount} \times 100\% \times 30\%$$

9. Bid submissions need to acquire a total minimum rating of at least **Seventy (70.00%)** in order to qualify.

10. **The Bid with the highest calculated rating shall be the Highest Rated Bid.**

**BID PARAMETERS**

11. Payment shall be made in two (2) installments upon completion of each of the following milestones and submission of the required deliverables, to wit:

<b>Milestone/Deliverable</b>	<b>Payment</b>
Conduct of Brand Study up to Established Brand Application Templates	95%
Registration of Brand Trademark	5%

12. Payment after every Milestone/Deliverable shall be made by CIAC within twenty (20) days upon receipt of invoice.

13. CIAC reserves the right to reject the proposal of any proponent who:

- a. does not offer the required services as provided for in this Request for Quotation;
- b. is discovered to have suppressed, disclosed or falsified information; or
- c. failed to satisfactorily perform/complete any contract previously awarded to it.

14. CIAC reserves the right to review other relevant information affecting the proponent or the proposal before the approval of the contract. Should such review uncover any misrepresentation made in the proposal documents, or any change in the situation of the proponent which affects the substance of the proposals, CIAC may disqualify the proponent from obtaining the award.