

Quarterly Reports on Government Projects/Programs/Activities
For the 3rd Quarter, CY 2018
Advertising Division, Corporate Planning Department

A. Project: MEDIA PLACEMENTS
Location: NATIONWIDE

Cost: Php 33,784,995.12
Fund Sources: Advertising Budget

Implementing Agency: PCSO
Development Partners: _____
Contractor/ Supplier: publications, tv and radio broadcasting companies, marketing and advertising agencies
Brief Description of Project: Media Placements on TV, Radio, Print, Out-of-Home and Social Media

Project Details: TV Placements

Project Date				Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of	Cost Incurred to Date including renewal/implementation for the month of July to September 2018	Date Completed		
3 months	July to September 2018	September 29, 2018	100%	October 1, 2018	➤ P12,708,500.00 for a total of 36 contracts - CPD: 6 contracts (P3,150,000.00) - PSDD: 30 contracts (P9,558,500.00)		All contracts were executed *Advertising Expenses charged to CPD budget and PSDD budget	

Project Details: Radio Placements

Project Date			Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of	Cost Incurred to Date including renewal/implementation for the month of July to September 2018	Date Completed	
3 months	July to September 2018	September 29, 2018	100%	October 1, 2018	➤ P14,069,800.00 for a total of 89 contracts - CPD: 4 contracts: (P2,808,000.00) - PSDD: 85 contracts: (P11,261,800.00)		All contracts were executed *Advertising Expenses charged to CPD budget and PSDD budget

Project Details: Event Sponsorship

Project Date			Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of	Cost Incurred to Date including renewal/implementation for the month of July to September 2018	Date Completed	
3 months	July to September 2018	September 29, 2018	100%	October 1, 2018	➤ P 615,000.00 for a total of 17 contracts		All contracts were executed *Advertising Expenses charged to CPD budget

Project Details: Print Ads (Jackpot Lotto Foot Advertisements)

Project Date				Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of	Cost Incurred to Date including renewal/implementation for the month of July to September 2018	Date Completed		
3 months	July to September 2018	September 29, 2018	100%	October 1, 2018	➤ P 989,953.92 for a total of 133 contracts		All contracts were executed <i>*Advertising Expenses charged to PSDD budget</i>	

Project Details: Print Sponsorship/Institutional Advertisements/Press Releases/Announcements

Project Date				Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of	Cost Incurred to Date including renewal/implementation for the month of July to September 2018	Date Completed		
3 months	July to September 2018	September 29, 2018	100%	October 1, 2018	<p>➤ P 2,313,902.00 for a total of 14 contracts</p> <p>- CPD : 9 contracts (P 699,594.80)</p> <p>- PSDD: 5 contracts (P 1,614,307.20)</p>		<p>All contracts were executed</p> <p><i>*Advertising Expenses charged to CPD budget & PSDD budget</i></p>	

Project Details: Invitation to Bid

Project Date			Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of	Cost Incurred to Date	Date Completed	
3 months	July to September 2018	September 29, 2018	100%	October 1, 2018	➤ P40,639.20 for a total of 2 contracts		All contracts were executed *Advertising Expenses charged to CPD budget

Project Details: Out-of-Home

Project Date			Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of	Cost Incurred to Date including renewal/implementation for the month of July to September 2018	Date Completed	
3 months	July to September	September 29, 2018	100%	October 1, 2018	➤ P 3,047,200.00 for a total of 7 contracts		All contracts were executed *Advertising Expenses charged to PSDD budget

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B. Project: LAYOUT AND DESIGNS OF PRINT AND
MOCK-UP REQUIREMENTS

Cost: N/A

Location: IN-HOUSE

Fund Sources: Supplies Budget of the
Corporate Planning Department

Implementing Agency: PCSO

Development Partners: _____

Contractor/ Supplier: _____

Brief Description of Project: Layout, design and production of print ad materials and mock-up requirements

Project Details: Layout, Design and Production of Mock-up Requirements

Project Date				Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of	Cost Incurred to Date	Date Completed		
3 months	July to September 2018	September 29, 2018	100%	October 1, 2018	Part of supplies budget		Prepared the following layouts and designs: a. Institutional Ad material/s b. Ad material/s for gaming products c. Posters d. Tarpaulins e. Invitation Cards f. Magazine type	

Prepared By:

ANA MAY T. CASTEN

OIC-Division Chief, Advertising Division

Reviewed/ Approved by:

JERUSA/A. CORPUZ

OIC-Manager, Corporate Planning Department

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Planning and Policy Formulation Division, Corporate Planning Department

C. Project: CUSTOMER SATISFACTION SURVEY
Location: PCSO Head, Extension and Branch Offices

Cost: Php 2,136,851.20
Fund Sources: CPD COB 2018, MOOE

Implementing Agency: PCSO

Development Partners: _____

Contractor/ Supplier: Development Academy of the Philippines

Brief Description of Project: 3rd Party Customer Satisfaction Survey as indicated in the PCSO Balanced Scorecard

Project Details:

Project Date				Project Status				
	Duration	Started	Target Date of Completion	Percentage of Completion	As of	Cost Incurred to Date	Date Completed	Remarks
	7 months (from MOA execution)		Within CY 2018	90%		➤ P1, 282, 110.72 (3 rd quarter) P641,055.36 (2 nd Quarter) TOTAL: P1,923,166.08	n/a	MOA was notarized in March 2018 Initial presentation of results was conducted by DAP before the PCSO concerned Offices on August 31, 2018

Prepared By:

PILAR P. CRUZ
OIC-Division Chief
Planning and Policy Formulation Division
Corporate Planning Department

Reviewed/ Approved by:

JERUSA A. CORPUZ
OIC-Manager, Corporate Planning Department

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Public Relations and Corporate Communications Division, Corporate Planning Department

D. Project: NEWSPAPER SUBSCRIPTION

Cost: Php 300,000.00

Location: 10TH FLOOR, SUN PLAZA BLDG., SHAW BLVD,
MANDALUYONG CITY

Fund Sources: DEPARTMENT BUDGET

Implementing Agency: PCSO Corporate Planning Department

Development Partners: N/A

Contractor/ Supplier: Rudy P. Leros Home Office Delivery Services

Brief Description of Project: Monitoring of Press Releases pertaining to PCSO

Project Details:

Project Date				Project Status				
	Duration	Started	Target Date of Completion	Percentage of Completion	As of (date)	Cost Incurred to Date	Date Completed	Remarks
	1 year	January 1, 2018	December 31, 2018	75%	September 30, 2018	➤P118, 541.00	continuous	

Prepared Bv:

AGNES S. IBERA

Division Chief

Public Relations and Corporate Communications Division

Corporate Planning Department

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