



SUPPLEMENTAL / BID BULLETIN NO. 2

This Supplemental/Bid Bulletin is issued to shortlisted bidder to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-bid Conference held on 19 July 2019 for the **Procurement of the Services of a Creative Agency for the Content Production for Opportunity and Emerging Markets (REI No. 2019-006)**.

I. The following portions of the Bidding Documents are hereby amended as follows:

- **On the Terms of Reference**

OLD PROVISION	NEW PROVISION
V. Project Duration and Budget Allocation	V. Project Duration and Budget Allocation
<p>2. The Approved Budget of Contract (ABC) for each lot is Twenty Million Philippine Pesos (PhP 20,000,000.00) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.</p>	<p>2. The Approved Budget of Contract (ABC) for each lot is Twenty Million Philippine Pesos (PhP 20,000,000.00) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.</p> <p><u>Additional Clause: The compensation to be paid for the agency shall be pegged in the maximum amount of 12% of the contract price.</u></p>
VIII. Criteria for Rating	VIII. Criteria for Rating
B. Technical Bid/Proposal Criteria and Rating	B. Technical Bid/Proposal Criteria and Rating
<p>Criteria:</p> <p style="padding-left: 20px;">C. Plan of Approach and Methodology – (50%)</p> <p style="padding-left: 40px;">I. Creative Rendition</p> <p style="padding-left: 60px;">AVP Concept –(15%)</p> <p style="padding-left: 60px;">Treatment – (10%)</p> <p style="padding-left: 40px;">Adherence to “More Fun” brand essence – (5%)</p> <p style="padding-left: 40px;">Resonance with the target audience – (10%)</p> <p style="padding-left: 40px;">Over-all Impact (10%)</p>	<p>Criteria:</p> <p style="padding-left: 20px;">C. Plan of Approach and Methodology – (50%)</p> <p style="padding-left: 40px;">I. Creative Rendition</p> <p style="padding-left: 60px;">AVP Concept –(15%)</p> <p style="padding-left: 60px;">Treatment – (10%)</p> <p style="padding-left: 40px;">Adherence to “More Fun” brand essence – (5%)</p> <p style="padding-left: 40px;">Resonance with the target audience – (10%)</p> <p style="padding-left: 40px;"><u>Research and Methodology (10%)</u></p>

- **On Checklist to Bidders (Documents Comprising the Bid: Technical and Financial Proposal**

OLD PROVISION	NEW PROVISION
<p>Note: All documents shall be current and updated and any missing document in the above mentioned checklist is a ground for outright rejection of the bid. Bidders are required to submit one (1) original and six (6) photocopies of their bids.</p>	<p>Note: All documents shall be current and updated and any missing document in the above mentioned checklist is a ground for outright rejection of the bid. Bidders are required to submit one (1) original and six (6) photocopies of their bids <u>for each lot.</u></p>

- On Section III. Bid Data Sheet

OLD PROVISION		NEW PROVISION	
ITB Clause		ITB Clause	
17.3	Each bidder shall submit one (1) original and six (6) photocopies of the first and second components of its bid.	17.3	Each bidder shall submit one (1) original and six (6) photocopies of the first and second components of its bid for each lot.

- On Section VII. Bidding Forms

- With regards to TPF 2, bidders can use and submit the same Consultant's Reference for all lots, if applicable.

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

- The project is on a per lot basis. The total Approved Budget for the Contract (ABC) is One Hundred Million Philippine Pesos (PhP 100,000,000.00), classified in accordance with the following lots and respective ABC:

Lot No.	Particulars	ABC per Lot
1	Western Europe Content Production	PhP 20,000,000.00
2	Mediterranean Content Production	PhP 20,000,000.00
3	Middle East Content Production	PhP 20,000,000.00
4	Russia and CIS Content Production	PhP 20,000,000.00
5	South East Asia Content Production	PhP 20,000,000.00

- As such, the shortlisted bidder may opt to bid for all or any of the lots mentioned. There are no restrictions as to the assignment of the same personnel as long as compliant to the minimum requirements, including workload and assignment.
- The clustering of regions is final. However, the bidder may recommend sub-clustering of the regions.
- For the research, whatever will fit in the time table is acceptable. If quantitative, these are more on surveys and validating. If qualitative, this is more in-depth, FGDs, profiling.
- The mandatories are logo, font, and branding. For the treatment, it still needs to have the fun and dynamic tone. It does not need to be anchored in the sustainable campaign. For the OOH, it still needs to be sustainable.
- The 30 curated posts include global posts. The stills are derived from the TVCs.
- The target release is October 2019, possibly 3rd week of October.
- If declared "passed" during the opening of Technical Bid on 01 August 2019, shortlisted bidder will be required to present on 02 August 2019 at the DOT Multi-Purpose Conference Room, 6th Floor, DOT Building, as part of the Technical Bid Proposal Evaluation.
- A maximum of thirty (30) minutes is allotted for the presentation **each lot.** The shortlisted bidder is required to present their storyboard, key visual, strategy and research methodology and to submit ten (10) sets of print-outs and flash drive after their presentation.

- Insights for each market can be provided once the agency informs DOT on what market they are willing to pursue.
- DOT shall have permanent usage rights on all advertising and creative concepts and original materials

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
Chairperson, Bids and Awards Committee
Department of Tourism

25 July 2019