



SUPPLEMENTAL/BID BULLETIN NO. 4

Procurement of Consulting Services of a Media Planning and Placement Agency for the Philippine Tourism Branding for Opportunity and Emerging Markets (DOT-BAC REI No. 2020-004)

This **Supplemental/Bid Bulletin No. 4** 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 09 July 2020 for the aforementioned project. This shall form part of the Bidding Documents.

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

A. Section III. BID DATA SHEET

ITB Clause 25.3	The numerical weight and the minimum required St for each criterion are as follows: Quality of Personnel to be assigned to the project – 20% Experience and capability of the consultant – 30% Plan of approach and methodology – 50% The minimum St required to pass is 70%	
	CRITERIA	
	A.	Quality of Personnel to be assigned to the project
		Xxx
		20%
		10%
	B.	Expertise and Capability of the Consultant
		Xxx
		30%
	C.	Plan of Approach and Methodology
	I.	Media Plan
		Consumer touch points strategy (platforms used, social media strategy, partners)
		10%
		Use of given budget (proposal of budget breakdown showing how media placements will be spread out across all media channels)
		<u>15%</u>
	II.	Placement Strategy
		Choice of networks based on the target audience, number of viewers per network, social media platforms' reach across the target market, types of content from media partners content that are related to the client's campaign and target audience
		<u>15%</u>
		Type of Media Placements (Traditional media – TV, Radio, Print, On-ground, and Digital media) based on campaign and target market
		10%
	TOTAL	
		100%

B. Section V. SPECIAL CONDITIONS OF CONTRACT

GCC Clause 53.5(a)	No advance payment is allowed. In lieu of advance payment, the Consultant is allowed to be paid by the Procuring Entity upon completion of the following milestones:	
	Milestones	% of Payment
	Submission of research results and approved media plan and strategy	10%
	Submission of accomplishment report with proof of placements for all media platforms on the <u>1st month</u>	20%
	Submission of accomplishment report with proof of placements for all media platforms on the <u>2nd month</u>	20%
	Submission of accomplishment report with proof of placements for all media platforms on the <u>3rd month</u>	20%
	Submission of accomplishment report with proof of placements for all media platforms on the <u>4th month</u>	20%
	Submission of terminal report of the whole campaign and implementation of post-project workshop for the assessment of placements	10%
	TOTAL	100%

C. Section VI. TERMS OF REFERENCE

IV. Project Duration and Budget Allocation

The Approved Budget of the Contract (ABC) is Three Hundred Million Pesos (PhP300,000,000.00) inclusive of all applicable taxes, bank charges, and other fees as may be incurred in the process. The campaign will be implemented for **four (4) months** upon the issuance of Notice to Proceed (NTP).

A. The compensation to be paid for the agency service fee of the selected media agency shall be pegged in the amount equivalent to maximum of 12% of their proposed budget for the entire project.

1. The selected media agency shall provide billing to the DOT based on the following schedule of payment upon completion of identified milestones.

Milestones	% of Payment
Submission of research results and approved media plan and strategy	10%
Submission of accomplishment report with proof of placements for all media platforms on the <u>1st month</u>	20%
Submission of accomplishment report with proof of placements for all media platforms on the <u>2nd month</u>	20%
Submission of accomplishment report with proof of placements for all media platforms on the <u>3rd month</u>	20%
Submission of accomplishment report with proof of placements for all media platforms on the <u>4th month</u>	20%
Submission of terminal report of the whole campaign and implementation of post-project workshop for the assessment of placements	10%
TOTAL	100%

VII. Criteria for Rating

B. Technical Bid/Proposal Criteria Rating (70% passing score)

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the project	20%
	Xxx	
B.	Expertise and Capability of the Consultant	30%
	Xxx	
C.	Plan of Approach and Methodology	50%
I.	Media Plan	
	Consumer touch points strategy (platforms used, social media strategy, partners)	10%
	Use of given budget (proposal of budget breakdown showing how media placements will be spread out across all media channels)	<u>15%</u>
II.	Placement Strategy	
	Choice of networks based on the target audience, number of viewers per network, social media platforms' reach across the target market, types of content from media partners content that are related to the client's campaign and target audience	<u>15%</u>
	Type of Media Placements (Traditional media – TV, Radio, Print, On-ground, and Digital media) based on campaign and target market	10%
TOTAL		100%

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

A. On the Terms of Reference

- The media agency could recommend / suggest appropriate media platforms outside of what is indicated in the Terms of Reference (TOR).
- For the identification of priority markets, this will be determined by the 2019 inbound tourist arrival (see Annex "A")
- For the tourism destinations to be featured, the locations will be in accordance to the updates ad resolutions of the COVID Inter-Agency Task Force and the respective LGUs (Local Government Units)
- The list of target markets includes Philippines to maximize ad placements in the SEA (South East Asia) region.

