



Republic of the Philippines
OFFICE OF THE VICE MAYOR
QUEZON CITY ANTI-DRUG ABUSE ADVISORY COUNCIL
Quezon City



TERMS OF REFERENCE
QUEZON CITY ANTI-DRUG ABUSE ADVISORY COUNCIL (QCADAAC)
INFOMERCIAL AND DIGITAL PROMOTIONS 2024

I. Rationale & 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 include digitization of contents that encourage meaningful engagement on mobile devices, social media platforms, and other information channels among QC residents.

II. Project Descriptions

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

To advance QCADAAC's outreach efforts by refining existing promotional materials and innovatively crafting new, relevant infomercials, alongside providing social media assistance. The goal is to effectively communicate the mission and impact of QCADAAC to a broader audience, ensuring comprehensive awareness and engagement across various social media platforms. This approach aims to maximize visibility and interaction, fostering a deeper understanding and support for QCADAAC's initiatives.

III. Project Scope of Work

To enhance QCADAAC's previous infomercials, by creating engaging introduction hooks that grab attention immediately.

To produce 3 age-appropriate videos with a minimum of 2 minutes and maximum duration of 4 minutes:

- Drug abuse education & prevention
- Rehabilitation program process
- Stories about the rehabilitation program
- Role of the community in preventing drug abuse
- Stories about Person Who Used Drugs (PWUDs) and Out of School Youths (OSYs) in depth, programs of QCADAAC
- Role of women in prevention of drug abuse
- Achievement, goals, and milestones of QCADAAC
- Success stories of recovering PWUDs
- Anti-discrimination video
- Aftercare Program
- Info/video for the Barangay about the role of Barangay Anti-Drug Abuse Council (BADAC) in the intervention program & drug clearing program (Functionality Audit)



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To assist in the advertising/boosting of QCADAAC's Facebook page 30 days:

- Provide inputs and insights relative to social media ad materials, content, and social media ads in general
- Ensure maximum exposure of the pages and content for ad by determining the 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.

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;

Abide by Quezon City -Anti-drug Abuse Advisory Council's (QCADAAC) policy for communication, media products, and branding guidelines

Provide technical advisement and participate in collaborative meetings with the 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
 - 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.
- **Post-production**
 - Editing and finalization of the videos/animation
 - Creative/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:



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- 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 the 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 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.

VI. PROJECT DURATION

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

VII. APPROVED BUDGET FOR THE CONTRACT

The Office of the 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 2024.

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 completion of the project.



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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 of 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.

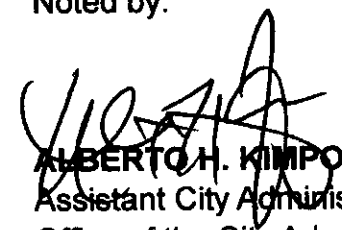
Prepared by:


ALFREDO M. FORONDA
Executive Director

Approved by:


GIAN G. SOTTO
City Vice Mayor

Noted by:


ALBERTO H. KIMPO
Assistant City Administrator for Operations
Office of the City Administrator
