



REPUBLIC OF THE PHILIPPINES
SOCIAL SECURITY SYSTEM
East Avenue, Diliman, Quezon City
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Request for Expression of Interest
REI-SSS-Consulting 2019-010

***HIRING OF A DIGITAL MARKETING AND ONLINE PUBLIC
RELATIONS AGENCY FOR TWO (2) YEARS***

1. The ***Social Security System (SSS)***, through the Corporate Operating Budget FY 2019, intends to apply the sum of **₱ 39,600,000.00 for two (2) years (@₱ 19,800,000.00/year)** being the Approved Budget for the Contract (ABC) to payments under the contract for **Hiring of a Digital Marketing and Online Public Relations (PR) Agency for two (2) years.**

Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.

2. The ***Social Security System*** now calls for the submission of eligibility documents for the **Hiring of a Digital Marketing and Online PR Agency for Two (2) years.** *Provide and execute communication materials for Quad Media for SSS Communication Plan (production and execution of TV, radio and print ads and social media videos; Marketing Plan; Assistance in Media Planning; Online Public Relations Services and Social Media Management-Boosting of social media posts.*

Eligibility documents of interested consultants must be duly received by the BAC Secretariat **on or before 14 October 2019 (Monday) not later than 2:00pm. at the Bidding Room (formerly CDPRD Computer Room), 2nd Floor, SSS Main Building, East Avenue, Diliman, Quezon City.** Applications for eligibility will be evaluated based on a non-discretionary “pass/fail” criterion.

3. Interested bidders may obtain further information from the **SSS** and inspect the Bidding Documents at the address given below from Monday to Friday, 8:00a.m. to 5:00p.m.
4. **A complete set of Bidding Documents may be acquired by interested bidders starting 04 October 2019 up to the scheduled submission & opening of eligibility documents** from the address below and upon payment of the applicable fee for the Bidding Documents, in the amount of **₱ 20,000.00.**

The mode of payment shall be on a cash basis payable at the SSS Cash Department, Ground Floor, SSS Main Bldg., upon accomplishment of SSS Form R-6. The Bidding Documents shall be received personally by the prospective Bidder or his authorized representative.

It may also be **downloaded free of charge** from the website of the Philippine Government Electronic Procurement System (PhilGEPS) and the website of the SSS, provided that Bidders shall pay the applicable fee for the Bidding Documents not later than the submission of their bids.

5. The BAC shall draw up the short list of consultants from those who have submitted Expression of Interest, including the eligibility documents and have been determined as eligible in accordance with the provisions of Republic Act 9184 (RA 9184), otherwise known as the “Government Procurement Reform Act”, and its Revised Implementing Rules and Regulations (RIRR).

The short list shall consist of ***top five (5)*** prospective bidders who will be entitled to submit bids. The criteria and rating system for short listing are:

| | |
|---|-----------------|
| <p>Applicable Experience of the Agency</p> <ul style="list-style-type: none"> ➤ Has completed similar projects completed in the last three (3) years (<i>similar project to mean, at least one (1) similar project that deals with socio-economic or advocacy campaign</i>) ➤ Has been in the industry for at least three (3) years | 50 pts. |
| <p>Qualification of personnel who may be assigned to the job</p> <p>The identified members of the proposed team must have the following:</p> <ul style="list-style-type: none"> ➤ Years of experience: <ul style="list-style-type: none"> a) Account Manager – 10 years and above b) Art/Creative Director – 10 years and above c) Public Relations Strategist – 10 years and above d) Social Media Strategist – Three (3) years and above ➤ Educational Attainment: <ul style="list-style-type: none"> a) Account Manager – Bachelor’s degree of any four-year course b) Art/Creative Director – Bachelor’s degree in Communication/Advertising/Arts/Creatives/Multi-media c) Public Relations Strategist – Bachelor’s degree of any four-year course d) Social Media Strategist – Bachelor’s degree of any four-year course | 40 pts. |
| <p>Current workload relative to capacity Current workload relative to capacity (Ratio) shall be computed based on the following:</p> <p style="text-align: center;">No. of Professional Staff/ No. Of Ongoing Projects</p> <p>Wherein the bidder with the highest computed ratio shall garner the perfect score of 10 points. The points of the rest of the bidder shall be computed on a pro rata basis as follows:</p> <p style="text-align: center;">(Ratio of the Bidder/ Ratio of the Highest Rated Bidder) X 10 points</p> | 10 pts. |
| TOTAL | 100 pts. |
| Minimum Passing Score | 75 pts. |
| Top 5 bidders which passed the minimum score will be shortlisted | |

*NOTE: The qualifications of bidder/s shall be computed through ratio and proportions or by using the **arithmetic mean (average)**, whichever is applicable.*

6. Bidding will be conducted through open competitive bidding procedures using non-discretionary “pass/fail” criterion as specified in the IRR of RA 9184.
 - (i) Bidding is restricted to Filipino citizens/sole proprietorships, cooperatives, and partnerships or organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines.
7. The SSS shall evaluate bids using the Quality-Cost Based Evaluation/Selection (QCBE/QCBS) procedure. The criteria and rating system for the evaluation of bids shall be provided in the Instructions to Bidders.

8. The contract shall be completed within **two (2) years after the bidder has received duly approved/signed/notarized contract.**
9. References to the dates and times shall be based on Philippine Standard time. Should any of the above dates fall on a holiday, the deadline shall be extended to the same time on the immediately succeeding business day in Quezon City.
10. The Social Security System reserves the right to reject any and all bids, declare a failure of bidding, or not award the contract at any time prior to contract award in accordance with Section 41 of RA 9184 and its IRR, without thereby incurring any liability to the affected bidder or bidders.
11. The Social Security System assumes no obligation to compensate or indemnify parties for any expense or loss that they may incur as a result of their participation in the procurement process, nor does SSS guarantees that an award will be made as a result of this invitation. Furthermore, the SSS reserves the right to waive any defects or formality in the responses to the eligibility requirements and to this invitation and reserves the right to accept the proposal most advantageous to the agency.
12. For further information, please refer to:

Bids and Awards Committee

The Secretariat

2nd Floor, SSS Main Building

East Avenue, Diliman, Quezon City

Tel # 922-1070, 920-6401 local 5492/6382

Email – bac@sss.gov.ph

**THE CHAIRPERSON
BIDS & AWARDS COMMITTEE**

ref.: rei-sss-consulting-2019-010-Digital Marketing