

QUARTERLY REPORT ON GOVERNMENT PROJECTS, PROGRAMS & ACTIVITIES

**2nd 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: Php12,578,863.50**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	
	June 1, 2019	June 30, 2019	0	June 30, 2019	None yet since the winners for the contest is yet to be determined/judged on July 8, 2019 (1 st Place-200,000 2 nd Place-150,000 3 rd Place-100,000 Consolation Prize-30,000 per qualified entry less 20% Tax for prizes above P10,000), honoraria for judges = P20,000.00		Request for the In-house TV Commercial Making Contest open to all PCSO Departments approved May 23, 2019. Deadline of submission of entries June 30, 2019 and was extended to July 8, 2019 as requested by other Departments.
1 year	Jan. 1, 2019	As the need arises	0	June 30, 2019	0		For New Games, as per instructions of the Board, Marketing

							Strategies will be handled by the PSDD Sales and Marketing Division.
3 months	April. 1, 2019	June 30, 2019	100%	June 30, 2019	Php4,877,757.56	June 30, 2019	Radio Sponsorship
3 months	April. 1, 2019	June 30, 2019	100%	June 30, 2019	Php2,441,870.98	June 30, 2019	TV Advertisements,
3 months	April 1, 2019	June 30, 2018	100%	June 30, 2019	Php1,489,234.96	June 30, 2019	Print and Sponsorship
3 months	April 1, 2019	June 30, 2019	100%	June 30, 2019	Php3,770,000.00	June 30, 2019	Outdoor (Billboards, LED)

Prepared by:

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Reviewed/Approved:

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