

SUPPLEMENTAL / BID BULLETIN NO. 1

This Supplemental/Bid Bulletin is issued to all prospective bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-bid Conference held on December 5, 2018 for the **Digital Marketing Agency for the Sustainable Tourism Campaign (DOT-BAC-REI No. 2018-008)**. This shall form part an integral part of the Bidding Documents.

- On Item IV. Scope of Work, Deliverables and Budget Allocation
 2. The budget is broken down in the matrix below. This is inclusive of all edit-downs/resizing, printing fees, costs for photography and/or stock photos, computer graphics, talent and soundtrack fees, translation to different languages, and all agency service fees in no case shall exceed 12% of the production fees. With regard to media placements, the agency service fee of the selected agency shall be pegged in the amount equivalent to a maximum of 10% of the media placement fees.

- On Item V. Milestones
 1. The contract duration shall be for a period of five months – from January to May 2019.
 2. The initial launch of the digital campaign will be within one (1) month after the Notice to Proceed and to be implemented until May 31, 2019.
 3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Payment %
Upon approval of <u>digital PR and publication plan and timelines (including content plan and identified influencers)</u>	<u>30%</u>
<u>Upon submission of rollout report of approved content / placements/publications for January 2019</u>	<u>20%</u>
<u>Upon submission of rollout report of approved content / placements/publications for February 2019</u>	<u>10%</u>
<u>Upon submission of rollout report of approved content / placements/publications for March 2019</u>	<u>10%</u>
<u>Upon submission of rollout report of approved content / placements/publications for April 2019</u>	<u>10%</u>
<u>Submission of Terminal Report for the Whole Campaign</u>	<u>10%</u>
<u>Conduct of the post-project workshop for the DOT</u>	<u>10%</u>
Total	100%

- On Item VIII. Campaign Presentation
 1. Shortlisted bidders who will be declared **“passed”** during the opening of technical bids will be required to present their proposed campaign to the

members of the Bids and Awards Committee (BAC), DOT executives and other tourism stakeholders that the DOT will invite during the pitch presentation.

2. A maximum of **twenty (20) minutes** will be given for each agency for its presentation **excluding** the question and answer portion with BAC members and such other individuals to be invited by the DOT.
 3. **The Department of Tourism would like to see, aside from the overall Digital Public Relations plan, the agency's identified and proposed online publications, influencers, the type of multimedia content it plans to produce and its respective digital media plan, and the budget allocation for placement, boosting and search optimization, among others.**
 4. Proposal on agency service fees, which will be commission-based. This proposal shall reflect a total commission on production which shall be a maximum of twelve percent (12%) of the total production fees **and 10% of media placement fees.**
- **On Item X. Other Terms and Conditions**
 5. All and each of the materials produced during the period of engagement shall be amenable to edits at no cost to the DOT **within a span of one (1) year after airing of said material.**
 10. **The compensation to be paid for the agency service fee of the selected agency shall be pegged in the amount equivalent to a maximum of 10% of the media placement fee.**

Clarifications on the Terms of Reference and Bidding Documents

- There is no specific format of the Organizational Chart. But the same pertains to the key and support personnel for the project at hand. Bidders may use their own format.
- **Bidders are also still required to submit TPF 5** as provided in the Bidding Documents, indicating therein the list key technical personnel and support staff together with their tasks.
- Bidders may simply indicate "NOT APPLICABLE" on form FPF No. 5 (Reimbursable Per Activity) since there is no reimbursable under this project.
- The opening of technical bids is scheduled on December 17, 2018 at 10:30 a.m. Shortlisted bidders who will be declared "passed" during the opening of technical bids will be required to present their proposed campaign (pitch) on the same day, from 1:00 p.m. onwards at the Penthouse, Multi-purpose Hall. Drawing of lots shall be used to determine the sequence of presentation.

Response to queries received by the BAC

Question #1 : What is the campaign duration of the Digital Marketing Agency for the Sustainable Tourism Campaign?

Answer : January to May 31, 2019 (preparation and execution)

Question #2 : When will the projects be awarded? We need to know so we can plot the workload accordingly for each project. For example, in the Creative Agency for the Tourism Branding, project implementation period of February 2019 until May 2019, does that mean that the research, creative development and production for all the materials should happen all in January? Or is the February to May the timeline for the creative development and production (four months)?

Answer :

The target date for the issuance of Notice to Proceed is 2 January 2019 or earlier.

