



TECHNICAL SPECIFICATIONS

Project Title: **Online Boosting Campaign and Promotion of STARBOOKS Application**
Duration: **September – December 2021**
Project Cost: **P 994,000.00 (inclusive of tax)**
Fund Source: **GAA: STARBOOKS CY 2021**

The service provider shall:

- I. Conceptualize a strategic online promotion to drive traffic to STARBOOKS Facebook page and increase the number of followers and page likes by 100% from September 2021 to December 2021.
- II. Conceptualize and create 20 post designs to be posted at STARBOOKS Facebook page every week from September to December 2021 with a total of at least of 1 Million reach at the end of the project.
- III. Handle the strategic design and execution of the boosting and promotion campaign of the STARBOOKS Facebook page and its applications, website, events, etc. in the following content sites and social media platforms:
 - Social media platforms:
 - Facebook
 - Twitter
 - Instagram
 - Websites:
 - Major websites (e.g. ABS-CBN News, GMA Network, Inquirer.net, Philstar.com, CNN Philippines, MYX, iWant TV, OLX, etc.)
 - Other websites
- IV. Provide strategic banner ad placements, content placements, social media amplification for STARBOOKS applications, website, events, etc. with:
 - a. 50% to 100% Share of Voice seen across all pages
- V. Produce and promote STARBOOKS materials:
 - 5 infographics
 - 2 Infomercial Videos (with at least two minutes running time)



- VI. Provide a training module and conduct one (1) training (4 hours) with STARBOOKS team 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.
- I. Submit performance report with data analytics of the campaigns reach and/or impressions with costing. A comprehensive report weekly on the status of the boosting/ advertising effort must be submitted every Monday throughout the project duration; and
- II. Present actual reports from previous clients with the same work specifications.

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


MARIEVIC V. NARQUITA
Chairperson, TWG



JACHIN JANE O. ABERILLA
Member, TWG


JEAN MARIE C. ERRASQUIN
Member, TWG


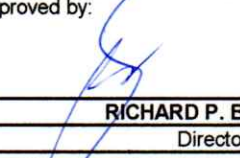
	Republic of the Philippines SCIENCE AND TECHNOLOGY INFORMATION INSTITUTE STII Building, DOST Complex, Bicutan, Taguig City	Appendix 60
	PURCHASE REQUEST	

Entity Name: <u>DOST-STII</u>	Fund Cluster: <u>STARBOOKS GAA</u>
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Office/Section: <u>IRAD/STARBOOKS</u>	PR No.: <u>2021-08-0261</u> Responsibility Center Code: _____	Date: <u>Aug. 25, 2021</u>
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Stock/Property No.	Unit	Item Description	Quantity	Unit Cost	Total Cost
		Online Boosting Campaign and Promotion of STARBOOKS Applications Attached is signed Technical Specification documents			994,000.00
25 AUG 2021 					
GRAND TOTAL					994,000.00

Purpose: For Online Boosting Campaign and Promotion of STARBOOKS Applications

Requested by:	Approved by:
Signature:  Printed Name: <u>LYNDERLITTE M. MAGLAQUE</u> Designation: <u>OIC, IRAD</u>	 <u>RICHARD P. BURGOS</u> Director

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