



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services of a Local Media Planning, Media Buying, and Placements Agency for the Department of Tourism (DOT-SBAC REI No. 2024-003)

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 18 March 2024 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. Under Bidding Documents, Section VI. Terms of Reference

❖ Item III. SCOPE OF WORK AND DELIVERABLES (Media Strategy Development Plan, Media Buying and Media Execution)

- The dedicated design team of the procured agency for this project is responsible for editing the required ad placement materials as well as repurpose existing and other branding and marketing materials including photos and videos which the DOT Branding team will provide.
- Provision of three (3) media supplier quotations only applies when engaging with indirect media suppliers.

❖ Item IV. PROJECT DURATION AND TERMS OF PAYMENT

- In terms of the submission of monthly progressive billing, the procured entity must submit their billing or invoices for the executed media placement deliverable on each applicable month such that by the end of contract, it should be equivalent to 75% of the ABC.

❖ OTHERS

- The procured agency shall submit the integrated media plan together with the necessary key visuals and other creative materials not later than thirty (30) days after the issuance of Notice to Proceed (NTP)

B. On the Pitch Presentation

- ❖ Shortlisted bidders who will be declared “passed” during the opening of Technical Bids on **01 April 2024 (10:00 AM) at the 3rd Floor Conference Room, DOT Bldg., Makati**, 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) on **01 April 2024 starting at 1:30 PM to be held at the 3rd Floor Conference Room**. Order of presentation is as follows:

	Name of Bidders	Schedule
1.	Carbondigital Inc.	1:30 P.M.
2.	ODV Creative Media Inc.	2:30 P.M.



- ❖ Shortlisted bidders are requested to submit 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 **01 April 2024 (until 9:00 A.M.)** at the Procurement Management Division (PMD) Office, 4th floor, DOT Bldg.

For the guidance and information of all concerned.

25 March 2024



USEC. FERDINAND C. JUMAPAO
DOT-SBAC Chairperson

