

**TERMS OF REFERENCE**  
**Production of the PDIC 2023 Annual Report, AR Highlights,**  
**and AR Explainer Video (the "Project")**

**I. BACKGROUND**

The Philippine Deposit Insurance Corporation (PDIC) prepares an annual report of the highlights of its operations and accomplishments as the state deposit insurer, receiver of closed banks, and a pillar of the country's financial stability. The annual report also includes significant data on the Philippine banking system, as well as PDIC's contributions to the strengthening of deposit insurance systems across jurisdictions worldwide. As provided for by the PDIC Charter, the PDIC shall annually make a report of its operations to the Philippine Congress.

The PDIC celebrated its milestone 60th anniversary in June 2023. Hence, the 2023 Annual Report (AR) shall be anchored on the Corporation's 60th anniversary theme, **"60 Years of Championing Depositor Protection and Fostering Financial Stability"**.

The PDIC's 2023 AR shall be composed of the Report on Corporate Performance and the 2023 Financial Statements. These shall be separate publications.

At the end of the Project, the following are the expected deliverables:

1. **2023 Annual Report (AR)** – contains the highlights of PDIC's operations and accomplishments for the specified year (printed and e-copy) and to be accompanied by the PDIC Financial Statements publication.
2. **AR Highlights** – a one-pager document that contains the salient narratives of the 2023 AR. It will serve as an "At a Glance" version of the full 2023 AR, for easy reference of readers.
3. **AR Explainer Video** – an audio-visual version of the 2023 AR discussing the highlights of PDIC's operations for the year.

The professional services of an external Service Provider, preferably an advertising agency or a graphic design firm/production house, are required to handle the conceptualization, layout, and production of the 2023 AR and AR Highlights; and the conceptualization and production of the AR Explainer Video.

**II. REQUIREMENTS AND QUALIFICATIONS**

1. The Service Provider must have proven capability and good track record in the advertising or graphic design industry for the last five (5) years and must submit document/s as proof/s of the existence of business;
2. The Service Provider must be duly registered with the Philippine Government Electronic Procurement System (PHILGEPS);

3. The Service Provider must be a reputable entity with proven capability and track record in developing and producing annual reports and other corporate publications and must have produced the following: (1) At least five (5) engagements/projects in the last five (5) years that are **similar** or **relevant** to this Project; (2) Each previously produced engagement/ project must be evidenced by a certification issued by the client to attest to satisfactory project completion.

*Note: For the purpose of this engagement, "similar" projects refer to annual reports or sustainability reports, while "relevant" projects refer to the production of information, education, and communication (IEC) materials and/or multimedia products, commemorative book, corporate book, and corporate/explainer video.*

4. The Service Provider must constitute a Project Team composed of at least four (4) members, as follows:

- One (1) Project Team Head
- One (1) Creative Director
- One (1) Photographer; and
- One (1) Creative/Layout Artist

5. The Service Provider shall source all other required materials, when applicable and needed. Cost of outsourced materials i.e., photos/images and services to be used for the Project shall be for the account of the Service Provider, and inclusive of the Project cost.

### **III. PROJECT DURATION**

The Project shall be completed within a 25-week period, as follows:

**Phase 1:** 2023 AR and AR Highlights (within the first 20 weeks)

**Phase 2:** AR Explainer Video (within the next five (5) weeks after completion of Phase 1)

Commencement of the Project, by way of an initial meeting between PDIC and the Service Provider, shall be within three (3) working days from issuance by the PDIC of the Purchase Order/Notice to Proceed, as the case may be. The PDIC shall set the meeting. Initial discussion will involve creative rendition and general direction for the Project.

The Project shall be deemed completed upon issuance of the PDIC's Certificate of Project Completion/Acceptance for Phases 1 and 2.

### **IV. DELIVERABLES**

#### **A. 2023 Annual Report (AR) and Financial Statements (with Envelopes)**

1. Complete creative design, pre-production and production works for the PDIC 2023 AR based on the manuscript to be turned over by PDIC.

*Note: All creative design and outputs for the Project should be aligned with the provisions of the PDIC Brand Book, which shall be shared by PDIC with the service provider upon onboarding.*

2. Photography requirements to produce the 2023 AR (i.e., photoshoot sessions for PDIC Board of Directors, Management Committee, personnel at work, symbolic shots, etc.), which will be taken at the PDIC Ayala and Chino premises in Makati City, and at various locations including but not limited to, the office premises of the Bangko Sentral ng Pilipinas and the Department of Finance. Photo and video documentation may also be conducted at the office premises of closed banks, within Metro Manila or Luzon, if needed. Photography may be on an individual or group basis, or both.
3. All digital copies of photos and slides used and stored in a USB flash drive (to become PDIC property)
4. Editable soft copy or working file of the 2023 AR
5. Final digital copy (in a USB flash drive and/or a secure, limited-access cloud-based storage<sup>1</sup> approved by PDIC) for uploading to the PDIC website
6. Printed copies of the limited edition (20 sets) of the 2023 AR and Financial Statements publication with envelopes, based on specifications indicated in Section VI, Item A of this TOR.

