

PHILIPPINE INTERNATIONAL CONVENTION CENTER
BAC Resolution Declaring HRRB and Recommending Award

RESOLUTION NO. 027(08-22)

WHEREAS, the PICC-BAC advertised, through posting in the Phil-GEPS, PICC Website and in the bulletin board of the BAC Secretariat, the Request for Expression of Interest for the *Procurement of the Consultancy Services of an Advertising Agency/Public Relations or Media Outfit* (the "Project"), with an Approved Budget for the Contract of **THREE MILLION THREE HUNDRED EIGHTY-TWO THOUSAND PESOS (P3,382,000.00)**, VAT inclusive;

WHEREAS, three (3) advertising agencies applied – and were approved - for inclusion in the shortlist of prospective bidders for the Project, namely, Carbon Digital, Inc. ("CDI"), Comms 360, Inc. (C360") and Club Media Asia ("CMA");

WHEREAS, in the bidding for the Project held on August 15, 2022, however, only CDI and CMA submitted their respective eligibility documents as well as technical and financial proposals, and, after the opening of the said documents, each of them conducted an oral presentation of their respective technical proposal;

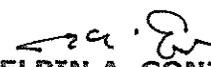
WHEREAS, for purposes of determining the Highest Rated and Responsive Bidder for the Project, the bidding terms and conditions provide that the technical proposal shall be given a weight of seventy percent (70%), while the financial proposal shall be entitled to a weight of thirty percent (30%); and

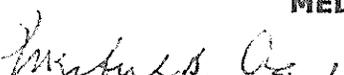
WHEREAS, the summary of the ratings of the technical and financial proposals of the two (2) bidders is, as follows:

Name of Agency	Technical Score (1)	Financial Score (2)	Total Score (1)+ (2)
CMA	90.75 (63.52%)	97.5 (29.25%) (P3,381,812.00)	92.77%
CDI	70.00 (49%)	100 (30%) (P3,300,000.00)	79%

NOW, THEREFORE, We, the Members of the Bids and Awards Committee, hereby RESOLVE, as it is hereby RESOLVED, to (i) declare Club Media Asia as the Highest Rated and Responsive Bidder for the Project, and (ii) recommend to the PICC General Manager the award of the consultancy contract for the Project to Club Media Asia in the amount of P3,381,812.00, VAT-inclusive.

RESOLVED, at the PICC, this 18th day of August, 2022.


MELPIN A. GONZAGA
Chairman


ELIZABETH B. AGUILA
Vice-Chairperson


PERCIVAL M. SALONGA
Member


MARIA SOCORRO S. AVILA
Member

PORTIA G. CABIAD
End-user

Approved on

RENATO B. PADILLA
General Manager