



TECHNICAL SPECIFICATIONS

Project Title: **Production and Promotions of STARBOOKS Campaigns in Social Media Platforms**
Duration: **January–December 2023**
Project Cost: **PHP 1,200,000.00 (inclusive of tax)**
Fund Source: **GAA: STARBOOKS CY 2023**

The service provider shall:

- I. Develop a **strategic online promotion plan with a content calendar** driving traffic to STARBOOKS Facebook page to increase the number of followers by at least 100% from January 2023 to December 2023.
 - a. Baseline data of target followers shall be captured from the STARBOOKS FB Page in December 2022.
- II. Conceptualize, create, and boost at least **80 subject-relevant organic posts at STARBOOKS Facebook page** distributed from January 2023 to December 2023 with a total of at least of 5 million *Post Reach* at the end of the project.
 - a. Combination of static and dynamic posts
 - b. Provide at least two (2) studies each post concept/design; final selection by DOST-STII
 - c. Provide at least two (2) captions each post for final selection of DOST-STII
 - d. Raw/editable copy of the approved post concepts/designs must be submitted to DOST-STII
- III. Run **one Facebook ad monthly** throughout the project duration focusing on getting Page Follows, Website Visits, and Event Promotions.
 - a. Increase STARBOOKS Mobile Apps downloads:
 - STARBOOKS App – at least 2,000 downloads
 - STARBOOKS Whiz – at least 2,000 downloads
 - STARBOOKS Geomap – at least 1,000 downloads
 - b. Increase YouTube subscribers to at least 2,000
 - c. Increase TikTok subscribers to at least 2,000
- IV. Conduct at least **12 Live Quiz events** with prizes using Livereacting or another similar platform using Facebook as the streaming page.
 - a. Provide host, spiel, prizes (at least PHP 5,000.00/session), and platform setup
 - b. Promote the event to attract more live participants (*DOST-STII shall provide the quiz questions*).



- V. Run at least **12 Online contests** with at least two thousand pesos (PHP 2,000.00) prizes each using Facebook platform to **instigate online visibility** of STARBOOKS applications, website, and events.
- VI. Conceptualize, design, and run **one (1) TikTok contest** about STARBOOKS with at least PHP 10,000.00 prize.
- VII. Produce **one (1) STARBOOKS AVP** of at least five minutes running time and **two (2) STARBOOKS Infomercial Videos** of at least three minutes running time
 - a. Animated content
 - b. Provide scripts, mood boards, and subtitle
- VIII. All approved final outputs including its raw/editable copies must be submitted to DOST-STII.
- IX. Conduct **one (1) training** (4 hours) with STARBOOKS team (particularly for incoming new staff who will handle the social media sites of STARBOOKS) on the strategies, tips, and tricks on how to use Facebook in promoting campaigns more efficiently as well as how to interpret and use the analytics generated from it.
- X. Submit monthly comprehensive performance report with data analytics of the campaigns reach and/or impressions.
- XI. Submit **concept proposals** (*to be included in the official bid submission*) for the following deliverables:
 - Strategic online promotion plan with a content calendar
 - 12 Online contests
 - TikTok contest

DOST-STII shall:

- I. Pay the service provider in tranches based on the agreed timeline and deliverables.

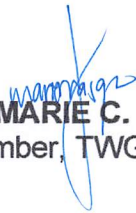


Other Requirements:

- Observe the use on non-sexist/gender-sensitive language in all official documents, scripts, and communications under this project.
- Use eco-friendly materials and must employ eco-friendly measures during production period.

Technical Working Group
(Scientific, Scholarly, or Artistic Work, Exclusive Tech and Media Services)


MARIEVIC V. NARQUITA
Chairperson, TWG


JEAN MARIE C. ERRASQUIN
Member, TWG


ALLYSTER A. ENDOZO
Member, TWG



PURCHASE REQUEST

Entity Name: DOST-STII

Fund Cluster: _____

STARBOOKS GAA

Office/Section:
IRAD/STARBOOKS

PR No.: 2022-091-0020
 Responsibility
 Center Code:

Date: Sept 9, 2022


Stock/Property No.	Unit	Item Description	Quantity	Unit Cost	Total Cost
	lot	Production and Promotions of STARBOOKS Campaigns in Social Media Platforms	1		1,200,000.00
		Attached is the signed Technical Specification and Activity Profile			
		GRAND TOTAL			1,200,000.00

Purpose:

For the Production and Promotions of STARBOOKS Campaigns in Social Media Platforms

Requested by:

Approved by:

Signature: 

Printed Name: ALAN C. TAULE

Designation: IRAD Chief 


RICHARD P. BURGOS

Director