

TERMS OF REFERENCE

QUEZON CITY ANTI DRUG ABUSE ADVISORY COUNCIL (QCADAAC) INFOMERCIAL AND DIGITAL PROMOTIONS 2022

I. RATIONALE AND BRIEF BACKGROUND:

ADAAC is a multi-sectoral council composed of local officials and representatives of various community organizations tasked to spearhead the Planning, Implementation, and Monitoring of all local anti-drug abuse programs, projects and activities.

The **Quezon City Anti-Drug Abuse Advisory Council (QCADAAC)** desires to expand this mileage of reach through Infomercial and Digital Promotions which includes digitization of contents that encourage meaningful engagement on mobile devices, social media platforms and other information channels among QC residents.

II. PROJECT DESCRIPTION

To create a QCADAAC digital transformation campaign through infomercials, social media campaign boosting, interactive content, and creation of mobile application portal.

III. PROJECT SCOPE OF WORK

1. To produce 3 age-appropriate videos with a duration of 2 minutes (min.) to 4 minutes (max.) per video:

- Drug abuse education & prevention
- Rehabilitation program process
- Stories about the rehabilitation program
- Role of the community in preventing drug abuse
- Stories about PWUDs and OSYs in depth, programs of QCADAAC
- Role of women in prevention of drug abuse
- Achievement, goals, and milestones of QCADAAC

2. To manage the advertising/boosting of QCADAAC of Facebook page:

- Provide inputs and insights relative to social media ad materials, content and social media ad in general
- Recommend allocation of funds for social media ad to ensure cost efficiency and coverage of all pre-identified content for advertisement
- Ensure maximum exposure of the pages and content for ad by determining appropriate audience, peak hours and other factors that increase reach and engagement
- Regularly coordinate with the QCADAAC facebook page administrator to ensure synchronized actions and communications.

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3. To create a mobile application with the following features:

- Main features such as home, about, goals, partners, news boards
- Library of existing promotional and educational materials
- Interactivation of contents through gamification/quiz/raffle

4. Work closely with the Communications/Legal/Advocacy Unit of Quezon City –Anti-Drug Abuse Advisory Council to coordinate the whole production of the video content;

5. Abide by Quezon City –Anti-Drug Abuse Advisory Council’s (QCADAAC) Policy for communication, media products and branding guidelines

6. Provide technical advisement and participate in collaborative meetings with Quezon City Anti-Drug Abuse Advisory Council (QCADAAC), as deemed necessary

In terms of production work, the following services are expected to be rendered:

- **Pre-production**

- Concept development, scriptwriting/storyboarding, creative and technical direction for Videos/Animation
- Propose a wireframe structure, UX/UI designs, gathering of available contents/materials for mobile application
- Creating advertisement sets which includes target audience and behavior, timeline of budget allocation and distribution for social media ads/boosting

- **Production**

- Video-editing of clips with sound effects, animation, recording of voice-overs, if necessary, video/photo shoot and installation of English and/or Filipino subtitles for the videos/animation.
- Creation of mobile application including its features, testing, debugging
- Scheduling of social media page/post boosting

- **Post-production**

- Editing and finalization of the videos/animation
- Training/seminars for the use of mobile application
- Maintenance and post-debugging of mobile application
- Technical assistance and support
- Report of social media campaign boost

IV. AREA OF COVERAGE

The project will feature a model community in Quezon City that is free from drugs through digital promotions, a community politically developed and rehab from drug abuse and for areas that are still prone to drug abuse.

V. PROJECT STANDARDS AND REQUIREMENTS

The Service Provider shall possess the minimum qualifications for the Contractor as follows:

- At least eight (8) years of experience in the Creative and Digital solution services
- At least eight (8) years of experience in Creative and Technical Direction, Video and Animation Production.
- Proven experience in working or providing similar service with the government and/or its agencies, private organizations and/or Non-government Organizations.
- Has worked with the education industry handling trainings, seminars and workshops particularly in the field of multimedia/digital for at least eight (8) years
- Has multimedia, creative and technical expertise such in video and animation production.
- Has proven experience in doing and executing social media campaigns and other digital campaigns for at least eight (8) years.
- Has experience in mobile and PC application development for at least four (4) years
- Proven record in the use of innovative methodology in technology
- Proven record of handling social media campaigns and boosting.
- Has expertise in multi-disciplinary approach such as education, mobile app technology, social media, creative direction, technical direction to systematically integrate required deliverables
- No derogatory record of both administrative and or criminal cases filed against the company or its officers.

VI. PROJECT DURATION

The Project shall have a duration of forty five (45) calendar days from the issuance of Notice to Proceed.

VII. APPROVED BUDGET FOR THE CONTRACT

The Office of Vice Mayor (OVM) through the **OCM-POPS PLAN** intends to apply the sum of Three Million (PhP 3,000,000.00) being the Approved Budget for the Contract (ABC) to payments under the Anti-Illegal Drug Program project of Quezon City Anti-Drug Abuse Advisory Council Infomercial 2022.

NO PRICE ADJUSTMENT

The Project cost shall be fixed and there shall be no price adjustments applicable for the duration of the contract except when the operations costs are increased by more than 10% as a result of any extraordinary circumstance as determined by the National Economic Development Authority (NEDA). Pursuant to the provisions of RA 9184 and its IRR on contract price escalation, all contract price escalation shall be approved by the Government Procurement Policy Board (GPPB).

VIII. BASIS OF PAYMENT

The Contract Price shall be the amount proposed by the winning contractor for the project. Payment for services rendered and output delivered shall be based on the following schedule:

Full payment (100%) upon submission of social media boosting plan and calendar timeline, 3 videos/animations and mobile application.

IX. PENALTIES FOR BREACH OF CONTRACT

Failure to deliver the services according to the standards and requirements set by the City shall constitute an offense and shall subject the Contractor to penalties and/or liquidated damages pursuant to RA 9184 and its Revised Implementing Rules and Regulations

X. CANCELLATION OR TERMINATION OF CONTRACT

The guidelines contained in RA 9184 and its revised IRR shall be followed in the termination of any service contract. In the event the City terminated the contract due to default or insolvency, or for cause, it may enter into negotiated procurement pursuant to section 53 (d) of RA 9184 and its IRR.

Submitted by:


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