



## SUPPLEMENTAL/BID BULLETIN NO. 1

### Procurement of Consulting Services for the Production of Creative Assets (DOT-SBAC REI No. 2023-027)

This **Supplemental/Bid Bulletin No. 1** is issued to prospective bidders to modify and/or amend items in the Bidding Documents for the aforementioned project. This shall form part of the Bidding Documents

I. The following portion of the Bidding Documents is hereby amended as follows:

#### A. Section III. ELIGIBILITY DATA SHEET

Eligibility Documents																										
9.2	<p>(a) Applicable experience of the consultant and members in case of joint ventures, considering both the overall experiences of the firms or, in the case of new firms, the individual experiences of the principal and key staff, including the times when employed by other consultants (60%);</p> <p>(b) Qualification of personnel who may be assigned to the job vis-à-vis extent and complexity of the undertaking (20%); and</p> <p>(c) Current workload relative to capacity (20%);</p> <p style="text-align: center;"><b><u>Passing Score: 80%</u></b></p> <p>Please find below the <b><u>Eligibility Check and Shortlisting Criteria and Rating:</u></b></p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tbody> <tr> <td style="width: 5%; text-align: center;">I.</td> <td style="width: 75%;"><b>APPLICABLE EXPERIENCE OF THE CONSULTANT</b></td> <td style="width: 20%; text-align: center;">60%</td> </tr> <tr> <td style="text-align: center;">A.</td> <td><b><i>Appropriateness of the agency for the assignment</i></b></td> <td style="text-align: center;"><b>20%</b></td> </tr> <tr> <td></td> <td>Full-service creative agency</td> <td style="text-align: center;">20%</td> </tr> <tr> <td></td> <td>Production House, PR Agency or Consulting Agency only</td> <td style="text-align: center;">10%</td> </tr> <tr> <td></td> <td>Others</td> <td style="text-align: center;">5%</td> </tr> <tr> <td style="text-align: center;">B.</td> <td><b><i>Extent of partnered network of the agency</i></b></td> <td style="text-align: center;"><b>10%</b></td> </tr> <tr> <td></td> <td>Nationwide reach</td> <td style="text-align: center;">10</td> </tr> <tr> <td></td> <td>Regional reach or less</td> <td style="text-align: center;">5</td> </tr> </tbody> </table>		I.	<b>APPLICABLE EXPERIENCE OF THE CONSULTANT</b>	60%	A.	<b><i>Appropriateness of the agency for the assignment</i></b>	<b>20%</b>		Full-service creative agency	20%		Production House, PR Agency or Consulting Agency only	10%		Others	5%	B.	<b><i>Extent of partnered network of the agency</i></b>	<b>10%</b>		Nationwide reach	10		Regional reach or less	5
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<b>C.</b>	<b><i>Similar Projects Completed in the last 5 years</i></b>	<b>10%</b>
	At least one nationwide campaign	10%
	At least one regional campaign	5%
	No campaign	0%
<b>D.</b>	<b><i>Years in Existence</i></b>	<b>10%</b>
	More than 5 years	10%
	5 years and below	5%
<b>E.</b>	<b><i>Projects handled in last 5 years</i></b>	<b>10%</b>
	<b><u>Two (2) and more projects with contract cost equal or greater than 18.7M</u></b>	10%
	<b><u>At least one (1) project with contract cost equal to 18.7M</u></b>	<b>5%</b>
<b>II.</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB (refer to VII. Minimum Required Personnel)</b>	<b>20%</b>
	For senior and managing positions - handled at least 10 campaigns that are related to brand management/ marketing campaigns	20%
	For Junior executives, copywriters, and junior creatives – handled at least ten (10) creative materials for brand/ marketing campaigns	15%
<b>III.</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>20%</b>
	Number of on-going similar and related projects relative to capacity	
	None	5%
	5 or more projects with contract cost equal or greater than 18.7M PHP	10%
	3-4 projects with contract cost equal or greater than 18.7M PHP	15%
	1-2 projects with contract cost equal or greater than 18.7M PHP	20%
	<b>TOTAL</b>	<b>100%</b>

In view of the release of this Bid Bulletin, **the deadline for the submission of Eligibility Documents will be postponed from September 18 to September 20, 2023 (until 9:00 am). Opening of Eligibility documents will be moved as well to September 20, 2023 at 10:00 a.m. at the Procurement Management Division (PMD) Office, 4<sup>th</sup> Floor, DOT Bldg. Makati City.**

For the guidance and information of all concerned.

15 September 2023



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