



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services of a Local Media Planning, Buying and Placements Agency for the Department of Tourism – Lot No. 2 (Media Planning, Buying and Placements for Visayas and Mindanao) – 2nd Posting (DOT-BAC REI No. 2021-007)

This **Supplemental/Bid Bulletin No. 1** is issued to all shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Virtual Pre-Bid Conference held on 22 July 2021 for the aforementioned project. This shall form part of the Bidding Documents

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

I. On the Terms of Reference

A. Under III. Scope of Work and Deliverables

- In terms of targeting, aside from Metro Cebu and Metro Davao, bidders may also extend its reach to other regions and provinces in Visayas and Mindanao.
- The 60 Million cumulative reach mentioned in the KPI are not unique in terms of individuals, and may be duplicated.
- When it comes to Area Prioritization, end-users indicated Metro Cebu and Metro Davao as the main priority target for this campaign. Tourists coming from these places are the travelers that have the largest share of wallet. Bidders may recommend strategies and/or plans outside of the TOR. Any extra efforts will be appreciated as long as it is under the given Approved Budget for the Contract (ABC) and meet the targets under the Scope of Work and Deliverables.

II. On the Bidding Documents

- Bidders are reminded to make sure that the criteria in the technical rating will be reflected in the Curriculum Vitae of the proposed personnel and other documents to be rated accordingly.
- For purpose of submission, the use of digital or electronic signature of the personnel on TPF.6 (Format of Curriculum Vitae for proposed Professional Staff) will be allowed, with the physical signature of the authorized representative. However, submission of the physically signed and notarized forms will be required during post-qualification.

III. On the Pitch Presentation

- Bidders are expected to present the profile of their target audiences. Kindly include a diagram comparing the Consumer Profiles of those in GMA, Visayas and Mindanao.
- The presentation should be focused on the bidders' media plan.
- Bidders will be given 30 minutes to present and another 30 minutes for the question and answer.
- Pitch Presentation for this campaign will be on **09 August 2021 at 1:30 P.M.** onwards. Order / sequence of presentation is as follows:

Agency	Time
IPG Mediabrands Philippines, Inc.	01:30 P.M. – 02:30 P.M.
Touch XDA, Inc.	02:50 P.M. – 03:50 P.M.

Please see the Zoom Meeting link below:

DOT Branding is inviting you to a scheduled Zoom meeting.

Topic: Pitch Presentation for the Local Media Placements – Lot No. 2

Time: August 9, 2021 01:30 P.M. Asia/Manila

Join Zoom Meeting

<https://us02web.zoom.us/j/82004271607?pwd=Zjk5YjJVWHZKNUN5dGQzeVFzd3hxZz09>

Meeting ID: 820 0427 1607

Passcode: branding

- Shortlisted bidders are requested to submit one (1) hard copy and soft copy in flash drive of the presentation deck on **August 6, 2021**.

IV. Submission of Technical and Financial Documents and Opening of Technical Bids

- Shortlisted bidders are reminded on the deadline for the submission of Technical and Financial Documents on **August 4, 2021 (until 9:00 A.M. ONLY)**. Opening of Technical Bids will be on the same day at 11:00 A.M.

For the guidance and information of all concerned.

28 July 2021


OIC-USEC. REYNALDO L. CHING
 DOT-BAC Chairperson 