

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 and in response to the queries received from the shortlisted bidders for the **Creative Agency for the Development of an Integrated Marketing Communications Campaign Refreshing and Updating the “It’s More Fun in the Philippines” Brand – 2nd Posting (DOT-BAC-REI No. 2018-005)**. This shall form 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.

- The top ten (10) markets as identified by the end-user are as follows

1. Korea (Seoul and Busan)
2. USA
3. Canada
4. Japan (Tokyo, Osaka, Nagoya, Fukuoka)
5. Australia
6. Hong Kong
7. Malaysia
8. Singapore
9. United Kingdom
10. Germany

- **On Item V. Milestones**

1. **The Contract Duration shall be for a period of 12 months - from January to December 2019.**
2. **In terms of the deliverables, the Omnibus Material, logo and key visuals should be ready by February 2019 and all the other deliverables should be submitted by 30 June 2019, while the terminal report of the campaign by December 2019.**
3. The initial launch of the campaign will be on **March 2019 and to be implemented until the end of the year.**
4. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

| Milestones | Payment % |
|--|-------------|
| Upon approval of campaign concept and timelines | <u>20%</u> |
| Upon approval of all storyboards for <u>all omnibus AVPs and Radio</u> | <u>10%</u> |
| Upon completed production of <u>omnibus AVPs and radio advertisements</u> | <u>10%</u> |
| <u>Upon approval of all storyboards for tourism products</u> | <u>10%</u> |
| <u>Upon approval of all storyboards for all 16 regions</u> | <u>10%</u> |
| <u>Upon completed production of all AVPs of tourism products</u> | <u>10%</u> |
| <u>Upon completed production of all AVPs of all 16 regions</u> | <u>10%</u> |
| <u>Upon completed production of all remaining creative materials</u> | <u>10%</u> |
| Upon acceptance of the Terminal Report | <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 **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 10:00 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 : 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 #2 : Terms of Reference, VIII, 3.a.ii

A refreshed creative study using the same 2012 Philippine Tourism Brand “It’s More Fun in the Philippines”,

- I. Big Idea**
- II. Logo Design**
- III. Key Visual**

By logo design, is the group expecting to see a completely new logo design? What elements do they want to change? Or keep?

Answer : For the logo design, we are expecting a new design and key visuals. The slogan will still be “It’s More Fun in the Philippines”.

It is up to the bidder what they want to change or keep. Basically, just think of this whole project as a REBOOT to the 2012 brand.

Question #3 : What is the campaign duration of the Creative Agency for the Development of an Integrated Marketing Communications Campaign Refreshing and Updating the “It’s More Fun in the Philippines” Brand?

Answer : The campaign will start on March 2019 until the end of the year. Thus, the Omnibus Material, logo, and key visuals should be ready by February 2019 and all other deliverables should be submitted by 30 June 2019.

Question #4 : 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 #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

For the guidance and information of all concerned.



ASEC. ROBERTO P. ALABADO III
DOT-BAC Chairperson

December 10, 2018