

## TERMS OF REFERENCE

### For Negotiated Procurement through Small Value Procurement

### Services for the Conduct of Branding Workshop with JHMC Management and BOD

### PAP-Code GDS 95

#### I. RATIONALE

##### Corporate Image

Since the corporation's creation in 1993, by virtue of Executive Order No. 103, the John Hay Management Corporation operated as the Bases Conversion and Development Authority (BCDA) implementing arm for the conversion of Camp John Hay.

Starting out as the John Hay Development Corporation (JHDC), the corporation's Articles of Incorporation were amended toward the end of 1993 to include the jurisdiction of the Wallace Air Station in Poro Point. The company was then rechristened as John Hay Poro Point Development Corporation (JPDC).

In 2002, President Gloria Macapagal-Arroyo issued Executive Order No. 132, separating JPDC into two entities and renaming them as John Hay Management Corporation (JHMC) and Poro Point Management Corporation (PPMC), respectively.



1993



2002



2012

Today, JHMC has reinvented itself to become a major player in the BCDA Group, among fellow subsidiaries.



**CLARK DEVELOPMENT CORPORATION (CDC)**

**CLARK INTERNATIONAL AIRPORT CORPORATION**



**PORO POINT MANAGEMENT CORPORATIO**

### **Corporate Mission and Vision**

In May 2023, the JHMC updated its Mission and Vision Statements.

#### **Vision Statement**

By 2040, JHMC shall have transformed and developed Camp John Hay into a premier, sustainable, safe, and enjoyable tourism destination in the North with preserved historical and cultural sites, promoting investments through innovative approaches, with improved economic opportunities and gender-responsive quality services while preserving the environment.

#### **Mission Statement**

As the steward of Camp John Hay, JHMC develops the estate into a premier tourist destination, continuously contributing to the economic growth and sustainable use and preservation of the forest watershed, with efficient and effective regulations.

## Core Values

S – Stewardship

P – Passion for the Environment

I – Integrity

C – Commitment

E – Excellence

S – Spirituality

## Camp John Hay Identity



In December 2017, the JHMC initiated the registration of the Camp John Hay logo (Trademark application) at the Intellectual Property Ownership Office of the Philippines.

The logo aimed to distinguish Camp John Hay from other tourist destinations in the City of Baguio and other preferred places in the Cordilleras. Essentially, the logo serves as the face of CJH that would potentially create a market position amongst prospective clients/ investors as well as recognition by the stakeholders.

The trademark registration for the “Camp John Hay” logo gives JHMC the exclusive right to use the mark and to prevent others from using the same or similar marks on identical or related goods and services. Furthermore, it would grant the JHMC the ability to take legal action against anyone or any institution for using the name, design and logo – trademark, of Camp John Hay without permission.

## The Logo and its Interpretations

**Pine Cone.** The image represents the evergreen and embodies the efforts, parks management and stewardship function of both the BCDA and JHMC in Camp John Hay.

The image is evidently divided into two (2). The right side symbolizes that as of the date of the creation of the logo, half of the remaining forest cover in the City of Baguio is located in the Camp John Hay Reservation Area. The other half is a representation that Camp John Hay may be accessed through the famous “Zigzag Road” as it was derived from the “snaking through the mountainside with so many curves”.

Finally, the rectangular shape stacked together in the logo is a representation that Camp John Hay is a contributory block in shaping the City of Baguio which we know of. It likewise represents the current employees’ concerted determination and commitment to public service to create an opportunity for growth.

**The Colors.** The dominant colors are brown and green. Brown depicts stability, dependability and depth connected with the earth and deep connection to home. Green symbolizes the growth in Camp John Hay to attain financial viability, and the aspiration to promote the area as a “rest and relaxation destination” to commune with nature and renew strength.

## II. OBJECTIVES

The general objectives of this workshop are:

- a. Develop a cohesive and distinctive brand identity for JHMC, to reflect its current vision, mission and values;
- b. Design a visual and verbal brand identity reflecting the new brand direction;
- c. Create a brand strategy for JHMC and CJH aligned with the organization’s missions and goals;
- d. Formulate a detailed roadmap for implementing the rebranding strategy; and,
- e. Strengthen stakeholders’ brand recall.

Based on these objectives, the Branding Workshop aims to redefine the brand identity, strategy, and visual elements to create a unified and compelling brand.