Communications plan, logo KV, omnibus AVP, radio ad, Philippine Tourism Map, print ad and OOH designs must be accomplished on or before February 28, 2019.

The rest can be spread out until June 2019. Deliverable schedule for each remaining item will be discussed between DOT and the winning agency.

Question #3 : What is the role of digital media in the PR strategy? Is it to drive traffic? Reach and scale? Sign-ups of some sort?

Answer : Reach and retention. Our goal is to have the international community associate sustainable tourism with the Philippines.

Question #4 : What online properties will we lead users to?

Answer : The objective here is to raise awareness and engagement online towards the Philippines as a model country of sustainable tourism. We want to see influential news and entertainment sites, b/vlogs talk about the Philippines being the main driver of sustainable tourism in Asia.

Question #5 : What is the website for Department of Tourism Philippines?

Answer : www.tourism.gov.ph

Question #6 : what are the Online Platforms being used by Department of Tourism, Philippines aside from website? Please list all of them as well as the social platforms like Facebook, Twitter, you Tube channels.

Answer :

Facebook : www.facebook.com/DepartmentOfTourism

Twitter : www.twitter.com/TourismPHL

You Tube : <https://www.youtube.com/user/morefunph>

Instagram : www.instagram.com/tourism_phl

Question #7 : What is the goal for Organic Search (SEO)?

Answer : To improve the rankings of articles from various websites talking about how the Philippines is a sustainable tourism destination.

Question #8 : What is the goal for Paid Search (SEM)?

Answer : To promote the DOT website and select websites offering tour packages to the Philippines whenever someone searches for relevant criteria for a destination that practices sustainable tourism. As what has been said during the pre-bid conference, people equate sustainable tourism to quality.

Question #9 : Ownership of Eligible Bidders: Specifically, we want to determine if the required percentage of the Filipino ownership of the eligible bidders has been complied with pursuant to Article 16, Section 11, paragraph 2 of the Philippine Constitution, to wit:

“The advertising industry is impressed with public interest, and shall be regulated by law for the protection of consumers and the promotion of the general welfare. Only Filipino citizens or corporations or associations at least seventy per centum (70%) of the capital of which is owned by such citizens shall be allowed to engage in the advertising industry. The participation of foreign investors in the governing body of entities in such industry shall be limited to their proportionate share in the capital thereof, and all the executive and managing officers of such entities must be citizens of the Philippines.”

Answer : For purposes of Post-qualification, the Constitutional Provision on capital ownership shall be controlling.

Question #10: On the Terms of Reference :

a) Background – Are there hard facts, KPIs, or some form of standard measurement for why Boracay is dubbed as the model for sustainable tourism in PH? How about the Philippines as a whole?

Answer : It is the current model of sustainable tourism because it is the first, fully rehabilitated destination initiated by the government. Compared to other destinations, local ordinances are now strictly enforced.

The Boracay model takes into full account the impact of tourist behavior and numbers, the legal and environmental standards of business establishments, the

inclusive growth of local communities and sustainability of the tourism industry in the island.

- b) Objective – It was stated that the agency will “optimize the digital platform in positioning PH as the model of sustainable tourism in Asia”. Can you please share current plans and actual efforts that we would need to optimize? What are the steps that DOT is taking to position the Philippines that way?**

Answer : The DOT has been identifying and rehabilitating a number of tourism destinations since the reopening of Boracay along with the Department of the Interior and Local Government (DILG) and Department of Environment and Natural Resources (DENR). The Digital Marketing campaign aims to utilize the various channels in the digital platform, such as influential v/bloggers, websites and social media pages to amplify these efforts and initiatives by the government to make tourist destinations around the country more sustainable.

- c) Objective – It was also mentioned that we need to inspire the “stakeholders of the country’s tourist destinations”. Could we please have a better understanding of who these stakeholders are?**

Answer : Local communities, tourist establishment owners and employees, and the Local Government Unit (LGU).

- d) Campaign Presentation – It was mentioned that we are required to present our Digital PR campaign to BAC, DOT executives, and other tourism stakeholders. May we know who be in attendance for the campaign presentation?**

Answer: The attendees will be the DOT-BAC, the BAC Secretariat, other DOT Officials and guests, which are still being finalized.

For the guidance and information of all concerned.



ASEC. ROBERTO P. ALABADO III
DOT-BAC Chairperson

December 10, 2018