



SUPPLEMENTAL / BID BULLETIN NO. 2

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 05 August 2019 for the **Procurement of the Services of a Media Planning Agency for the Local Media Placements for the Sustainable Tourism Campaign (REI No. 2019-018)**.

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

- **On the Terms of Reference**

| OLD PROVISION | | NEW PROVISION | |
|--|--|---|--|
| IV. SCOPE OF WORK AND DELIVERABLES | | IV. SCOPE OF WORK AND DELIVERABLES | |
| Scope of Work | Deliverables | Scope of Work | Deliverables |
| <p>Conduct a research on relevant content and platforms for the different demographics and psychographics of the population in the 3 islands of the Philippines:</p> <p>I. Luzon II. Visayas III. Mindanao</p> | <p>Recommend an effective media strategy that will align the tourism branding campaign to the listed markets in terms of reach, frequency and continuity.</p> <p>Media Plans (Visual Media Schedule) should contain the following:</p> <p>A. Customized Visual media schedule for the following: 1. Luzon 2. Visayas 3. Mindanao</p> <p>B. Strategic number of TV spots in top-grossing free tv and paid networks across all regions</p> <p>C. Radio Ads/DJ spiels in regional radio stations</p> <p>D. Print Ads in local broadsheets</p> <p>E. Recommended locations and types of OOH ads across all regions</p> <p>F. Digital ads placements and specific digital media platforms</p> | <p>Conduct a research on relevant content and platforms for the different demographics and psychographics of the population in the 3 islands of the Philippines:</p> <p>IV. Luzon V. Visayas VI. Mindanao</p> | <p>Recommend an effective media strategy that will align the tourism branding campaign to the listed markets in terms of reach, frequency and continuity.</p> <p>Media Plans (Visual Media Schedule) should contain the following:</p> <p>A. Customized Visual media schedule for the following: 1. Luzon 2. Visayas 3. Mindanao</p> <p>B. Strategic number of TV spots in top-grossing free tv and paid networks across all regions</p> <p>C. Radio Ads/DJ spiels in regional radio stations</p> <p>D. Print Ads in local broadsheets</p> <p>E. Recommended locations and types of OOH ads across all regions</p> <p>F. Digital ads placements and specific digital media platforms</p> <p>G. Cinema Ads</p> |


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|---|--|---|--|
| | <p>Submit a comprehensive domestic media plan for DOT for the fourth quarter of 2019 showing its reach and frequency goals based on the proposed budget.</p> | | <p>Submit a comprehensive domestic media plan for DOT for the fourth quarter of 2019 showing its reach and frequency goals based on the proposed budget.</p> <p><u>Include additional media values in the media plan document</u></p> |
| | <p>Submit an implementation strategy for the media plan mentioned above.</p> | | <p>Submit an implementation strategy for the media plan mentioned above.</p> |
| | <p>Submit a corresponding monitoring and evaluation system in the form of appropriate metrics and timelines in gauging the implementation of the media plan.</p> | | <p>Submit a corresponding monitoring and evaluation system in the form of appropriate metrics and timelines in gauging the implementation of the media plan.</p> |
| <p>V. PROJECT DURATION AND BUDGET ALLOCATION</p> | | <p>V. PROJECT DURATION AND BUDGET ALLOCATION</p> | |
| <p>2. The Approved Budget of Contract (ABC) for the project is Forty Million Philippine Pesos (PhP40,000,000.00) 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 the project is Forty Million Philippine Pesos (PhP40,000,000.00) 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> | |

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

- Shortlisted bidders must submit their proposed media plan, together with their technical bid proposal.

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

12 August 2019