



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services of a Social Media Management and Strategic Planning Agency (DOT-SBAC REI No. 2023-012)

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 10 August 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 | REVISED PROVISION |
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| 18 | The address for submission of bids is 4 th Floor, Procurement Management Division Office, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City The deadline for submission of bids is August 24, 2023 (until 9:00 a.m. only). |
| 21.2 | The address for opening of bids is 3rd Floor, Conference Room, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City. The Opening of Bids will be held on August 24, 2023 at 10:00 am. |

B. Section VI. Terms of Reference

❖ Under III. Scope of Work and Deliverables (additional)

| Scope of Works | Deliverables |
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| Managing all Social Media accounts (strategy, engagement, and community management) and Developing Content | <p>TikTok</p> <ul style="list-style-type: none"> - Creation of weekly content calendar for one year (12 months upon receiving the Notice to Proceed). There should be a minimum of one content per day, and all content must receive approval from DOT prior to posting. <p>Youtube</p> <ul style="list-style-type: none"> - Community management of Youtube accounts (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management) in coordination and approval with the DOT. <p>In addition</p> <ul style="list-style-type: none"> - The Agency should create a Frequently Asked Questions (FAQs) sheet/document for standard responses (to be used internally). - Verify the following social media accounts that are not yet verified: <ul style="list-style-type: none"> • YouTube channel: TourismPhilippines • Instagram: lovephtourism • Twitter: lovephtourism and TourismPHL • Facebook: lovephtourism • Tiktok- lovephtourism |



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| | <ul style="list-style-type: none"> - In addition to the aforementioned social media accounts, the Agency should create an official LinkedIn and Spotify account for DOT. - The Agency must promote the “Love the Philippines” (LTP) branding campaign and Philippine destinations across all the DOT social media accounts. |
| Coordination with the DOT | <p>The Agency is required to coordinate with the technical working group that created and is lead in implementing the Love the Philippines IMC strategy.</p> <p>Assemble a creative design team dedicated to completing the required creative deliverables. As deemed necessary by DOT and the IMC agency, the said team is also responsible for editing and repurposing existing and future branding and marketing materials including photos and videos.</p> |

❖ **Under Terms and Conditions (additional)**

1. The Agency may request visuals from the DOT, provided that they secure a written consent.
2. The materials produced by the winning bidder should be original and aligned with the DOT's advocacies, including but not limited to Gender and Development and barrier-free tourism. In addition, materials should be inclusive and consistent with the DOT's key objectives and principles and aligned to the 'Love the Philippines' slogan.
3. The Consultant shall only use original materials in all of its deliverables except for assets provided by the Procuring Entity and only upon its written consent. Non-compliance shall render the output void and the Consultant shall be liable for a sum equivalent to the cost of the asset/s produced with the non-original material as liquidated damages, without the need for demand or to prove damages. This is without prejudice to other liabilities and claims for damages as embodied in this contract, RA 9184 and its IRR, and other applicable laws.

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

A. **On the Terms of Reference**

❖ **Under III. Scope of Work and Deliverables**

| Scope of Works | Deliverables |
|--|--|
| Managing all Social Media accounts (strategy, engagement, and community management) and Developing Content | <p>Facebook</p> <ul style="list-style-type: none"> - Community management of three (3) FB pages (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management) in coordination and approval with the DOT. <ul style="list-style-type: none"> • The Philippines (marketing Facebook page of DOT) • Department of Tourism (corporate website of DOT; please consult with the Office of Public Affairs and Advocacy (OPAA)) • lovephtourism (LTP-themed) - Creation of weekly content calendar for one year (12 months upon receiving the Notice to Proceed). There should be a minimum of one content per day, and all content must receive approval from DOT prior to posting. |



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| | <p>Twitter</p> <ul style="list-style-type: none"> - Community management of two (2) DOT Twitter pages (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management) in coordination and approval with the DOT. <ul style="list-style-type: none"> • TourismPHL • lovephtourism (LTP-themed) - Creation of weekly content calendar for one year (12 months upon receiving the Notice to Proceed). There should be a minimum of one content per day, and all content must receive approval from DOT prior to posting. <p>Instagram</p> <ul style="list-style-type: none"> - Community management of DOT IG page (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management) in coordination and approval with the DOT. <ul style="list-style-type: none"> • tourism_phl • lovephtourism (LTP-themed) - Creation of weekly content calendar for one year (12 months upon receiving the Notice to Proceed). There should be a minimum of one content per day, and all content must receive approval from DOT prior to posting. <p>Tiktok</p> <ul style="list-style-type: none"> - Community management of TikTok accounts(answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management) in coordination and approval with the DOT. <ul style="list-style-type: none"> • Tourismphilippines • lovephtourism (LTP-themed) <p>Youtube</p> <ul style="list-style-type: none"> - Creation of weekly content calendar for one year (12 months upon receiving the Notice to Proceed). There should be a minimum of one content per day, and all content must receive approval from DOT prior to posting. <ul style="list-style-type: none"> • TourismPhilippines |
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B. On the Pitch Presentation

- ❖ Shortlisted bidders who will be declared “passed” during the opening of Technical Bids on **24 August 2023 at 10:00 AM** will be required to present to the DOT Officials, SBAC Members, SBAC TWG and other tourism stakeholders that the DOT may invite during the pitch presentation.
- ❖ Bidders will be given thirty (30) minutes to present (excluding the question-and-answer portion) their strategy and execution plan outlining how to increase the number of followers across all social media accounts of DOT.



- ❖ The pitch presentation is scheduled on **24 August 2023 starting at 1:30 PM onwards**, to be held at the **3rd Floor Conference Room, DOT Bldg., Makati City**. Order of presentation is as follows:
 1. Mediablast Digital Corporation
 2. COMS 360, Inc.

- ❖ Shortlisted bidders are requested to submit five (5) hard copies and soft copy in flash drive of their presentation deck in a separate envelope (labeled as "Presentation Deck") to be submitted together with the Technical Bid and Financial Bid envelopes on **August 24, 2023 (until 9:00 A.M.)** at the Procurement Management Division (PMD) office at the 4th floor, DOT Bldg.

For the guidance and information of all concerned.

17 August 2023



USEC. FERDINAND C. JUMAPAO
DOT-SBAC Chairperson