



REPUBLIC OF THE PHILIPPINES  
**SOCIAL SECURITY SYSTEM**

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***Request for Expression of Interest  
REI-SSS-Consulting-2020-004***

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

1. The Social Security System (SSS), through the *2020 Approved Corporate Operating Budget (COB) – Publication Expense (Advertising)* intends to apply the sum of **₱35,586,065.00 for two (2) years (@₱17,793,032.50/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 SSS now calls for the submission of eligibility documents for the **Hiring of a Digital Marketing and Online Public Relations (PR) Agency for Two (2) years**<sup>1</sup>.

Eligibility documents of interested consultants must be duly received by the BAC Secretariat **on or before 28 September 2020 (Monday) not later than 2:00pm. at the Bidding Room (formerly CDPRD Computer Room), 2<sup>nd</sup> 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 stated in the last item of the Instructions to Bidders (ITB) from Monday to Friday, 8:00a.m. to 5:00p.m.

**Only one company representative is allowed to attend the manual opening of Eligibility Documents. Other company representative may witness the opening of Eligibility Documents through Microsoft Teams. Kindly e-mail us on or before 25 September 2020, through e-mail address [bac@sss.gov.ph](mailto:bac@sss.gov.ph), the following:**

- a. **Name of the representative and e-mail address; and**
  - b. **Technical and administrative queries.**
4. **A complete set of Bidding Documents may be acquired by interested bidders starting 17 September 2020 up to the scheduled submission & receipt of bids** from the address stated in the last item of the ITB and upon payment of the applicable fee for the Bidding Documents in the amount of **₱20,000.00**.

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.

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<sup>1</sup> A brief description of the terms of reference of the Consulting Service should be provided, including outputs/deliverables, location of project, and other information necessary to enable potential bidders to decide whether or not to respond to the invitation.

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 Implementing Rules and Regulations (IRR).

The short list shall consist of **top five (5)**<sup>2</sup> prospective bidders who will be entitled to submit bids. The criteria and rating system for short listing are:

<p><b>Applicable Experience of the Agency</b></p> <ul style="list-style-type: none"> <li>➤ Has been in the industry and has completed <b>similar projects in the last three (3) years</b> prior to the date of submission and receipt of eligibility documents <ul style="list-style-type: none"> <li>a) Social Media Management – Four (4) similar projects</li> <li>b) TV commercial production – Two (2) similar projects</li> <li>c) Radio commercial production – One (1) similar project</li> <li>d) Print ad – One (1) similar project</li> </ul> </li> </ul>	40 pts.	
<p><b>Qualification of personnel who may be assigned to the job</b></p> <p><b>The identified members of the proposed team must have the following:</b></p> <ul style="list-style-type: none"> <li>➤ Years of working experience prior to the date of submission and receipt of eligibility documents <ul style="list-style-type: none"> <li>a) Account Manager – at least 10 years</li> <li>b) Art/Creative Director – at least 10 years</li> <li>c) Public Relations Strategist – at least 10 years</li> <li>d) Social Media Strategist – at least 3 years</li> </ul> </li> <li>➤ Educational Attainment: <ul style="list-style-type: none"> <li>a) Account Manager – Bachelor’s degree of any four-year course</li> <li>b) Art/Creative Director – Bachelor’s degree in Communication/ Advertising/Arts/Creatives/Multi-media</li> <li>c) Public Relations Strategist – Bachelor’s degree of any four-year course</li> <li>d) Social Media Strategist – Bachelor’s degree of any four-year course</li> </ul> </li> </ul>	40 pts.	
<p><b>Current workload relative to capacity</b></p> <p>Current workload relative to capacity (Ratio) shall be computed based on the following:</p> <p style="text-align: center;"><b>No. of Professional Staff/ No. of Ongoing Projects</b></p> <p>Wherein the bidder with the highest computed ratio shall garner the perfect score of 20 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;"><b>(Ratio of the Bidder/ Ratio of the Highest Rated Bidder) X 20 points</b></p>	20 pts.	
<b>TOTAL</b>		<b>100 pts.</b>
<b>Minimum Passing Score</b>		<b>75 pts.</b>
<b>Top 5 bidders which passed the minimum score will be shortlisted</b>		

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

<sup>2</sup> For World Bank financed contract, the short list should be six (6) Consultants.

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 Based Evaluation/Selection (QBE/QBS)** 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 SSS 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 SSS 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**

2<sup>nd</sup> Floor, SSS Main Building  
East Avenue, Diliman, Quezon City  
Tel # 8922-1070, 8920-6401 local 5492/6382  
Email – [bac@sss.gov.ph](mailto:bac@sss.gov.ph)

  
**THE CHAIRPERSON**  
**BIDS & AWARDS COMMITTEE**  