B. On the Pitch Presentation

- Shortlisted bidders who will be declared "passed" during the opening of Technical Bids on 22 July 2020 will be required to present their proposed campaign to the BAC-TWG on 23 July 2020 via MS Teams from 1:00 pm onwards, as part of the Technical Bid Evaluation.
- A maximum of thirty (30) minutes will be given for each agency for its presentation and ten (10) minutes for the question and answer portion with the BAC TWG.
- Shortlisted bidders are requested to submit three (3) sets of print-outs and flash drive of their presentation, to be included in their technical and financial bid submission on 22 July 2020.

For the guidance and information of all concerned.

15 July 2020


ASEC. ROBERTO P. ALABADO III
 DOT-BAC Chairperson

As of February 12, 2020

**VISITOR ARRIVALS TO THE PHILIPPINES BY COUNTRY OF RESIDENCE
JANUARY-DECEMBER 2019**

Country of Residence	JAN 2019	FEB 2019	MAR 2019	APR 2019	MAY 2019	JUN 2019	JUL 2019	AUG 2019	SEP 2019	OCT 2019	NOV 2019	DEC 2019	JAN-DEC 2019	% OF TOTAL	JAN-DEC 2018	% GROWTH RATE
ASIA																
ASEAN																
BRUNEI	523	599	926	455	618	768	696	627	710	620	800	784	8,126	0.10	9,533	-14.76
CAMBODIA	298	286	315	454	539	447	448	469	670	514	879	668	5,988	0.07	4,154	44.15
INDONESIA	6,811	6,717	6,638	4,892	5,755	6,524	5,353	4,533	5,194	4,051	7,794	6,537	70,819	0.86	76,652	-7.61
LAOS	72	61	108	91	90	102	144	113	131	160	280	102	1,454	0.02	1,183	22.91
MALAYSIA	11,516	12,862	13,273	11,071	13,422	12,163	10,508	9,889	11,374	9,541	13,531	10,732	139,882	1.69	145,246	-3.69
MYANMAR	843	900	1,086	1,024	1,188	1,007	1,098	1,068	981	1,346	1,764	1,673	13,978	0.17	9,630	45.15
SINGAPORE	11,904	12,321	15,259	11,877	13,590	16,200	12,910	12,217	12,276	12,287	14,738	13,016	158,585	1.92	171,736	-7.68
THAILAND	4,518	4,891	5,115	5,283	5,040	4,432	4,880	4,543	4,609	5,583	6,520	5,778	61,282	0.74	59,793	2.51
VIETNAM	3,849	5,969	4,889	5,152	5,757	7,349	6,174	4,930	5,082	5,155	5,980	6,402	66,698	0.81	52,334	27.45
SUB-TOTAL	40,334	44,606	47,639	40,299	45,999	48,992	42,212	38,389	41,027	39,257	52,386	45,692	526,832	6.38	530,321	-0.66
EAST ASIA																
CHINA	131,196	174,175	158,433	139,177	130,788	132,792	171,848	170,903	150,505	139,707	126,785	117,000	1,743,309	21.10	1,257,962	38.58
HONGKONG	6,977	9,645	6,672	7,539	6,569	7,154	7,923	6,551	6,703	7,486	7,970	10,464	91,653	1.11	117,992	-22.32
JAPAN	47,567	64,365	65,837	57,724	46,495	44,919	55,727	78,699	56,878	51,414	53,784	59,379	682,788	8.27	631,821	8.07
