



## SUPPLEMENTAL/BID BULLETIN NO. 2

### Procurement of Consulting Services for the Video Production Agency (DOT-SBAC REI No. 2023-028)

This **Supplemental/Bid Bulletin No. 2** is issued to the lone shortlisted bidder to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-Bid Conference held on 04 October 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:</p> <p>Quality of personnel to be assigned to the project – 20%  Expertise and Capability of the firm – 20%  Plan of approach and methodology – 60%</p> <p>The minimum St required to pass is 70%</p>		
	<b>CRITERIA</b>	<b>RATING</b>	
	<b>A. Quality of Personnel to be assigned to the project</b>	<b>20%</b>	
	<u>Each individual in the required personnel must have completed and handled a video production project in the last two years</u>	20	
	<u>Each individual in the required personnel must have completed and handled a video production project in the last five years</u>	10	
	<b>B. Expertise and Capability of the Firm</b>	<b>20%</b>	
	I. Creative Capabilities		
	Creative Conceptualization	3	
	Storytelling	4	
	Cinematography	3	
	Editing	2	
	Scoring	2	



II.	Experience and Credentials	
	Part of at least one (1) successful Integrated Marketing Campaign as AVP producer launched within 2 years	2
	At least one (1) international or local award by an award-giving body in existence for at least 5 Years (given to the production firm)	2
	Must have been existing for at least 5 years	2
<b>C.</b>	<b>Plan of Approach and Methodology</b>	<b>60%</b>
I.	Messaging	
	Identification of the Filipino brand that is unique, creative, and attractive	15
	Creative execution of Love the Philippines campaign including big idea and strategy	10
	Integration of Love the Philippines in existing programs and channels	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 AVP for building brand awareness and engaging the target audience	5
IV.	Over-all resonance of tourism branding campaign the Filipino brand	5
	<b>TOTAL</b>	<b>100%</b>

## B. Section VI. Terms of Reference

- ❖ **Under VI. Criteria for Rating, B. Technical Bid/proposal Criteria and Rating (70% passing score)**



	CRITERIA	RATING
<b>A.</b>	<b>Quality of Personnel to be assigned to the project</b>	<b>20%</b>
	<u>Each individual in the required personnel must have completed and handled a video production project in the last two years</u>	20
	<u>Each individual in the required personnel must have completed and handled a video production project in the last five years</u>	10
<b>B.</b>	<b>Expertise and Capability of the Firm</b>	<b>20%</b>
I.	Creative Capabilities	
	Creative Conceptualization	3
	Storytelling	4
	Cinematography	3
	Editing	2
	Scoring	2
II.	Experience and Credentials	
	Part of at least one (1) successful Integrated Marketing Campaign as AVP producer launched within 2 years	2
	At least one (1) international or local award by an award-giving body in existence for at least 5 Years (given to the production firm)	2
	Must have been existing for at least 5 years	2
<b>C.</b>	<b>Plan of Approach and Methodology</b>	<b>60%</b>
I.	Messaging	
	Identification of the Filipino brand that is unique, creative, and attractive	15
	Creative execution of Love the Philippines campaign including big idea and strategy	10
	Integration of Love the Philippines in existing programs and channels	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 AVP for building brand awareness and engaging the target audience	5



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 bidder:**

**A. On the Terms of Reference**

❖ **Under the Scope of Work and Deliverables**

- The Agency must include proposed storyboards to the following video productions:
  - TVC-ready audiovisual materials on the progress of the identified NTDP 2023 - 2028 objectives:
    - a. Improvement of Tourism Infrastructure and Accessibility
    - b. Cohesive and Comprehensive Digitalization and Connectivity
    - c. Enhancement of the Overall Tourist Experience
    - d. Equalization of Tourism Product Development and Promotion
    - e. Diversification of the Tourism Portfolio through Multidimensional Tourism
    - f. Maximization of Domestic and International Tourism
    - g. Strengthening Tourism Governance through Close Collaborations with National and Local Stakeholders
  - TVC-ready promotional video (Hero content) for the Love the Philippines campaign.
  - AVPs for digital ads (Hub videos) on various digital channels.
  - AVPs (3s-60s) for digital release to be used in travel fairs, social media, website among others (Hygiene content)
  - Official Music Video for the Love the Philippines campaign jingle.

**B. On the Pitch Presentation**

- ❖ If declared “passed” during the opening of Technical Bids on **17 October 2023 (10:30 AM) at the 3<sup>rd</sup> Floor Conference Room, DOT Bldg., Makati**, lone shortlisted bidder 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.
- ❖ Lone shortlisted Bidder will be given thirty (30) minutes to present (excluding the question-and-answer portion) on **17 October 2023, 3:00 p.m. at the 3<sup>rd</sup> Floor Conference Room, DOT Bldg., Makati**
- ❖ Lone shortlisted bidder is requested to provide four (4) 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 **17 October 2023 (until 9:00 A.M.)** at the Procurement Management Division (PMD) Office, 4<sup>th</sup> floor, DOT Bldg.

**III. Response to additional inquiries received from shortlisted consultant**


1. Would the cost breakdown be based on the specific video versions and lengths stipulated in the TOR?
  - The cost breakdown can be based on the scope and deliverables stipulated in the TOR.



2. Are reimbursable items not part of P75 Million contract price? The initial TOR stated board and lodging transportation should be part of the contract price.
  - There are no reimbursable items. All logistical costs from flights, accommodations, meals, talents, equipment rentals, location fees and everything required to produce a ready-for-TVC AVP will be included in the P75 Million budget.
3. May I please get the reimbursable items for costing reference?
  - As mentioned above, there are no reimbursable items.

For the guidance and information of all concerned.

10 October 2023



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

