

QUARTERLY REPORT ON GOVERNMENT PROJECTS, PROGRAMS & ACTIVITIES

**1ST QUARTER, CY 2019
PRODUCT & STANDARD DEVELOPMENT DEPARTMENT**

Projects:

1. Dream Big TV ad for Jackpot bearing Games
2. Local radio ads for different features of the digit games, promotion of STL
3. Media Placements TV, Radio, Print
4. Marketing of New Games

Cost:Fund Source: PSDD BudgetImplementing Agency: PCSO

Development Partner: _____

Brief Description of Project: _____

Project Details:

Project Date			Project Status				Remarks
Duration	Started	Target Date of Completion	Percentage of Completion	As of (Date)	Cost Incurred to Date	Date Completed	
6 months	Jan. 1, 2019	June 30, 2019	25%	Mar. 31, 2019	0		As agreed by PSDD Dream Big will no longer be Bid out because of the big budget it will incur. It will be an Internal Competition for PCSO employees to come up with TV ad concept for PCSO Jackpot bearing games. Marketing and Sales Division is still working on the mechanics and prizes for the competition.
1 year	Jan. 1, 2019	As the need arises			0		For New Games, as per instructions of the Board, Marketing

							Strategies will be handled by the PSDD Sales and Marketing Division.
3 months	Jan. 1, 2019	Mar. 31, 2019	100%	Mar. 31, 2019	Php9,847,000.00	Mar. 31, 2019	Radio Sponsorship
3 months	Jan. 1, 2019	Mar. 31, 2019	100%	Mar. 31, 2019	Php9,732,000.00	Mar. 31, 2019	TV Advertisements,
3 months	Jan. 1, 2019	Mar. 31, 2018	100%	Mar. 31, 2019	Php3,357,545.80	Mar. 31, 2019	Print and Sponsorship
3 months	Jan. 1, 2019	Mar. 31, 2019	100%	Mar. 31, 2019	Php4,333,200.00	Mar. 31, 2019	Outdoor (Billboards, LED)

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