



Republika ng Pilipinas  
**KAGAWARAN NG KATARUNGAN**  
*Department of Justice*  
Manila

NO. 2021-07-048

## RESOLUTION

**RECOMMENDING THE AWARD OF CONTRACT TO  
BRAND REPUBLIC MARKETING & MANPOWER SERVICES INC.  
FOR THE TELEVISION ADVERTISEMENT PLACEMENT OF THE  
INTER-AGENCY COUNCIL AGAINST TRAFFICKING**

**WHEREAS**, there is a need for a Television advertisement (TV ad) placement that will run from 1 August 1 to 31, 2021 for the "Human, Hindi Laruan" awareness program of the Inter-Agency Council Against Trafficking (IACAT);

**WHEREAS**, the procurement of the said project is included in the CY 2021 Annual Procurement Plan (APP) under negotiated procurement with an allotted budget of Four Million Nine Hundred Sixty Thousand Pesos (₱ 4,960,000.00);

**WHEREAS**, the rules on *Negotiated Procurement-Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services*<sup>1</sup>, requires the conduct of a market study that should confirm that the supplier, contractor or consultant could undertake the project at more advantageous terms and in all cases, the market study must be conducted prior to the commencement of the procurement process;

**WHEREAS**, in a market study, dated 01 June 2021, conducted by end-user, IACAT to determine the probable source for entities to make TV ad placement, the following entities submitted their respective proposals, as follows:

<b>Name of Supplier</b>	<b>Amount of Quotation</b>
Brand Republic Marketing & Manpower Services Inc.	₱ 4,500,000.00
Megahype	₱ 4,899,960.80

**WHEREAS**, on 18 June 2021, IACAT Deputy Executive Director Moises Yao Acayan manifested that, after gathering the required technical information and reviewing comparable services, Brand Republic Marketing & Manpower Services

<sup>1</sup> V (6) (a)(i)(e) Annex "H" (Consolidated Guidelines for the Alternative Methods of Procurement), 2016 Implementing Rules and Regulation of R.A. 9184

Inc. was determined to have complied with IACAT's standard qualifications and competitive services for the project;

**WHEREAS**, after review and evaluation, the Bids and Awards Committee – Technical Working Group, found Brand Republic Marketing & Manpower Services Inc. to be legally, financially, and technically capable to undertake the subject procurement;

**NOW THEREFORE**, for and in consideration of the foregoing premises, the Bids and Awards Committee **RESOLVES**, as it hereby resolve, to **RECOMMEND** the confirmation of resort to negotiated procurement thru *Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services* under Sec. 53.6 of the 2016 Revised Implementing Rules and Regulations (IRR); and further recommend the award of contract for the television advertisement placement project of the Inter-Agency Council Against Trafficking to **Brand Republic Marketing & Manpower Services Inc.**, in the amount of **FOUR MILLION FIVE HUNDRED THOUSAND PESOS (₱ 4,500,000.00)**, following the procedures prescribed in R.A. No. 9184 and its 2016 Revised IRR.

**RESOLVED** this 5<sup>th</sup> day of July 2021 at the Department of Justice, Manila.

  
**Assistant Secretary MARGARET V. CASTILLO-PADILLA**  
*Chairperson*

  
**SSC ROSARIO ELENA A. LABORTE-CUEVAS**  
*Vice-Chairperson*

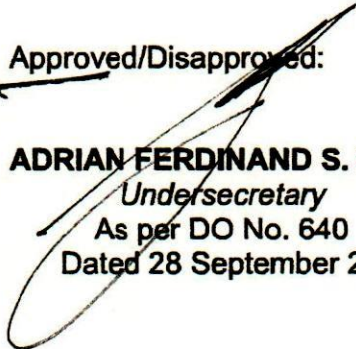
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**ASP ALEJANDRO C. DAGUIISO**  
*Member*

  
**Dir. MARIA LUISA DV. OLITOQUIT**  
*Member*

  
**Dir. MARIA ELISA B. GERMAR**  
*Member*

~~Approved/Disapproved:~~

  
**ADRIAN FERDINAND S. SUGAY**  
*Undersecretary*  
As per DO No. 640  
Dated 28 September 2018