**B. AR Highlights (with Envelopes)**

1. Complete creative design, pre-production and production works for the PDIC 2023 AR Highlights based on the text content to be turned over by PDIC

*Note: All creative design and outputs for the Project should be aligned with the provisions of the PDIC Brand Book, which shall be shared by PDIC with the service provider upon onboarding.*

2. Final electronic copy (in a USB flash drive and/or a secure, limited-access cloud-based storage<sup>1</sup> assigned by PDIC)
3. Editable soft copy of working file (in a USB flash drive and/or a secure, limited-access cloud-based storage<sup>1</sup> approved by PDIC)
4. 700 printed copies based on specifications indicated in Section VI, Item B of this TOR.

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<sup>1</sup> E.g., Google Drive or MS OneDrive

**C. AR Explainer Video**

1. Conceptualization of the Explainer Video
2. Conceptualization and development of the explainer video script, subject to review and approval by PDIC
3. Complete creative, audio-video pre-production and production works for the PDIC 2023 AR Explainer Video based on the PDIC-approved concept and script

*Note: All creative design and outputs for the Project should be aligned with the provisions of the PDIC Brand Book, which shall be shared by PDIC with the service provider upon onboarding.*

4. Voice Casting

The voice-over talent shall be subject to approval by PDIC. Payment for such services, if applicable, is for the account of the Service Provider, and inclusive of the Project cost.

5. Proposed Treatment

5.1. Combination of videos, photos, infographics and narrative text (Stock photos and videos will be provided by PDIC. New photos/videos taken during the Project period shall be provided by Service Provider.)

5.2. With English subtitles

5.3. With royalty-free background music for scoring

5.4. Animated graphics for data presentation

5.5. Animation and/or computer-generated imagery (CGI) may also be considered, subject to PDIC's approval

6. Final copies and all digital working files, e.g., photos, videos, audio, and graphics used in the production, including the working/editing file, shall be turned over to PDIC in a USB flash drive and/or a secure, limited-access cloud-based storage<sup>2</sup>.

**V. ACTIVITIES AND TARGET TIME OF COMPLETION**

Week	Activities	
	AR 2023	AR Highlights
1 - 2	1. PDIC meets Service Provider for overall directions on the Project and turns over standard sections of the AR for layout (i.e., Corporate Profile, Table of Contents, PDIC at Glance, PDIC Brand Book, etc.).	

<sup>2</sup> E.g., Google Drive or MS OneDrive

Week	Activities	
	AR 2023	AR Highlights
1 – 2 (continued)	<p>2. Service Provider submits three (3) design studies for the cover and inside pages of the AR based on PDIC-provided theme.</p> <p>3. Service Provider submits proposed pegs/layout for the photoshoot of the PDIC Board of Directors and Management Committee (ManCom) members.</p> <p>The photo pegs shall be on an individual basis and group basis.</p> <p>4. Finalization of photo shoot schedule for:</p> <ul style="list-style-type: none"> <li>• PDIC Board of Directors</li> <li>• PDIC ManCom members</li> <li>• Office-based action shots of PDIC personnel and/or corporate collaterals</li> <li>• Location-based shoots of PDIC Board of Directors, if applicable</li> <li>• Location-based shoots of pertinent corporate events to be determined by PDIC, if needed</li> </ul>	
3 – 4	<p>5. Photo shoot of office-based<sup>3</sup> action shots of PDIC Board of Directors, Management Committee, personnel and corporate collaterals</p> <p><i>Note: The photo shoot schedule may go beyond weeks 3-4, contingent on schedule to be finalized by PDIC.</i></p> <p>6. PDIC reviews the three (3) design studies submitted by the Service Provider for the cover and inside pages of the AR.</p>	

<sup>3</sup> PDIC offices are located in Ayala and Chino Roces in Makati City

Week	Activities	
	AR 2023	AR Highlights
3 – 4 (continued)	<p>7. Service Provider revises the design studies based on PDIC's comments.</p> <p>8. PDIC and Service Provider finalize the design study to be used for the cover and inside pages of the AR.</p>	
5 – 7	<p>9. PDIC starts turnover of AR manuscript and/or Financial Statements for initial layout.</p> <p><i>Note: Turnover may be on staggered/batch basis depending on the availability of manuscript.</i></p> <p>10. Service Provider submits first layout of 2023 AR based on manuscript turned over by PDIC.</p>	
8 – 10	<p>11. PDIC reviews and transmits corrections/comments on the first layout.</p> <p>12. Service Provider revises and submits second layout.</p>	
11 – 12	<p>13. PDIC reviews second layout and transmits corrections/ comments to Service Provider.</p>	
13	<p>14. Service Provider revises second layout and submits third layout.</p>	<p>1. PDIC turns over final approved content for layout.</p> <p>2. Service Provider conceptualizes layout, graphic concepts and artwork.</p> <p>3. Service Provider submits at least three (3) creative design studies consistent with the approved AR cover design.</p> <p>4. PDIC reviews and transmits comments on the design studies.</p>

