



Republic of the Philippines  
Department of Health

**OFFICE OF THE SECRETARY**

**ORIGINAL**

**CONTRACT AGREEMENT No. GOP-C-2018-103**

**HIRING OF A SERVICE PROVIDER TO ENHANCE AND MANAGE A CMS  
WEBSITE FOR HPCS AND DOH SOCIAL MEDIA FACEBOOK  
UNDER IB NO. 2018-297**

**SO THE PUBLIC MAY KNOW:**

*Filapigue*  
**FILIPINA V. VELASQUEZ, CPA, MM,**  
Accountant **IN**  
Accounting Division, Department of Health

THIS AGREEMENT made the FEB 12 2013 day of 2013 between the **DEPARTMENT OF HEALTH** of the Republic of the Philippines, as represented by **DR. FAITH F. ALBERTO, OIC - Director**, with official address at San Lazaro Compound, Rizal Avenue, Sta. Cruz, Manila 1003 (hereinafter called "DOH") of the one part;

- and -

**ADROW CREATIVES, INC.,** as represented by **MIR. MARK MICHAEL MONTEHERMOSO**, Senior Account Manager, with official address at Unit L 21F Strata 100 Bldg, F. Ortigas Rd Ortigas Center, Pasig City (hereinafter called "the Service Provider") of the other part.

WHEREAS, the DOH invited Bids for certain goods and ancillary services for the Hiring of a Service Provider to Enhance and Manage a CMS Website for HPCS and DOH Social Media Facebook under IB No. 2018-297 and has accepted a Bid by the Service Provider for the supply of those goods and services in the sum of **One Million Six Hundred Seventy-Seven Thousand Seven Hundred Seventy-Seven Philippine Pesos (PhP1,677,777.00)** (hereinafter called "the Contract Price").

**NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:**

1. In this Agreement, words and expressions shall have the same meanings as are respectively assigned to them in the Conditions of Contract hereinafter referred to.
2. The following documents shall be attached, deemed to form, and be read and construed as part of this Agreement, to wit:
  - (a) Central Office Bids and Awards Committee Resolution No. 2018-485 dated 28 December 2018;
  - (b) the Service Provider's Bid, including the Technical and Financial Proposals, and all other documents / statements submitted (e.g. bidder's response to clarifications on the bid), including corrections to the bid resulting from the DOH's bid evaluation;
  - (c) the Schedule of Requirements
  - (d) the Technical Specifications;
  - (e) the General Conditions of Contract;
  - (f) the Special Conditions of Contract;
  - (g) Performance Security;
  - (h) the Notice of Award;
  - (i) Addenda and/or Supplemental/Bid Bulletins, if any.

3. In consideration of the payments to be made by the DOH to the Service Provider as hereinafter mentioned, the Service Provider hereby covenants with the DOH to provide the goods and services and to remedy defects therein in conformity in all respects with the provisions of the Contract.

*Alberto*  
**FAITH F. ALBERTO, MD, MPH**  
OIC - Director IV  
Health Promotion and Communication Service

*Mark Michael*  
**MARK MICHAEL MONTEHERMOSO**  
Senior Account Manager  
Adrow Creatives, Inc.

CAF No. 1582

4. The DOH hereby covenants to pay the Service Provider in consideration of the provision of the goods and services and the remedying of defects therein, the Contract Price or such other sum as may become payable under the provisions of the contract at the time and in the manner prescribed by the contract.

