



## SUPPLEMENTAL/BID BULLETIN NO. 1

### Procurement of Consulting Services for the International Public Relations to Promote Philippines as a Safe and Ideal Destination for Travel Post-Lockdown (DOT-BAC REI No. 2021-013)

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

**I. On the Terms of Reference**

**A. Amendments on IV. Scope of Work and Deliverables**

| <b>Scope of Work</b>   | <b>Deliverables</b>   |
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| <p><i>Conceptualization of a Public Relations Plan** and Production of gender-sensitive materials for Opportunity and Emerging Markets</i></p> <p><i>Translations of PR materials, if necessary</i></p> <p><i>**PR Plan must include desktop research on the ff:</i></p> <ul style="list-style-type: none"> <li>- <i>Media consumption and behavior of the market</i></li> <li>- <i>Statistics of international media platforms and partners (i.e., viewership, followers, subscribers, etc.)</i></li> <li>- <i>Travel news &amp; stories about the Philippines</i></li> </ul> | <p><i>Approval of a comprehensive public relations (PR) plan encompassing traditional and online media placement, publications, and multimedia materials, including a PR crisis communication plan</i></p> <p>- <b><i>The approved PR strategy and plan will only be focused on the five (5) emerging and opportunity markets and must cover the following:</i></b></p> <ul style="list-style-type: none"> <li>• <i>Tourism products/destinations</i></li> <li>• <i>Sustainable tourism initiatives and programs</i></li> <li>• <i>Health and safety protocols for travel</i></li> </ul> <p><i>Publish at least 20 articles or press releases, in addition to other multimedia content specified in the approved PR plan for the duration of the campaign in the top international travel publications. (Includes placement fees for identified publications).</i></p> <p><b><i>Seeding of PR releases will be distributed mainly to publications in opportunity and emerging markets while also allowing for some of these releases to reach top source markets with global publications. PR seeding must be strategic and does not necessarily need to cover all the identified opportunity and emerging markets at once, but must be able to target at least one market. Each story/article must have 5-10 media pick-ups per country.</i></b></p> |
| <p><i>Partnership with international publications/ travel sites/ content creator/s** for opportunity and emerging markets only.</i></p>  | <p><b><i>The agency should be able to establish and produce at least 10 international media content partnerships (e.g. travel sites, traditional media and content creators) that will reach the five (5) emerging and opportunity markets, consisting</i></b></p>  |

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|--|---|
| <p><i>**Only when international travel is possible, content creator/s will visit the Philippines and experience the activities for themselves.</i></p> | <p><b>materials/content, including but not limited to:</b></p> <ul style="list-style-type: none"> <li>• Articles</li> <li>• Photos</li> <li>• Videos</li> </ul> <p><i>The agency must also cover all costs, including food, flights, accommodation, transportations, honorarium, permit, COVID – 19 testing, etc.</i></p>   |
| <p><i>Documentation trip to different provinces in the Philippines<br/>(Minimum of 8 provinces)</i></p>  | <p><i>Content production for provinces, including but not limited to:</i></p> <ul style="list-style-type: none"> <li>• Write-ups</li> <li>• Photos per destination</li> <li>• Videos per destination</li> <li>• <b>Mini documentary- At least two (2) mini-documentaries for the entire campaign. Minimum of 2 minutes and maximum of 5 minutes per video.</b></li> </ul> <p><i>In line with this, the agency must form a team of:</i></p> <ol style="list-style-type: none"> <li>a. Travel Writers</li> <li>b. Copy Editors</li> <li>c. Photographer and Videographer Team</li> <li>d. Accounts Manager</li> </ol> <p><i>Profiles of the team should be shared during the presentation.</i></p> <p><i>Note that the team is not part of the main personnel for the campaign. The team will only focus on the documentation trip deliverable.</i></p> <p><i>The agency must also cover all costs, including food, flights, accommodation, transportations, honorarium, permit, COVID – 19 testing, etc.</i></p> |
| <p><i>Seeding and Monitoring of PR releases</i></p>  | <ul style="list-style-type: none"> <li>- <i>Weekly reports on issues and sentiments from the international market (social media, news networks and publications, and other communication channels) towards the Philippines as a tourist destination</i></li> <li>- <i>News monitoring should include press pickups, a report of the developments and trends in the industry and a recommended action plan. <b>Primary target will be the opportunity and emerging markets. But should the agency come across stories that also reach the top source markets, they may include this in their report. It should cover mentions and news/stories about the Philippines in relation to tourism.</b></i></li> </ul>  |

**Please refer to Annex “A” for the Revised Terms of Reference.**

**B. Clarifications on the Scope of Work and Deliverables**

1. Under Conceptualization of a Public Relations (PR) Plan
  - The Public Relations (PR) Plan will only be focused on the five (5) opportunity and emerging markets.

2. Under Documentation Trips to Different Provinces in the Philippines
  - For the purpose of pitch presentation, below are the eight (8) provinces to be considered. Final list of the provinces will be shared once the project has been awarded to the PR Agency
    1. Benguet
    2. Mountain Province
    3. Ifugao
    4. Camarines Sur
    5. Camarines Norte
    6. Sorsogon
    7. Albay
    8. Masbate
  - For the number of mini-documentaries, the winning PR agency must produce at least two (2) mini-documentaries for the entire campaign. Minimum of 2 minutes and maximum of 5 minutes per video.
3. Under Seeding and Monitoring of PR Releases
  - Seeding of PR releases will be distributed mainly to publications in opportunity and emerging markets while also allowing for some of these releases to reach top source markets with global publications. PR seeding for each article must be strategic and does not necessarily need to cover all the identified opportunity and emerging markets at once, but must be able to target at least one market.
  - The publication of at least 20 articles or press releases pertains to the total number of PRs to be seeded. KPI is based on pick-ups. Each story/article must have 5-10 media pick-ups per country.
4. Regarding the Campaign Focus
  - This campaign will not entirely focus on the continuation of the current More Fun Awaits Campaign. There will be more stories to cover depending on the progress of the industry's recovery. It will also depend on the travel restrictions and travel behavior. The MFA campaign showcases what's in store for global travelers but is not a campaign meant to already welcome tourists.

## 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 will be given 30 minutes to present and another 30 minutes for the question and answer.
- Pitch Presentation for this campaign will be on **05 August 2021 at 1:30 P.M.** Please see Zoom Meeting link below:

<https://us02web.zoom.us/j/85893128673?pwd=L0s1dmxYU241bFJlVDBPVExCeStTUT09>

Meeting ID: 858 9312 8673

Passcode: branding

- Shortlisted bidders are requested to submit one (1) hard copy and soft copy in flash drive of the presentation deck to be included in the original technical bid envelope.

For the guidance and information of all concerned.

28 July 2021

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