



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services of an Agency for Philippine Tourism Branding (DOT-BAC REI No. 2023-001)

This **Supplemental/Bid Bulletin No. 1** is issued to shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-Bid Conference held on 01 March 2023 for the aforementioned project. This shall form part of the Bidding Documents

I. The following portions of the Bidding Documents are hereby amended as follows

A. Section III. BID DATA SHEET

ITB Clause																																																		
25.3	<p>The numerical weight and the minimum required St for each criterion are as follows: <i>Quality of personnel to be assigned to the project – 20%</i> <i>Experience and capability of the firm – 20%</i> <i>Plan of approach and methodology – 60%</i></p> <p>The minimum St required to pass is 70%</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 5%;"></th> <th style="text-align: center;">Criteria</th> <th style="text-align: center;">Rating</th> </tr> </thead> <tbody> <tr style="background-color: #f4a460;"> <td></td> <td>A. Quality of Personnel to be assigned to the project</td> <td style="text-align: center;">20</td> </tr> <tr> <td style="text-align: center;">I.</td> <td>For senior and managing positions – handled at least ten (10) campaigns that are related to brand management / marketing campaigns</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">II.</td> <td>For junior executives, copywriters, and junior creatives – handled at least ten (10) creative materials for brand / marketing campaigns</td> <td style="text-align: center;">10</td> </tr> <tr style="background-color: #f4a460;"> <td></td> <td>B. Expertise and Capability of the Firm</td> <td style="text-align: center;">20</td> </tr> <tr> <td style="text-align: center;">I.</td> <td>Creative Capabilities</td> <td></td> </tr> <tr> <td></td> <td>Research or Insight Gathering</td> <td style="text-align: center;">2</td> </tr> <tr> <td></td> <td>Creative Conceptualization</td> <td style="text-align: center;">2</td> </tr> <tr> <td></td> <td>Strategic Marketing</td> <td style="text-align: center;">2</td> </tr> <tr> <td></td> <td>Public Relations</td> <td style="text-align: center;">2</td> </tr> <tr> <td></td> <td>Brand Management</td> <td style="text-align: center;">4</td> </tr> <tr> <td style="text-align: center;">II.</td> <td>Experience and Credentials</td> <td></td> </tr> <tr> <td></td> <td>At least one (1) successful campaign the agency has launched within 3 years</td> <td style="text-align: center;">2</td> </tr> <tr> <td></td> <td>At least one (1) international or local award by an award-giving body in existence for at least 5 years</td> <td style="text-align: center;">2</td> </tr> <tr> <td></td> <td>Must have been <u>an</u> existing <u>agency</u> for at least 5 years</td> <td style="text-align: center;">2</td> </tr> <tr> <td></td> <td>Must have undertaken an international / national campaign within 3 years</td> <td style="text-align: center;">2</td> </tr> </tbody> </table>			Criteria	Rating		A. Quality of Personnel to be assigned to the project	20	I.	For senior and managing positions – handled at least ten (10) campaigns that are related to brand management / marketing campaigns	10	II.	For junior executives, copywriters, and junior creatives – handled at least ten (10) creative materials for brand / marketing campaigns	10		B. Expertise and Capability of the Firm	20	I.	Creative Capabilities			Research or Insight Gathering	2		Creative Conceptualization	2		Strategic Marketing	2		Public Relations	2		Brand Management	4	II.	Experience and Credentials			At least one (1) successful campaign the agency has launched within 3 years	2		At least one (1) international or local award by an award-giving body in existence for at least 5 years	2		Must have been <u>an</u> existing <u>agency</u> for at least 5 years	2		Must have undertaken an international / national campaign within 3 years	2
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C. Plan of Approach and Methodology		60
I.	Messaging	
	Identification of the Filipino brand that is unique, creative, and attractive	15
	Creative execution of the Filipino brand	10
	Integration of tourism to the Filipino brand	5
	Relevance and relatability of target market	5
II.	Creative Rendition	
	Originality	5
	Visual Impact	5
	Adherence to "Filipino" brand equity	5
III.	Marketing Strategy	
	Impact of Integrated marketing strategy for building brand awareness and engaging the target audience	5
IV.	Over-all resonance of tourism branding campaign the Filipino brand	5
TOTAL		100