KOREA	179,900	180,890	158,794	130,707	138,239	157,495	167,249	185,334	152,184	158,380	176,185	203,965	1,989,322	24.08	1,624,251	22.48
MACAU	607	808	750	654	690	629	738	750	765	674	632	732	8,429	0.10	9,336	-9.72
TAIWAN	21,804	30,648	25,456	25,441	25,637	30,546	32,663	32,676	27,707	29,642	23,350	21,703	327,273	3.96	242,411	35.01
SUB-TOTAL	388,051	460,531	415,942	361,242	348,418	373,535	436,148	474,913	394,742	387,303	388,706	413,243	4,842,774	58.62	3,863,773	24.69
SOUTH ASIA																
BANGLADESH	466	540	510	620	404	673	454	502	624	453	877	507	6,630	0.08	5,495	20.66
INDIA	15,182	11,007	10,086	9,986	11,275	11,352	11,495	11,307	10,777	9,780	13,357	9,359	134,960	1.63	121,124	11.43
IRAN	184	108	355	177	178	183	160	173	164	206	206	196	2,290	0.03	2,456	-6.76
NEPAL	822	520	445	323	377	680	431	461	453	360	435	711	6,018	0.07	8,696	-30.80
PAKISTAN	501	465	423	501	372	454	480	468	552	393	757	437	5,793	0.07	4,999	15.88
SRI LANKA	593	474	478	491	477	594	532	518	515	734	595	411	6,412	0.08	6,446	-0.53
SUB-TOTAL	17,748	13,114	12,297	12,098	13,083	13,936	13,552	13,419	13,085	11,926	16,227	11,621	162,106	1.96	149,216	8.64
MIDDLE EAST																
BAHRAIN	312	213	269	243	138	403	392	341	184	256	321	224	3,296	0.04	3,638	-9.40
EGYPT	225	252	208	354	201	300	288	275	258	215	349	285	3,210	0.04	2,155	48.96
JORDAN	162	158	184	232	147	186	181	144	111	105	173	148	1,831	0.02	1,129	71.04
KUWAIT	568	542	534	563	381	656	702	635	356	450	450	472	6,309	0.08	6,448	-2.16
OMAN***	207	223	238	203	78	364	223	249	218	164	209	150	2,526	0.03	2,735	-7.64
QATAR**	174	204	207	265	134	284	279	251	107	161	196	229	2,491	0.03	3,781	-34.12
SAUDI ARABIA	3,316	3,354	3,730	2,683	1,165	7,220	5,604	4,534	3,288	3,609	3,432	1,813	43,748	0.53	46,957	-6.85
UNITED ARAB EMIRATES	889	1,084	1,252	1,086	703	723	912	814	522	664	759	804	10,192	0.12	15,402	-33.83
SUB-TOTAL	5,853	6,010	6,622	5,629	2,947	10,136	8,581	7,243	5,044	5,624	5,889	4,125	73,703	0.89	82,255	-10.40
AMERICA																
NORTH AMERICA																
CANADA	28,144	22,272	21,936	22,309	19,944	13,765	17,630	13,664	12,006	16,124	20,405	30,651	238,850	2.89	226,446	5.48
MEXICO	412	372	407	485	409	425	450	376	388	428	534	488	5,154	0.06	4,248	21.33
USA	108,342	94,632	89,806	87,710	90,979	96,735	93,912	68,418	61,085	79,716	82,617	109,488	1,064,440	12.89	1,034,471	2.90
SUB-TOTAL	137,898	117,276	112,149	110,504	111,332	110,925	111,992	82,458	73,479	96,268	103,556	140,607	1,308,444	15.64	1,265,165	3.42