## III. PROCUREMENT TERMS:

The JHMC invites interested communications, marketing, advertising, and creative firms that have:

- a. Been involved in brand development and brand building;

- b. Been in operation for at least three (3) years; and
- c. Experience in conceptualization and development of brand concepts, positioning, identities and strategies to submit their bid based on the following specifications:

## 1. Approved Budget of the Contract

One Million Pesos only (PhP 1,000,000.00) inclusive of all applicable taxes and fees

## 2. Scope

The winning bidder shall be in charge of the conceptualization and development of:

- 2.1 An original JHMC brand identity / logo and its application guidelines and/or manuals;
- 2.2 Key visuals to be used for communicating newly developed brand concept, positioning and identity for traditional and digital channels; and,
- 2.3 Conceptualization of selling line or tagline for the CJH brand that enables easier brand recall.

### *Pre-Workshop Preparation*

- Conduct an initial brand assessment, including a SWOT analysis and competitor analysis.
- Develop a detailed workshop agenda and schedule.
- Identify and invite workshop participants, including JHMC BOD, Management, and external experts if necessary.
- Compile relevant documentation, reports, and historical brand materials.

### *Workshop Facilitation*

- Facilitate branding workshop sessions over a duration of a minimum of two (2) days and a maximum of four (4) days: physical attendance of participants; venue outside of Camp John Hay; accommodation of Board of Directors covered, as necessary.
- Conduct brainstorming sessions to define brand values, mission, vision, and brand personality.
- Lead discussions on target audience definition, positioning, and messaging.
- Facilitate exercises to create visual and verbal brand identity elements, including logo design, color palette, typography, and brand voice.
- Work with participants to draft a brand promise and key messages.

### *Brand Strategy Development*

- Analyze workshop outputs to formulate a comprehensive brand strategy.

- Create a brand positioning statement.
- Develop target audience profiles.
- Craft key messages and value propositions.
- Create draft brand guidelines document outlining the brand's visual and verbal identity, including logo usage, color guidelines, and communication style.

### *Implementation Roadmap*

- Collaborate with workshop participants to construct a detailed implementation roadmap with milestones, responsibilities, and timelines.
- Provide recommendations for resource allocation and budgeting for the rebranding process.
- Assess potential risks and propose mitigation strategies.

### *Post-Workshop Activities*

- Compile and refine workshop outcomes into comprehensive brand guidelines.
- Collaborate with design and marketing teams to create brand assets, including logo design, marketing collateral, and website updates.
- Assist in staff training sessions on the new brand guidelines.
- Develop a stakeholder communication plan to ensure transparency and engagement during the rebranding process.

Turnover all other raw materials (designs, photos, videos, writings, and/or documents) and all electronic files, official design and layout of the JHMC brand identity/logo, branding manual / guidelines, and key visuals.

## **3. Deliverables**

- 3.1 Visual and verbal brand identity materials (logo, color palette, typography guidelines, brand voice) for the JHMC brand
- 3.2 Comprehensive brand guidelines document for the JHMC and CJH Brands
- 3.3 Concept and design for the key visuals which will be used in communicating the brands through traditional and digital channels.

## **4. Components of the Technical Proposal**

- 4.1 A minimum of one (1) proposed logo design for the JHMC brand
- 4.2 A minimum of one (1) proposed concept, theme, and positioning of the JHMC Brand
- 4.3 A minimum of one (1) proposed selling line or tagline for the JHMC and CJH Brands
- 4.4 One proposed Concept and design for the key visuals which will be used in communicating the brands through traditional and digital channels.

## 5. Creative Team

The Winning Bidder shall provide a creative team dedicated to JHMC and on call by JHMC to ensure quality output and timely execution of the plan. The Winning Bidder may assign other project staff whose functions and specializations are necessary to accomplish the aforementioned deliverables.

## 6. Minimum Qualifications for Bidders

- 6.1 Bidder must be a reputable corporate communications, marketing, advertising, and creative firm that has been involved in brand development and brand building, and has been in operation for at least three (3) years.
- 6.2 The bidder must be registered online with the Philippine Government Electronic Procurement System (PhilGEPS) as a legitimate service provider for government requirements.
- 6.3 The bidder must have produced at least two (2) projects which are similar in nature to the requirements (e.g brand development, etc.).

## 7. Timetable

For this project, the presentation of concept to submission of the final concept is three (3) months from the actual receipt of Notice to Proceed (NTP). The date may be subject to change. JHMC will inform the winning bidder of any changes to the project schedule.

## 8. Methodology

JHMC shall conduct a detailed evaluation of bids using the Quality-Based Evaluation (QBE).

