REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF INTERNAL REVENUE
Quezon City

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February 28, 2022
REGULATORY MGT. DIVISION

REVENUE MEMORANDUM ORDER NO. 16-2022

SUBJECT : Conduct of "2022 Tax Campaign" VIDEO MAKING CONTEST (Entries for Upload to Social Media Platforms - TikTok, Facebook and YouTube)

TO : All Internal Revenue Officials, Employees and Others Concerned

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I. BACKGROUND AND OBJECTIVES:

In 2021, the Bureau of Internal Revenue (BIR) has tremendously improved its social media presence. In fact, the Bureau's National Office Facebook page alone had recorded 9.6 million reach the past year. This, together with other related improvements registered because of joint social media efforts of regional and district offices nationwide, had resulted to increased taxpayer awareness and improved taxpayer satisfaction and compliance.

Among the Bureau's social media contents uploaded in 2021 that continue to gain more views, exposure and positive impact are the videos produced through the conduct of "Sama-Sama sa Hamon ng Panahon: Buwis Ko, Para sa Pilipino" Music Video Contest participated in by several revenue offices nationwide pursuant to RMO No. 12-2021.

Following the 2022 BIR Tax Campaign Kick-off held on March 3, 2022, the Bureau shall again conduct a VIDEO MAKING CONTEST to further promote this year's tax campaign theme of "Pagbabayad ng Buwis sa Bayan: Tatak ng Kabayanihan".

The contest generally aims to encourage more revenue officials and employees to pull together, collaborate and leverage their collective knowledge and skills to produce more inspiring and educational videos.

The said videos shall be published/uploaded primarily to official social media accounts of the BIR (TikTok, Facebook and YouTube) in order to:

- Take advantage of the newer and more trendy platform in information dissemination with wider range of audiences;
- Educate the general population about the significance of paying taxes correctly and on time; and
- Reinforce consciousness that the country is facing massive and unprecedented obstacles as a result of the COVID-19 pandemic, and that Filipinos can surmount these challenges if all citizens, especially the taxpayers work together with the BIR and fully comply with existing policies, guidelines, and laws as stipulated in the National Internal Revenue Code.

II. CONTEST MECHANICS

1. PARTICIPATION

1.1 The competition is open to all BIR employees regardless of age, gender, position and employment status provided that a team shall be formed

and composed of and represent a single and specific office (i.e. Division in the National Office [NO] or Revenue Region [RR], or Revenue District Office [RDO])

1.2 There is no limit in the number of teams for as long as each team shall be comprised of at least three (3) members who will conceptualize and do the actual short video. The team may also, enlist the participation of other employees in the shooting/production of their music video.

1.3 In case there are several teams in a Division/RDO/RR, the concerned Division Chief (NO)/Regional Director/Revenue District Officer shall select their Best Entry to be submitted to their respective Revenue Service/ Revenue Region as their official entry to the contest

2. DETAILS OF ENTRIES

2.1 The participating team may submit video entry/entries that depicts the 2022 Tax Campaign Theme "Pagbabayad ng Buwis sa Bayan: Tatak ng Kabayanihan";

2.2 The participating team shall submit short and long video versions with duration of less than one (1) minute, and four (4) minutes and thirty (30) seconds, respectively. Short videos shall be uploaded to TikTok while the long versions shall be uploaded to Facebook and YouTube;

2.3 For long version, participants have the option to use the official audio of the Bureau's 2022 tax campaign jingle or the instrumental only, provided that they will provide singer/s from their office. For short version, on the other hand, participants have the option to use the said jingle (instrumental/minus one only or with vocal part) and/or any of the popular or trending, royalty-free or copyright-free music;

2.4 The entry must be original and have not been published;

2.5 Participating teams are encouraged to be creative in terms of presentation and interpretation, use of props or costumes, and video editing styles and techniques (special participation and minor appearances of non-BIR employees are allowed).

2.6 The type of devices and video editing software may also vary depending on the team's preference but the file should be in .mp4, .mov, or .avi format.

2.7 The video must be in high definition or in 4k/1080/720 pixels.

2.8 Adherence to the health protocols set forth by the Inter-Agency Task Force (IATF) must be strictly observed in the preparation/shooting of the video.

3. SUBMISSION OF ENTRIES

3.1 Each Division and Revenue District Office (RDO) shall submit only one (1) entry to their respective Revenue Service or Revenue Region. The latter shall select one (1) Best Entry from the entries submitted. The deadline for the RDOs to submit their entries to their respective Revenue Region is on **March 23, 2022.**

3.2 The Revenue Services/Revenue Regions shall submit their service's/region's Best Entry to the Public Information and Education Division not later than **March 25, 2022** via birpied@gmail.com (for files larger than 25mb, you may use wetransfer.com facility).

3.3 Any entry submitted beyond the deadline shall no longer be accepted.

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4. CRITERIA FOR JUDGING

Creativity & Originality	- 35%
Relevance	- 25%
Execution	- 30%
Technicality	- 10%

5. WINNING ENTRIES

5.1 The winners of the Music Video Contest shall be announced and awarded on **March 31, 2022**.

5.2 All entries shall become the property of the BIR and shall be published in various channels, including social media pages of the BIR (Facebook & YouTube and TikTok), and will be shown/played in TV, kiosks and electronic billboards available in BIR offices, as well as during the webinars and other BIR events.

5.3 All entries submitted by the Revenue District Offices shall be submitted by their Revenue Region to the Public Information and Education Division (PIED) in a flash drive. Said entries shall also become the property of the BIR, for possible publication through various media.

6. PRIZES

6.1 There shall be three (3) winners in the Video Making Contest for each category (short & long versions) - First Prize, Second Prize and Third Prize. A Special Award shall be given to the entry that has garnered the highest average of combined views and likes in the BIR's official Facebook page and YouTube page.

6.2 All winners shall receive a Certificate of Recognition while all participating teams shall receive a Certificate of Participation.

6.3 The winning entries shall be published in various channels, including social media pages of the BIR (Facebook & YouTube and TikTok), and will be shown/played in TV, kiosks and electronic billboards available in BIR offices, as well as during the webinars and other BIR events.

6.4 The Revenue District Offices of the teams that produced the three winning entries, including the Special Award, shall be given BONUS Points in the-Taxpayer Awareness Program (TAP) over and above their computed Total Points for the 1st Semester of 2022, to wit:

First Prize	- 10 Points
Second Prize	- 7 Points
Third Prize	- 5 Points
Special Award	- 5 Points

a. IMPORTANT DATES TO REMEMBER

Date	Activity
March 23, 2022 (Wednesday)	Submission of Entries from Division (NO)/RDOs to respective Revenue Service/Revenue

Date	Activity
	Region
March 25, 2022 (Friday)	Submission of entries from Revenue Regions/Revenue Services to the Public Information and Education Division
March 28, 2022 (Monday)	National Office Elimination Round
March 29, 2022 (Tuesday)	Uploading and posting of the official entries to the BIR's official social media accounts
March 31, 2022 (Thursday)	Judgement and announcement of Winners

b. PROHIBITIONS AND OTHER MATTERS

1. Any participant who violates any of the provisions specified in the Contest Mechanics will be disqualified by the Public Information and Education Division.
2. Dishonesty, cheating, infringement of intellectual property rights, and the like will not be tolerated. Any participant who is caught committing the aforementioned acts at any stage of the competition will be automatically eliminated or deemed to have forfeited their chance of winning.
3. The contest results are final and may not be appealed.

This order takes effect immediately.

CAESAR R. DULAY
Commissioner of Internal Revenue
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