

**TERMS OF REFERENCE**  
*Production of PDIC 2012 Annual Report*

**I. BACKGROUND**

In compliance with the provisions in Section 20 of RA 3591, as amended, the Philippine Deposit Insurance Corporation (PDIC) shall report its operations to the Congress. The Annual Report (AR) is also made available to government entities, member banks, bank groups, foreign counterparts, as well as to colleges and universities as a reference material for banking and finance.

The 2012 PDIC AR accounts the major accomplishments, results of operation, and financial position of the Corporation for the year. It contains relevant data and statistics on the country's banking system. The AR also presents the PDIC's management team, officers of various committees, activities and projects undertaken by the Corporation.

The professional services of an advertising agency are required to handle the conceptualization, layout and printing of the AR.

**II. REQUIREMENTS AND QUALIFICATIONS**

1. The advertising agency shall have proven capability and track record in the advertising business for the last five (5) years; and must have produced at least one (1) award-winning Annual Report for commercial banks or government banks for the past three (3) years (ARs for 2009-2011). Preferred award-giving bodies are Anvil, or Gold Quill or the Management Association of the Philippines (MAP).
2. It must also have the following resources<sup>1</sup>:
  - 2.1 Tie-ups with at least two (2) photographers and at least two (2) creative directors who will help digitally enhance existing photos and newly-shot photos, and will provide creative direction during photo shoot, respectively
  - 2.2 At least two (2) copywriters who will assist in the writing, editing and styling of the AR
  - 2.3 At least one (1) in-house creative personnel assigned specifically for this project
3. It should have a corporate website/domain for email and internet facilities and at least 2 full-color printing machines.

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<sup>1</sup> Project Team composed of 5-7 members, where a member may perform one or more functions.

### III. DURATION

The engagement of the service provider begins with the office-based or location shoots and photo sessions scheduled within 4 weeks prior to turnover of manuscript by PDIC.

The entire production process should be within six (6) weeks from the date of submission of manuscript to the ad agency, as follows:

- Week 1 (Day 1-Day 8) : PDIC turns over approved AR manuscript to Service Provider (Day 1). Service Provider prepares 1<sup>st</sup> dummy (Day 2 – Day6). PDIC reviews 1<sup>st</sup> dummy (Day 7-8).
- Week 2 - 5 (Day 8-Day 17) : PDIC reviews dummy (Day 8). Service Provider submits 2<sup>nd</sup> dummy (Days 11). PDIC reviews dummy and submits corrections/inputs to Service Provider (Day 13 – Day 14). PDIC approves dummy and undertakes final viewing of artwork (Day 15 - 16). PDIC approves digital proof (Day 17).
- Week 4-6 : Printing/Sorting/Binding
- Week 6 : Partial and final delivery of Annual Report to PDIC

### IV. TASKS

The ad agency shall undertake creative and production activities, as follows:

#### I. Creative

1. Conceptualization of suggested themes; conceptualization, development of layout, and presentation of at least five comprehensive studies for layout and cover design based on suggested themes
2. Conceptualization of Annual Report cover design and overall treatment revolving on the PDIC-selected theme with aesthetic "concept" appreciation
3. Graphic concepts, artwork, typesetting and photo cropping
4. Photography, color separation/scheming and printing
5. Revisions and refinements

#### II. Production

1. Man-hours and materials for the preparation of press-ready artworks

2. Typesetting, photo prints and art materials
3. Computer man-hours for finalization of generated backgrounds
4. Man-hours for scanning of trannies (transparencies)/photos
5. Digital alteration of photos

### **III. Copy writing/editing**

1. Draft and/or edit write-ups/copies according to a specified timetable.
2. Undertake research and/or interviews when necessary.
3. Recommend appropriate layout and sidebars for significant highlights of the Annual Report.
4. Effects revisions made by the PDIC Editorial Board until final approval.

### **IV. Digital Photography**

1. Digital photo shoot with soft proofs and CD format
2. Office-based or location photography for the following:
  - Board of Directors – five members
  - President
  - Audit Committee
  - Risk Management Committee
  - Executive Committee
  - Management Committee
  - Office of the President
  - Examination & Resolution Sector
  - Receivership & Liquidation Sector
  - Deposit Insurance Sector
  - Legal Affairs Sector
  - Management Services Sector
  - Corporate Services Sector
  - Others
  - CAG to identify
    - Location shoot (maximum of 10 areas, including, but not limited to the offices of DOF, BSP, selected site/s of 2012 bank closures)
    - Action photos
    - Symbolic photos
3. Photo direction by the agency to be co-managed by the PDIC
4. Pre-production with client and photographer
5. All photos taken to be submitted in CD format to PDIC, five (5) working days after completion of the photo shoot

### **V. Final artwork turnover**

1. Provide PDIC copies of all photographs taken in CD format
2. Final digital proofs for approval by PDIC
3. Digital (CD) file submitted to printer

### **VI. Others**

1. All photo prints and negatives/slides/CDs shall become the property of PDIC
2. Editable soft copy of Annual Report

3. 2,000 pcs. CD with label version of 2012 PDIC Annual Report
4. 2,000 pcs. of printed Annual Report by Week 5

## V. DETAILS

Budget allocation : P 1,350,000.00  
 Specifications

### Inside

1. Size : 8 ½ " x 11"
2. No. of pages : 100 pages cover to cover
3. Paper : Matte 100
4. Quantity : 2,000 copies
5. Process : Offset  
Color separation by printer
6. Binding : Perfect binding
7. Color : Full color

### Cover

1. Size : 8 ½ " x 11"
2. Paper : C2s 220
3. Color : Full color
4. Design : with UV/spot UV lamination
5. Back : with CD pocket

### Envelope

1. Size : 14 ½" x 18 1/12"
2. Paper : Matte 70
3. Color : 2 colors

### CDs

Copies with label design : 2,000

- Penalty : 1/10 of 1% of the contract price per day against number of copies delivered late