



## SUPPLEMENTAL / BID BULLETIN NO. 2

This Supplemental/Bid Bulletin is issued to the shortlisted bidder to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-bid Conference held on 6 November 2018 for the **Media Planning and Placement Agency for the development of a Media Plan to Implement the Philippine Tourism Brand Campaign and Uplift the Marketing and Promotion Efforts of the Department of Tourism (DOT-BAC-REI No. 2018-003)**. This shall form an integral part of the Bidding Documents.

### *Changes in the Terms of Reference*

- On Item IV. Scope of Work and Deliverables

Scope of Work	Deliverables
<b>Conduct and submit to the DOT a research on relevant demographic and psychographic information about the following priority tourist and MICE markets:</b> <ul style="list-style-type: none"> <li>a. Korea (Seoul and Busan)</li> <li>b. USA and Canada</li> <li>c. Japan (Tokyo, Osaka, Nagoya, Fukuoka)</li> <li>d. Major European Countries               <ul style="list-style-type: none"> <li>• First Priority – United Kingdom, Germany, France</li> <li>• Second Priority – Russia &amp; the CIS, Spain, Scandinavian countries, Israel</li> <li>• Third Priority – Italy, Switzerland, Netherlands, Turkey, etc.</li> </ul> </li> <li>e. Australia</li> <li>f. Asia Pacific (ASEAN countries, Hong Kong, Taiwan, Macau, Indonesia, Singapore, Malaysia, Thailand, Vietnam)</li> </ul>	Recommend an effective media strategy that will align the tourism branding campaign to the listed priority markets in terms of reach, frequency and continuity.
	Recommend the most appropriate media plan and other options, including appropriate execution thereof, on the various priority tourist markets vis-à-vis present media campaigns on these markets by competitor countries.
	Submit a comprehensive international media plan for DOT for the year 2019 showing its reach and frequency goals based on the proposed budget.
	Submit an implementation strategy for the media plan mentioned above.
	Submit a corresponding monitoring and evaluation system in the form of appropriate metrics and timelines in gauging the implementation of the media plan.

- On Item VII. Project Duration and Budget
  1. **The contract duration is six (6) months from the issuance of NTP with a total budget cost of Two Hundred Fifty Million Philippine Pesos (PHP 250,000,000.00) inclusive of all applicable taxes, commissions, bank charges, and other fees as may be incurred in the process. The campaign/media placements will run from March-May 2019.**

- A. **The compensation to be paid for the agency service fee of the selected media agency shall be pegged in the amount equivalent to a maximum of 10% of their proposed budget for the entire project.**
2. **The selected media agency shall provide billing to the DOT based on the following schedule of payment upon completion of identified milestones:**

<b>Milestones</b>	<b>% of Payment</b>
Submission of Approved Media Plan and Strategy	30%
Submission of rollout report of approved placements for March	20%
Submission of rollout report of approved placements for April	20%
Submission of rollout report of approved placements for May	20%
Submission of Terminal Report for the Whole Campaign	5%
Conduct of the post-project workshop for the DOT	5%
<b>TOTAL</b>	<b>100%</b>

• **On item VIII. Terms of Conditions: (Additional)**

1. **All advertising and creative concepts and original materials (raw and edited) formulated and designed in conjunction with this campaign shall be owned by DOT, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally. This should be submitted to the DOT in a sturdy hard drive/s;**
2. **Any excess remuneration or compensation in the form of rebate from media suppliers following the industry practice of compensating services of an advertising or media agency shall be negotiated by the winning agency, and certified by the supplier in favor of the DOT in the form of additional advertising materials and/or extended media placements, in order to maximize the effect and benefit of the campaign.**

Please find attached revised Terms of Reference (TOR) for the guidance and information of all concerned.

  
**DIRECTOR MILAGROS Y. SAY**  
 DOT-BAC Vice-chairperson

12 November 2018