



## SUPPLEMENTAL/BID BULLETIN NO. 1

### Procurement of Consulting Services for the Integrated Marketing Campaign for the Rebranding of the Philippine Tourism Brand (DOT-SBAC REI No. 2023-008)

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 16 June 2023 for the aforementioned project. This shall form part of the Bidding Documents

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

**A. On the Terms of Reference**

❖ ***Under the Objectives***

- Since the Department does not have the new final brand released yet, the agency may use an existing proposal for DOT branding. The overall goal is to determine how the agency will develop and implement a strategic plan to set the Philippines apart from its competitors in Southeast Asia.

❖ ***Under the Scope and Deliverables***

- The agency is expected to execute all the tactics that are presented and approved by the Department with all costs shouldered by the agency.
- The agency must develop and implement an Integrated Marketing Communication strategy and plan centered on the Department's branding. The IMC should address all stages of the marketing funnel, from raising awareness to driving conversions and fostering loyalty. It must cover the following markets:
  - Opportunity and Emerging Markets:
    1. Western Europe
      - a. France
      - b. Germany
      - c. Austria
      - d. Netherlands
      - e. Switzerland
    2. Mediterranean
      - a. Italy
      - b. Spain
      - c. Israel
      - d. Turkey
    3. Southeast Asia
      - a. Indonesia
      - b. Malaysia
      - c. Singapore
      - d. Thailand
      - e. Vietnam
    4. Middle East
      - a. UAE
      - b. Saudi Arabia
    5. South Korea
    6. Japan
    7. Taiwan
    8. Australia

9. Canada
10. United States
11. United Kingdom
12. China

- The agency is expected to present the plan for IMC's creative materials and justify why the proposed materials are vital and effective tactics for the campaign and why it is aligned with the Agency's strategy.
- The agency should maintain the cohesiveness of the entire branding campaign and ensure that all tactics are effective and efficient in achieving the strategy.
- The department will cover anything that requires media placements, but the agency must shoulder the cost of production, launch, marketing, and distribution of approved tactics for the development and execution of new creative materials.
- The agency must provide an overview of a digital marketing plan and be able to execute the plan. This should include digital marketing tactics that will help achieve the objective of the campaign and the integration of digital marketing in the overall marketing strategy.
- The agency can suggest which marketing tactics to be used to effectively achieve the objectives.
- The agency should maximize, develop, and rehash the front-end and back end requirements of the department's existing websites – Philippines.travel and 7641islands.ph.
- The agency should propose a strategic plan that can garner stakeholder engagement (e.g., hotels, airlines, tourism workers, etc.) and support for the DOT branding campaign.
- The agency and the department will align to maintain the cohesiveness of the entire branding campaign and ensure that all tactics are effective and efficient in achieving the strategy. The agency is responsible for the creative assets and the department will align the agency with other agencies that are responsible for media placements.
- The agency may choose which creative IMC materials to be used if they would be able to justify why the proposed materials are vital and effective tactics for the campaign.
- The agency must create a comprehensive terminal report and prepare a presentation for a workshop that will be attended by the Branding and Department of Tourism (DOT) personnel. The Department will expect maximum of 30 DOT personnel that will benefit from the workshop. The agency will be responsible for organizing and hosting the workshop.
- The agency should focus on tourism awareness through engagement and conversion to establish SMART (Specific, Measurable, Achievable, Relevant, and Time-Bound) objectives and goals, and to identify Key Result Areas (KRAs) and Key Performance Indicators (KPIs) to evaluate the progress and effectiveness of the campaign.
- The agency must ensure all the tactics included in their proposal and IMC are executed with proper launching, activation, and distribution.
- The agency should conduct a primary event activation to launch the branding and they must be able to execute five (5) international activations in key markets (e.g., Singapore, Australia, The United Kingdom, Germany, Dubai). This can be minor or major event activation.
- In terms of email-marketing, the agency must be able to harvest email and help the Department with the organization of an IT tech-based database.
- The agency should promote and update the rebrand on the microsities and they can suggest the functionalities of the microsities – philippines.travel and 7641islands.ph.

❖ ***Under the Plan of Approach and Methodology***

- The agency should integrate the tourism products – Sun and Beach, Nature and Adventure, Cultural Heritage, Farm and Culinary, Meetings, Incentives, Conventions and Exhibitions (MICE), Cruise, Dive, Health and Wellness, English as a Second Language (ESL) and Leisure and Entertainment, to the new branding campaign.
- The agency needs to present the Philippine product and experience in creative way, and they should integrate the Philippine product or experience in their IMC.

**B. On the Pitch Presentation**

- ❖ Shortlisted bidders who will be declared “passed” during the opening of Technical Bids on **29 June 2023 at 10:00 AM** will be required to present to the DOT Officials, SBAC Members, SBAC TWG and other individuals to be invited by the DOT.
- ❖ Each agency will be given a maximum of forty-five (45) minutes to present. They will be required to present and introduce the credentials of the team members assigned to the DOT project. The allotted time excludes the question-and-answer portion.
- ❖ The pitch presentation is scheduled on **30 June 2023 starting at 10:00 AM onwards**, to be held at the **Multi-Purpose Hall, 6<sup>th</sup> Floor, DOT Bldg., Makati City.**
- ❖ Shortlisted bidders are requested to submit eight (8) hard copies and soft copy in one (1) USB of the presentation deck to be included in the Technical Bid envelope.

For the guidance and information of all concerned.

22 June 2023

  
**USEC. FERDINAND C. JUMAPAO**  
DOT-SBAC Chairperson