5. Duration of the Project: The project duration is one (1) year upon receipt of approved Notice to Proceed.

6. Terms of payment:

Activity No.	Deliverables	Percentage (%)
1 (1 <sup>st</sup> month)	General analysis of the DOH Facebook in soft and hard copy (Baseline Analytics)	15%
2 (2 <sup>nd</sup> and 3 <sup>rd</sup> month)	Summary of the result of the assessment on the HPCS website requirement, and recommendations based from the template integrated with the assessment result. a) 48 IEC materials developed and posted (12 social cards in cinemagraph (gif) format, 35 jpg, 1 video). b) Strategic plan of DOH ads on Facebook c) Two (2) campaign boosted d) Monthly Analytics (FB and Website) e) Uploaded CMS website which includes the HPCS's existing materials on the provided hosting f) One social media gimmick activated on FB	25%
3 (4 <sup>th</sup> to 6 <sup>th</sup> month)	a) 72 IEC materials developed and posted (18 social cards in cinemagraph (gif) format, 53 jpg, 1 video) b) Monthly Analytics c) Twelve (12) Approved materials for the HPCS website uploaded d) One social media gimmick activated on FB	25%
4 (7 <sup>th</sup> to 9 <sup>th</sup> month)	a) 72 IEC materials developed and posted (18 social cards in cinemagraph (gif) format, 53 jpg, 1 video) b) Monthly Analytics c) Online survey result d) Twelve (12) Approved materials for the HPCS website uploaded e) One social media gimmick activated on FB	20%
5 (10 <sup>th</sup> to 12 <sup>th</sup> month)	a) 72 IEC materials developed and posted (18 social cards in cinemagraph (gif) format, 53 jpg, 1 video) b) Monthly Analytics (FB and Website) c) Final Report and Recommendations d) Twelve (12) Approved materials for HPCS website uploaded e) Training on CMS operation conducted for a maximum of 10 staff from HPCS and KMITS f) Compilation of all editable social cards and videos in external drive submitted g) One social media gimmick activated on FB	15%

*Albert*  
**FAITH F. ALBERTO, MD, MPH**  
 OIC - Director IV  
 Health Promotion and Communication Service

*Mark*  
**MARK MICHAEL MONTEHERMOSO**  
 Senior Account Manager 22-10101-2018-12-18248  
 Adrow Creatives, Inc.

*Filipina V. Velasquez*  
**FILIPINA V. VELASQUEZ, CPA, MM**  
 Accountant IV  
 Accounting Division, Department of Health

7. In the event of discrepancy between Contract Agreement and the Bidding Documents (BDS), the terms, conditions, requirements as stipulated in the BDS shall prevail.

8. In case of disputes, venue of such court action shall be laid exclusively in the proper court of the City of Manila, Philippines.

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IN WITNESS whereof the parties thereto have caused this Agreement to be executed in accordance with the laws of the Republic of the Philippines this \_\_\_\_\_ day \_\_\_\_\_.

DEPARTMENT OF HEALTH

ADROW CREATIVES, INC.

*[Signature]*  
FAITH F. ALBERTO, MD, MPH  
OIC - Director IV

*[Signature]*  
MARK MICHAEL MONTEHERMOSO  
Senior Account Manager

SIGNED IN THE PRESENCE OF:

*[Signature]*  
FILIPINA V. VELASQUEZ, CPA, MM  
Accountant IV *[Signature]*  
Accounting Division, Department of Health  
02-100091-2018-12-13248  
1,677,777-

*[Signature]*  
NARIAN LAREY E. MONTILIA  
Witness  
Adrow Creatives, Inc.

ACKNOWLEDGMENT

REPUBLIC OF THE PHILIPPINES)  
MANILA )S.S.

BEFORE ME, the undersigned Notary Public, this MAR 19 2019 day of \_\_\_\_\_ 2019 in \_\_\_\_\_, Philippines personally appeared the following persons with their respective I.D.

No., to wit:

*[Signature]*  
FAITH F. ALBERTO, MD, MPH  
DOH ID No. 20150383

*[Signature]*  
MARK MICHAEL MONTEHERMOSO  
ID 404-202-244-000  
(SSS, TIN, GSIS, etc.)

Known to me to be the same persons who executed the foregoing instrument and they acknowledged to me the same in their own free and voluntary act and deed individually and the institutions they represent.

This foregoing instrument consisting of **three (3) pages**, including this page on which this acknowledgment is written, are signed by the parties and their instrumental witnesses on the left hand margin of each and every page thereof.

WITNESS MY HAND AND NOTARIAL SEAL at the place and date above written.

Doc. No. 292 ;  
Page No. 10 ;  
Book No. 09 ;  
Series of 2019

*[Signature]*  
ATTY. RIENAMONTURA S. MEDINA JR.  
NOTARY PUBLIC  
SCROLL NO. 4191-A-03  
PROV. NO. 23796 / 9765437-A-08  
MOLENO. 0765318 / A-06  
PTR NO. 1680521 01-08-18  
VERIFICATION: 12961000  
18 JAN 10, 2018  
123 ANTIPOLLO ST. SAMPALAN

PS / COBAC

APPROVED PO / CONTRACT

Received by: *[Signature]*  
Date: MAR 15 2013

PS / COBAC

RELEASED: PO / CONTRACT

by: *[Signature]*  
Date: MAR 20 2013

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