



Republic of the Philippines  
**PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE**  
Malacañang, Manila

**BAC RESOLUTION NO. 010**  
*Series of 2017*

**SUBJECT : BAC RESOLUTION RECOMMENDING THE SHORTLISTED CONSULTANTS FOR PROCUREMENT FOR CONSULTING SERVICES OF AN ADVERTISING AGENCY FOR THE INTEGRATED MARKETING PLAN/CAMPAIGN FOR ASEAN 2017 CHAIRMANSHIP (BIDDING NUMBER 17-ASEAN-005)**

**DATE : 16 MARCH 2017**

**WHEREAS**, the Presidential Communications Operations Office (PCOO) through the 2016 General Appropriations Act of the Department of Foreign Affairs, pursuant to Administrative Order No. 48 creating the National Organizing Council (NOC) for ASEAN 2017 under which PCOO is the chair for its Committee on Media Affairs and Strategic Communications (CMASC) and pursuant to a Memorandum of Agreement dated 22 March 2016, intends to procure the consulting services of an advertising agency for an integrated marketing plan/campaign for ASEAN 2017 Chairmanship;

**WHEREAS**, on 17 February 2017, the PCOO posted an Invitation to Bid and subsequently on February 27, 2017, an eligibility check of prospective bidders was conducted in accordance with law;

**WHEREAS**, one of the prospective bidders, Events Organizer Network, Inc. (EON) was found not to have submitted the required documents to qualify as an eligible bidder and despite a motion for reconsideration was filed by EON, upon a BAC deliberation made on 07 March 2017, said motion for reconsideration was denied on the ground that it was not able to submit all the required documents, particularly the PhilGEPS Platinum Membership. Neither was they able to submit the alternative documents in lieu of PhilGEPS Membership pursuant to GPPB Circular 03-2016;

**WHEREAS**, as a matter of procedure, BAC Technical Working Group (TWG) proceeded to conduct the numerical rating for the shortlisting of those who passed the eligibility check pursuant to Sec. 24.5 of the 2016 Revised Implementing Rules and Regulations (IRR) of the Procurement Law (also known as "R.A. 9184") using the applicable criteria and with a passing minimum rate of 80%, to wit: 50% - Applicable Experience of Consulting Firm; 30% - Past Experience and Capability; and 20% - Current Workload Relative to Capacity;

**NOW, THEREFORE** having considered the foregoing circumstances, the PCOO BAC unanimously resolves to respectfully recommend that the shortlisting of those found eligible for the procurement of Advertising Agency be approved by the Head of the Procurement Entity (HoPE) or his authorized representative. The following prospective bidders are shortlisted, to wit:

1. AVC Media Group
2. DDB Group Philippines
3. Dentsu Media Philippines
4. OMD Philippines, Inc.


**RESOLVED FURTHER**, that the motion for reconsideration of EON is denied on the ground that it was not able to submit all the required documents, particularly the PhilGEPS Platinum Membership. Neither was they able to submit the alternative documents in lieu of PhilGEPS Membership pursuant to GPPB Circular 03-2016;


**RESOLVED FURTHER**, that upon approval by the Head of the Procuring Entity (HoPE) or his duly authorized representative of this shortlisting, that the pre-bid conference be scheduled on Monday, 20 March 2017 at 10 o' clock in the morning at the PCOO Conference Room;

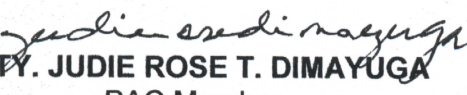
**RESOLVED FINALLY** to post this Resolution on the PCOO Website, PhilGEPS and conspicuous places within the premises of PCOO.

**BE IT RESOLVED**, as it is hereby resolved, at the PCOO Conference Room this 16th of March, 2017.

  
**ATTY. NOEL GEORGE P. PUYAT**  
 Chairperson

  
**ATTY. OMAR V. ROMERO**  
 Vice-Chairperson

  
**JOSE L. OGRIMEN JR.**  
 BAC Member

  
**ATTY. JUDIE ROSE T. DIMAYUGA**  
 BAC Member

  
**MA. ALMA A. FRANCISCO**  
 BAC Member

**USEC. GEORGE APACIBLE**  
 Provisional BAC Member

**ATTY. KRIS ABLAN**  
 Provisional BAC Member

**APPROVED BY:**

  
**USEC. ENRIQUE L. TANDAN III**  
 Authorized Representative of the  
 Head of Procuring Entity