Week	Activities	
	AR 2023	AR Highlights
14	15. PDIC reviews third layout. 16. PDIC reviews and approves final layout to be used by the Service Provider for digital proofing.	5. Service Provider revises layout revisions and submits revised layout. 6. PDIC reviews and approves revised layout.
15 – 16	17. Service Provider prepares print-ready artworks and submits the digital proofs for the 2023 AR and Financial Statements publications.	7. Service Provider submits digital proof. 8. PDIC reviews digital proof and transmits comments to Service Provider, if any.
17 – 18	18. PDIC approves digital proof of 2023 AR and Financial Statements for printing of limited copies (20 copies)	9. PDIC, thru VP-CAG, approves digital proof to commence printing of 700 copies.
19 – 20	19. Service Provider delivers required items indicated in Section IV, Item A of this TOR	10. Service Provider delivers required items indicated in Section IV, Item B of this TOR.

**Phase 2: AR Explainer Video**

Week	Activities
	AR Explainer Video
1 – 2	1. Service Provider prepares initial script and storyboard (STB) for review by PDIC 2. PDIC reviews script and STB 3. PDIC, thru VP-CAG, approves script and STB and turns over final script and STB for the explainer video * 4. Service Provider conducts voice casting and submits shortlisted options to PDIC, for final choosing of the voice-over talent 5. Service Provider submits initial video output based on approved script and PDIC-approved voice-over talent, and aligned with the provisions of the PDIC Brand Book 6. PDIC reviews and transmits comments on the initial draft video

Week	Activities
	AR Explainer Video
3 - 4	7. Service Provider submits revised video based on PDIC's comments 8. PDIC reviews revised video and transmits additional comments, if any 9. PDIC, thru VP-CAG, approves the explainer video 10. Service Provider finalizes explainer video
5	11. Service Provider submits final explainer video to PDIC, including all deliverables under Section IV, Item C of this TOR.

## VI. SPECIFICATIONS OF DELIVERABLES

The 2023 AR is composed of the printed corporate performance report and the report on financial statements (FS). The printed FS shall be inserted in the inside back cover of the printed AR. Below are the specifications of the printed AR and FS:

### A. 2023 ANNUAL REPORT and FINANCIAL STATEMENTS

	Corporate Performance	Financial Statements	Envelopes
<i>Printed Quantity</i>	20	20	20
<i>Cover Paper Stock (in gsm)</i>	Matte 240, with Spot UV lamination	Matte 180, with Spot UV lamination	N/A
<i>Inside Pages Paper Stock (in gsm)</i>	Matte 100 gsm	Matte 80 gsm	N/A
<i>Paper Stock (in gsm)</i>	N/A		Matte 200
<i>Size (landscape orientation)</i>	11.0" x 8.5" (with pocket in inside Back Cover where the FS publication will be inserted)	10.5" x 7.5"	12.0" x 9.5"
<i>No. of pages (cover to cover)</i>	Minimum 100 pages; Maximum 108 pages	Minimum 24 pages; Maximum 36 pages	N/A
<i>Color</i>	Full color		4
<i>Process</i>	Digital Printing		
<i>Binding</i>	Perfect	Saddle Stitch	N/A
<i>Others</i>	N/A		With print, die-cut gumming

**B. 2023 AR HIGHLIGHTS and ENVELOPES**

	<b>2023 AR Highlights</b>	<b>Envelopes</b>
<b>Format</b>	Printed	Printed
<b>Quantity</b>	700	700
<b>Paper Stock (in gsm)</b>	C2S 140, matte finish	C2S 140, matte finish
<b>Size</b>	10.5" (h) x 8.5" (w) (spread); 5.25" (h) x 8.5" (w) (folded)	6" (h) x 9" (w)
<b>Color</b>	Full	4
<b>Process</b>	Offset	Offset
<b>No. of pages</b>	2 (Back-to-back)	N/A
<b>Others</b>	N/A	With print, die-cut, gumming

**C. 2023 AR EXPLAINER VIDEO**

Format	MP4
Duration	5 to 10 minutes
Subtitles	English
Frame Size	1920 x 1080
Audio	With voice-over talent and rendering

**VII. APPROVED BUDGET FOR CONTRACT (ABC)**

ABC : **₱935,000.00** (inclusive of all incidental costs and expenses, taxes and charges)

Penalty : 1/10 of 1% of the contract price per day of delay

**VIII. OWNERSHIP OF THE PROJECT**

All materials, raw and final, for this Project shall be the exclusive property of the PDIC. The use and/or reproduction, in whole or in part, shall be undertaken only after the expressed approval of PDIC.

All materials produced for the Project shall be turned over to PDIC and may be used by PDIC for other public awareness projects/campaigns even beyond the scope of this Project, at no additional cost to PDIC. The PDIC may use any and/or all the materials produced for the Project in perpetuity for purposes and for other platforms it deems fit other than the original formats used; and beyond the engagement with the Service Provider.