## 9. Evaluation Criteria for Selection of Bidders

In accordance with the provisions of the revised Implementing Rules and Regulations (IRR) of Republic Act 9184 (RA 9184), the evaluation criteria is as follows

<b>Evaluation Criteria</b>	<b>Weight</b>
a) Applicable Experience	20%
b) Similar projects handles	20%
c) Plan of approach and project methodology: - relevance of concept to the requirement (30%) - creativity of the concept (30%)	60%
<b>TOTAL</b>	<b>100%</b>



JHMC shall rank the bidders based on the combined numerical ratings of their technical proposals, from which the highest rated bid will be identified.

Only the financial proposal of the bidder who gets the highest technical rating shall be opened. Total calculated bid prices which exceed the approved budget for the contract shall not be considered.

The financial proposals shall not exceed the approved budget for the contract which is One Million Pesos (PhP 1,000,000.00) and shall be deemed to include the cost of all taxes, duties, fees, levies and other charges imposed under applicable laws.

## **10. Standard of Services**

The Winning bidder shall fulfill its obligations under the agreement by using its technical expertise and according to the best-accepted professional and industry standards. The Winning Bidder shall exercise all reasonable skill, care, diligence and prudence in the discharge of the duties agreed to be performed and shall always work in the best interest of JHMC. To attain these, the Winning Bidder shall provide personnel with sufficient classifications and experience to ensure the full and satisfactory accomplishment of the required services/undertakings.

The services shall be conducted by the Winning Bidder in accordance with the instructions or directions made or to be made by the JHMC at anytime before its completion. The Winning Bidder shall conduct regular consultation with JHMC in relation to the undertaking of its responsibilities under the Contract Agreement.

## **11. Confidentiality Clause**

The Winning Bidder warrants the full confidentiality of all information gathered for the contract given by JHMC, unless the latter indicates the contrary. The Winning Bidder shall not disclose any communication disclosed to him for the purpose of this Services. After the completion of the contract, all materials, data and other related documents provided must be returned to JHMC.

## **12. Liquidated Damages**

The Winning Bidder obligates itself to perform and complete all the Services within the period specified in the TOR, beginning from the starting date exclusive of such extensions of time as may be mutually agreed upon in writing. Should the Winning Bidder fail to complete the services within the stipulated time, liquidated damages, not by way of penalty, shall be paid to JHMC by the Winning Bidder in an amount equal to one-tenth of one percent (1/10 of 1%) of the total Contract price minus the value of



the completed portions of the Contract certified by JHMC for each calendar day of delay until the Services are completed.

### **13. Conflict of Interest**

The Winning Bidder and its key staff, who may be directly associated with entities that may have an interest in or bias against any JHMC project, shall divulge the extent of its conflict with JHMC. The Winning Bidder agrees that the conflict of interest may be a ground for JHMC to terminate the contract.

### **14. Terms of Payment**

For services to be rendered, JHMC shall pay the Winning Bidder in the following manner:

- 14.1 Thirty percent (30%) upon the conduct of workshops for the creation of the brand story and logo development activity
- 14.2 Forty percent (40%) upon submission and approval of the concept and positioning of the JHMC brand
- 14.3 Thirty percent (30%) upon submission and approval of the accomplishment report and final works.

### **15. Settlement of Disputes**

The Parties agree to resolve any dispute that may arise between them with respect to the Contract through good faith and amicable negotiation. If at any time during such negotiation, one party determines in good faith that the Parties cannot resolve the dispute through negotiations, that Party will deliver a notice to the other Party that the dispute will be settled by arbitration in accordance with Republic Act No. 9285. Otherwise known as the “Alternative Dispute Resolution Act of 2004” as amended, failing which, the Parties may resort to the filing of the appropriate case in the proper courts of Taguig City to the exclusion of the other courts, The arbitration shall be conducted in Baguio City, Philippines.

### **16. Anti-Corruption Policy**

The Winning Bidder warrants that no money or material consideration was given or has been promised to be given to any director, officer, or employee of BCDA to obtain the approval of this Contract. The violation of this warranty shall constitute a sufficient ground for the rescission or termination of the Contract without the need for judicial action. Such rescission or termination shall be immediately effective upon service of notice to the Winning Bidder.

### **17. Contract Term**

The Contract shall take effect from the date stated in the Notice to Proceed (NTP) and shall remain in force and effective for three (3) months or as specified in the plan, until the submission of the Winning Bidder of an accomplishment report, final works and acceptance by JHMC.