**VISITOR ARRIVALS TO THE PHILIPPINES BY COUNTRY OF RESIDENCE
JANUARY-DECEMBER 2019**

Country of Residence	JAN 2019	FEB 2019	MAR 2019	APR 2019	MAY 2019	JUN 2019	JUL 2019	AUG 2019	SEP 2019	OCT 2019	NOV 2019	DEC 2019	JAN-DEC 2019	% OF TOTAL	JAN-DEC 2018	% GROWTH RATE
SOUTH AMERICA																
ARGENTINA	571	400	371	358	303	178	156	177	197	253	349	330	3,643	0.04	3,468	5.05
BRAZIL	1,047	909	1,020	960	766	547	717	734	450	734	855	1,301	10,035	0.12	7,364	36.27
COLOMBIA	298	253	292	302	256	241	256	250	289	241	381	300	3,366	0.04	2,399	41.73
PERU	144	125	120	134	150	110	99	180	129	139	153	177	1,660	0.02	1,038	59.92
VENEZUELA	59	57	65	67	52	40	43	68	59	57	70	65	702	0.01	423	65.96
SUB-TOTAL	2,119	1,744	1,868	1,821	1,539	1,116	1,004	1,404	1,391	1,439	1,808	2,173	19,426	0.24	14,682	32.31
EUROPE																
WESTERN EUROPE																
ANDORRA	-	1	2	-	2	2	-	3	1	-	3	11	25	0.00	273	-90.84
AUSTRIA	1,761	1,712	1,390	1,176	1,019	875	1,284	843	724	984	1,130	1,942	14,840	0.18	14,193	4.56
BELGIUM	1,585	1,513	1,699	1,967	1,271	1,523	2,316	1,175	1,060	1,320	1,642	2,085	19,156	0.23	17,285	10.82
FRANCE	9,285	12,934	10,714	10,380	5,882	3,765	5,564	5,638	3,903	5,640	6,999	7,873	88,577	1.07	74,400	19.06
GERMANY	11,081	11,569	11,075	9,485	6,917	5,195	6,857	6,512	5,732	7,698	8,862	12,773	103,756	1.26	92,098	12.66
LUXEMBOURG	72	92	58	87	43	31	66	104	37	63	69	115	837	0.01	930	-10.00
NETHERLANDS	3,890	3,703	3,942	3,567	3,181	2,462	4,198	2,466	2,289	2,887	4,182	4,548	41,313	0.50	37,051	11.50
SWITZERLAND	3,149	3,365	2,775	3,557	2,003	1,349	2,329	1,373	1,467	2,051	2,574	3,974	29,966	0.36	31,075	-3.57
SUB-TOTAL	30,823	34,889	31,655	30,219	20,318	15,202	22,612	18,114	15,213	20,643	25,461	33,321	298,470	3.61	287,305	11.66
NORTHERN EUROPE																
DENMARK	2,130	2,220	1,529	1,785	1,237	1,077	1,643	867	928	1,200	1,524	2,295	18,535	0.22	17,884	3.64
FINLAND	1,066	1,138	722	566	545	649	329	282	405	582	868	1,268	8,420	0.10	7,219	16.64
IRELAND	1,741	1,478	1,672	2,192	1,719	2,210	2,325	1,391	1,267	1,680	1,460	2,940	21,475	0.26	20,051	7.10
NORWAY	2,031	2,073	1,649	1,832	1,183	3,010	3,364	1,188	1,030	1,341	1,597	3,166	23,464	0.28	23,571	-0.45
SWEDEN	3,341	3,602	2,727	2,140	1,372	2,023	1,797	914	1,078	1,547	2,091	5,260	27,892	0.34	28,085	-0.69
UNITED KINGDOM	18,184	16,998	18,219	22,578	16,934	13,759	18,698	15,753	12,157	15,673	18,210	22,042	209,206	2.53	201,044	4.06
SUB-TOTAL	28,493	27,510	26,618	31,093	22,990	22,728	28,156	20,395	16,865	22,023	25,750	36,371	308,992	3.74	297,854	3.74
SOUTHERN EUROPE																
GREECE	328	354	325	322	330	241	224	253	264	282	468	458	3,849	0.05	3,453	11.47
ITALY	4,199	4,015	3,670	3,555	2,263	2,014	2,763	3,148	1,971	2,752	3,387	5,214	38,951	0.47	35,182	10.71
PORTUGAL	590	808	698	1,195	542	390	418	528	492	650	982	820	8,113	0.10	5,549	46.21
SPAIN	3,952	3,659	3,652	4,341	2,965	2,894	5,202	6,610	2,901	3,587	5,409	4,676	49,748	0.60	44,133	12.72
SUB-TOTAL	9,069	8,836	8,245	9,413	6,100	5,539	8,607	10,539	5,628	7,271	10,246	11,168	100,661	1.22	88,317	13.98
COMMONWEALTH OF INDEPENDENT STATES																
RUSSIAN FEDERATION	1,360	1,099	1,025	912	837	775	793	802	872	879	1,135	1,559	12,048	0.15	11,514	4.64
TOTAL (CIS & RUSSIA)	5,950	5,696	5,364	3,909	2,993	2,335	2,745	2,343	2,692	3,443	4,484	6,017	48,159	0.58	41,481	16.10
POLAND	2,078	2,200	1,818	1,403	823	565	625	547	606	1,059	2,444	1,548	15,816	0.19	12,568	25.84
SUB-TOTAL	6,028	7,896	7,182	5,312	3,816	2,900	2,770	2,778	3,298	4,402	7,928	7,665	63,975	0.77	54,049	18.36
EASTERN MEDITERRANEAN EUROPE**																
ISRAEL	2,600	2,633	2,064	2,506	1,590	932	1,318	1,572	1,933	1,954	1,662	2,087	22,851	0.28	20,343	12.33
TURKEY	934	890	753	664	585	644	690	678	523	698	862	753	8,654	0.10	8,615	0.45
SUB-TOTAL	3,534	3,523	2,817	3,170	2,165	1,576	2,008	2,250	2,456	2,652	2,524	2,840	31,505	0.38	28,958	8.80