B. Section V. SPECIAL CONDITIONS OF CONTRACT

GCC Clause															
53.5(a)	No advance payment is allowed. In lieu of advance payment, the Consultant is allowed to be paid by the Procuring Entity upon completion of the following milestones:														
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C. Section VI. TERMS OF REFERENCE

❖ **Item V. Project Duration and Budget Allocation**

C. The proposed payment scheme for the campaign is revised as follows:

Milestones	Payment %
Upon submission of the market research and initial presentation of the proposed tourism branding campaign all within the First Month of the contract duration	20%
Upon submission and approval of campaign concept and timelines	20%
Upon submission and approval of all storyboards for AVPs/TVCs/other media materials	20%
Upon submission and acceptance of all completed creative materials	20%
Upon acceptance of the Terminal Report all within the end of contract duration	20%
TOTAL	100%

❖ **Item VII. Criteria for Rating**

B. Technical Bid/Proposal Criteria and Rating (70% passing score)

Criteria		Rating
A. Quality of Personnel to be assigned to the project		20
I.	For senior and managing positions – handled at least ten (10) campaigns that are related to brand management / marketing campaigns	10%
II.	For junior executives, copywriters, and junior creatives – handled at least ten (10) creative materials for brand / marketing campaigns	10%
B. Expertise and Capability of the Firm		20
I.	Creative Capabilities	
	Research or Insight Gathering	2
	Creative Conceptualization	2
	Strategic Marketing	2
	Public Relations	2
	Brand Management	4
II.	Experience and Credentials	
	At least one (1) successful campaign the agency has launched within 3 years	2
	At least one (1) international or local award by an award-giving body in existence for at least 5 years	2
	Must have been <u>an</u> existing <u>agency</u> for at least 5 years	2
	Must have undertaken an international / national campaign within 3 years	2
C. Plan of Approach and Methodology		60
I.	Messaging	
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	II.	Creative Rendition	
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	III.	Marketing Strategy	
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	IV.	Over-all resonance of tourism branding campaign the Filipino brand	5
TOTAL			100

II. The following clarifications are provided for the guidance and reference of the shortlisted bidders:

A. On the Pitch Presentation

- ❖ Shortlisted bidders who will be declared "passed" during the opening of Technical Bids on **14 March 2023 at 10:00 AM** will be required to present their big idea and strategy for the campaign to the DOT Officials, BAC Members, BAC TWG and other tourism stakeholders that the DOT may invite during the pitch presentation.
- ❖ Bidders will be given forty-five (45) minutes to present (excluding the question-and-answer portion).
- ❖ The pitch presentation is scheduled on **14 March 2023 starting at 2:00 PM onwards**, to be held at the 3rd Floor Conference Room, DOT Bldg., Makati City. Order of presentation is as follows:
 1. DDB Philippines, Inc.
 2. IPG Mediabrands Philippines, Inc.
- ❖ Shortlisted bidders are requested to submit five (5) hard copies and soft copy in flash drive of the presentation deck to be included in the Technical Bid envelope.

III. Response to Additional Inquiries received from Shortlisted Bidders:

- ❖ **On the requirement for agency to identify the target market, is this at a limited time of 3 weeks or less? If so, can we request for an extension on this and also to confirm if there are existing research/data that we can study as a take-off point?**

Answer: Given the timeline of the campaign, the end-user can only extend up to four (4) weeks as maximum extension. Nevertheless, the end-user can provide existing research as take-off point.

For the guidance and information of all concerned.

07 March 2023


ASEC. REYNALDO L. CHING
 DOT-BAC Chairperson