

## 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 **Creative Agency for the Sustainable Tourism Campaign (DOT-BAC-REI No. 2018-007)**. This shall form part an integral part of the Bidding Documents.

- **On Item IV. Scope of Work, Deliverables and Budget Allocation**

3. The breakdown of the ~~media and~~ production budgets, including the number of the advertising materials, may be modified upon recommendation of the winning agency, subject to the written approval of the DOT, to achieve the objectives of the campaign and have optimal media exposure for the same.

- **On Item V. Milestones**

1. The Contract Duration shall be for a period of 12 months - from January to December 2019.
2. The survey must be initiated in, at most one (1) month after the signing of contract and the survey period of the research study must be completed within a maximum of 4 months.
3. Final communications plan and final artwork of brand design and key visuals and is due one (1) month after the completion of the research study.
4. Production of all AVPs is due two months after the completion of the research study.
5. Terminal Report of this campaign shall be submitted on December 2019.
6. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Payment %
Upon approval of <u>research study brief</u>	<u>20%</u>
Upon <u>completion of research study</u>	<u>10%</u>
Upon <u>approval of communications plan, brand and KV</u>	<u>20%</u>
<u>Upon approval of all AVP storyboards</u>	<u>20%</u>
<u>Upon completed production of all creative materials</u>	<u>20%</u>
Upon acceptance of the Terminal Report	<u>10%</u>
<b>Total</b>	<b>100%</b>

- **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 **thirty (30) 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.
  
- **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.**

***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 : May we replace the initially submitted list of personnel with new staff for the technical and financial bid submission.***

**Answer :** Yes.

***Question #2 : Is DOT VATable?***

**Answer :**

Agencies that are VAT registered will be charged/deducted 5% (tax withheld) and 2% (EWAT).

For non-VAT registered, agencies will be charged/deducted 3% (tax withheld) and 2% (EWAT)

**Question #3 : For OOH, is the actual printing of billboards care of our budget or is the printing care of the media agency?**

**Answer :** The printing is care of the media agency

**Question #4 : Once the research is done for the campaign, will the materials have to be localized to the particular areas?**

**Answer :** It depends on the results and the awarded bidder's recommendation.

**Question #5 : What is the campaign duration of the Creative Agency for the Sustainable Tourism Campaign?**

**Answer :** Research period is January to May 31, 2019. All deliverables must be completed by July 31, 2019

**Question #6 : 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 awarded agency.

**Question #7 : 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 #8 : What is the website for Department of Tourism Philippines?**

**Answer :** [www.tourism.gov.ph](http://www.tourism.gov.ph)

**Question #9 : 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](http://www.facebook.com/DepartmentOfTourism)

Twitter : [www.twitter.com/TourismPHL](http://www.twitter.com/TourismPHL)

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

Instagram : [www.instagram.com/tourism\\_phl](http://www.instagram.com/tourism_phl)

**Question #10 : 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 #11 : 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 #12 : May we request for the ITB document referred to in the Bidding Documents?**

**Answer :** The ITB refers to the "Instructions to Bidders" included in the complete set of bidding documents purchased by the shortlisted bidders. The same is likewise posted at the PhilGEPS and DOT websites.

**Question #13 : On the sealing and marking of bids, will it be addressed to ASEC Roberto P. Alabado III? Please advise if we still need to indicate DOT address. Is the Reference No. DOT-BAC REI No. 2018-007?**

**Answer :** The ITB refers to the "Instructions to Bidders" included in the complete set of bidding documents purchased by the shortlisted bidders. The same is likewise posted at the PhilGEPS and DOT websites.

Yes, the Bids must be addressed to the undersigned as DOT-BAC Chairperson. The DOT address may likewise be specified, instructed.

Finally, yes, the reference no. is DOT-BAC REI No. 2018-007.

For the guidance and information of all concerned.

  
ASEC. ROBERTO P. ALABADO III  
DOT-BAC Chairperson

December 10, 2018