**VISITOR ARRIVALS TO THE PHILIPPINES BY COUNTRY OF RESIDENCE
JANUARY-DECEMBER 2019**

Country of Residence	2019												% OF TOTAL	JAN-DEC 2018	% GROWTH RATE	
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC				
AUSTRALASIA/PACIFIC	29,929	21,571	21,647	28,683	22,021	19,163	21,364	17,947	21,346	23,096	23,068	36,935	286,170	3.46	279,828	2.27
AUSTRALIA	1,806	1,850	1,801	1,401	1,880	2,367	2,235	1,226	818	1,540	1,667	1,444	19,835	0.24	32,357	-38.70
GUAM	1	6	33	2	11	8	2	5	4	3	17	1	93	0.00	38	144.74
NAURU	3,496	2,300	2,627	3,770	3,026	2,782	3,193	2,488	2,870	3,189	3,257	4,874	37,872	0.46	33,341	13.59
NEW ZEALAND	908	529	677	647	707	875	785	690	829	945	685	551	8,828	0.11	8,481	4.09
PAPUA NEW GUINEA	36,140	26,256	26,785	34,503	27,445	25,195	27,579	21,756	25,867	28,773	28,694	43,805	352,798	4.27	354,045	-0.35
SUB-TOTAL																
A F R I C A																
NIGERIA	268	243	255	254	519	285	279	297	340	220	291	188	3,439	0.04	2,104	63.45
SOUTH AFRICA	705	697	710	765	552	561	571	597	585	768	652	1,390	8,563	0.10	7,543	13.39
SUB-TOTAL	973	940	965	1,079	1,071	846	850	894	925	988	943	1,578	11,992	0.15	9,647	24.31
OTHERS & UNSPECIFIED RESIDENCES	9,055	9,306	8,615	7,014	5,648	5,814	6,214	5,381	5,532	6,217	9,155	8,848	86,799	1.05	71,007	22.24
T O T A L	718,118	762,437	709,399	653,336	612,861	638,440	712,285	699,933	604,552	634,786	679,273	763,057	8,188,477	99.12	7,096,594	15.39
OVERSEAS FILIPINOS***	5,272	4,428	4,970	9,651	8,858	5,340	6,772	2,910	2,001	3,763	4,790	13,741	72,436	0.88	71,873	0.78
2019 MONTHLY TOTAL	723,390	766,865	714,309	662,987	621,719	643,780	719,057	702,843	606,553	638,549	684,063	776,798	8,260,913	100.00	7,168,467	15.24
2018 MONTHLY TOTAL	732,506	674,841	642,757	591,137	537,743	530,267	609,078	557,088	518,041	523,703	564,169	693,137	6,260,913			
Monthly Growth Rate (%)	(1.24)	13.64	11.13	12.15	15.62	21.41	18.06	27.54	17.09	21.93	21.25	12.07				

*Prior to 2009, statistics from this country were lumped under "Others"
 **Grouping from UNWTO; prior to 2009, statistics from Israel were lumped under "Middle East" and statistics from Turkey were lumped under "Others"
 *** Philippine passport holders permanently residing abroad, excludes overseas Filipino workers
 ****Prior to April 2018, statistics from this country were lumped under "Others"

TOP 12 MARKETS BY VOLUME

Rank	Country	Jan-Dec 2019	% Share	Jan-Dec 2018	% Share	Growth Rate (%)
1.	KOREA	1,989,322	24.08%	1,624,251	22.66%	22.48
2.	CHINA	1,743,309	21.10%	1,257,962	17.55%	38.58
3.	USA	1,064,440	12.89%	1,034,471	14.43%	2.90
4.	JAPAN	682,788	8.27%	631,821	8.81%	8.07
5.	TAIWAN	327,273	3.96%	242,411	3.38%	35.01
6.	AUSTRALIA	286,170	3.46%	279,828	3.90%	2.27
7.	CANADA	238,850	2.89%	226,446	3.16%	5.48
8.	UNITED KINGDOM	209,206	2.53%	201,044	2.80%	4.06
9.	SINGAPORE	158,595	1.92%	171,796	2.40%	-7.68
10.	MALAYSIA	139,882	1.68%	145,246	2.03%	-3.69
11.	INDIA	134,963	1.63%	121,124	1.69%	11.43
12.	GERMANY	103,756	1.26%	92,098	1.28%	12.66

Sources of Data: AID Cards & Shipping Manifests
 Prepared by: Statistics, Economic Analysis and Information Management Division
 Office of Tourism Development Planning, Research and Information Management
 Tourism Development, DEPARTMENT OF TOURISM