

SUPPLEMENTAL/BID BULLETIN NO. 1

This Supplemental/Bid Bulletin is issued to all shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-Bid Conference held on 17 July 2019 for the **Procurement of Services for the DOT Accreditation Campaign-Media Plan and Placements (REI No. 2019-011)**.

I. The following provisions are added under the Scope of Work and Deliverables:

OLD		NEW	
Scope of Work			Deliverables
Coordinate and negotiate with all media for rates, spots, bonuses, etc. for consideration and approval of the DOT	Present a media plan with additional PR media values from the negotiated networks, radio stations, broadsheets, OOH suppliers, and digital partnerships	Coordinate and negotiate with all media for rates, spots, bonuses, etc. for consideration and approval of the DOT	Present a media plan with additional PR media values from the negotiated networks, radio stations, broadsheets, OOH suppliers, and digital partnerships Include placements for cinema. Digital placements will only target international market All free mileages acquired from media company should be allocated for the months January and March 2020* (Duration may vary depending on the free mileages acquired)

II. "The Project Duration and Budget Allocation" portion of the Terms of Reference (TOR) is hereby amended, as follows:

OLD PROVISION		NEW PROVISION	
MILESTONES	% OF PAYMENT	MILESTONES	% OF PAYMENT
Submission of approved Communications Plan and Media placements	30%	Submission of approved Communications Plan and Media Placements	30%
Submission of Rollout Report of approved Communications Plan, Strategy, and Media Placements for September	20%	Submission of Rollout Report of approved Communications Plan, Strategy, and Media Placements for October	20%

OLD PROVISION		NEW PROVISION	
MILESTONES	% OF PAYMENT	MILESTONES	% OF PAYMENT
Submission of Rollout Report of approved Communications plan, Strategy, and Media Placements for October	20%	Submission of Rollout Report of approved Communications Plan, Strategy, and Media Placements for <i>November</i>	20%
Submission of Rollout Report of approved Communications Plan, Strategy, and Media Placements for November – December	20%	Submission of Rollout Report of approved Communications plan, Strategy, and Media Placements for <i>December</i>	20%
Submission of Terminal Report for the whole campaign	10%	Submission of Terminal Report for the whole campaign	10%
TOTAL:	100%	TOTAL:	100%

III. The following clarifications are provided for the guidance and reference of the shortlisted bidders:

- We are not requiring them to present anymore but just to submit media plan and VMS.
- Attached is the "It's More Fun in the Philippines" 2019 Brand book. The file is titled 'Brand Manual IMFITP 2019'

The provisions of this Supplemental/Bid Bulletin shall form an integral part of the Bidding Documents.

For the guidance and information of all concerned.


ASEC. ROBERTO P. ALABADO III
 BAC Chairperson

23 July 2019