

## CONTRACT AWARD NOTICE

**IMPLEMENTING AGENCY:** JAMAICA SOCIAL INVESTMENT FUND

**IMPLEMENTING AGENCY ADDRESS:** 11 OXFORD ROAD, KINGSTON 5, JAMAICA

**DONOR AGENCY:** WORLD BANK

**DONOR PROJECT:** SECOND RURAL ECONOMIC DEVELOPMENT INITIATIVE (REDI II) PROJECT

**LOAN NUMBER:** 90170

**WORLD BANK NUMBER:** JM-JSIF-457012-CS-CQS

  

**PROJECT NAME:** Consultancy for the Development and Execution of a Marketing and Public Relations Strategy and Programme Through the Marketing Development Support Project on Behalf of The Ministry of Agriculture, Fisheries and Mining (MOAFM)

  

**PROCUREMENT METHODOLOGY:** National Competitive Bidding

**SELECTION METHOD:** Quality and cost Based Selection (QCBS) Method

**SCOPE OF CONTRACT:** Consultant to formulate and supervise

To promote the key initiatives of the Ministry of Agriculture, Fisheries and Mining, a Marketing/Public Relations Firm or Consortium will be engaged to develop and execute a comprehensive Marketing and Public Relations strategy and programme. The strategy and programme will focus on three strategic areas:

- a. New FACE of Food initiatives
- b. Eat Jamaican campaign
- c. The Ministry's six (6) major priority programmes and projects

  

**CONTRACT DURATION:** Seven (7) months.

**AWARDED BIDDER:** FACE MARKETING LIMITED

**ADDRESS OF BIDDER:** 11a Myers Drive, Kingston 8.

**AWARDED BID PRICE:** \$23,000,000.00

**AVERAGE COMBINED SCORES:** 95.90

EVALUATED CONSULTANTS	TECHNICAL SCORE	REASON FOR REJECTION
Digita Global Marketing Limited	75.5	<p><b>General Comments:</b> Consultant achieved an overall score of <b><u>79.3/100</u></b></p> <p><b>Criterion 1.1:</b> Firm has at least 10 years of proven experience in planning, executing, and managing comprehensive marketing and PR campaigns, emphasizing stakeholder engagement, media outreach, and promotional strategies. <b>18.3/20</b></p> <p><b>Criterion 1.2:</b> Firm has at least 10 years of experience in executing digital marketing campaigns, including social media management, online engagement, and content creation, and provided detailed examples and measurable outcomes <b>19.3 /20</b></p> <p><b>Criterion 1.3:</b> Firm has completed at least 4 similar assignments in developing and executing marketing or PR strategies/programmes within the last 6 years, but did not demonstrate the expertise in strategic communications, media relations, and public outreach. <b>19.0/20</b></p> <p><b>Criterion 1.4:</b> Firm demonstrates proven success in engaging influencers, local media, and key stakeholders, but did not have specific examples of positive outcomes <b>11.3/20</b></p> <p><b>Criterion 1.5:</b> Firm has some experience in developing and delivering culturally relevant marketing and PR content tailored to specific target audiences, with little examples of successful campaigns <b>11.3/20</b></p>