

Republic of the Philippines
DEPARTMENT OF TOURISM
 351 Sen. Gil Puyat Avenue, 1200 Makati City
 Tel. No. (02) 459-5200 to 459-5230
<http://www.tourism.gov.ph>

MINUTES OF PRE-BID CONFERENCE
JULY 17, 2019 (Wednesday), 1:45 p.m.
4th Floor Conference Room, DOT Bldg.

Present were:

Bids and Award Committee:

ASec. Roberto P. Alabado III	-	Chairperson
Dir. Milagros Y. Say	-	Vice-Chairperson
Mr. Raymund Glen A. Agustin	-	Member
Ms. Ma. Luz F. Falcunaya	-	Member

Procurement Management:

Ms. Mary Angelene A. Tolentino	-	Director
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BAC Secretariat:

Mr. Godofredo R. Maldonado, Jr.	-	Head
Ms. Melanie Claire P. Singzon	-	Member
Ms. Maria Alma O. Almazan	-	Member
Mr. John Phire Villamin	-	Staff
Mr. Val Raymund C. Cervantes	-	Staff

End-User:

Ms. Elisa Jane Camunggol	-	Branding
Mr. Floyd Esguerra	-	Branding

Bidders:

Ms. Elvina Henson	-	DDB Philippines Inc.
Mr. Denise Banatin	-	DDB Philippines Inc.
Mr. Denise Ting	-	DDB Philippines Inc.

Agenda

- Creative Agency for the DOT Accreditation Campaign

CALL TO ORDER AND QUORUM:

Upon declaration of a quorum, the BAC Chairperson, ASec. Roberto P. Alabado III called the meeting to order at around 1:45 p.m. He acknowledged the presence of the BAC members, BAC secretariat members, project officers and prospective bidders.

Proceedings:

Business Matters:

- It was noted that a notice for the pre-bid conference was given to the Philippine Chamber of Commerce and Industry, Transparency and Accountability Network and the Commission on Audit. However, no representatives were sent.
- The presiding officer mentioned that the purpose of the pre-bid conference is to give an opportunity for the prospective bidders to seek clarifications on the terms of reference, including the bidding documents. However, it should be noted that any statement made at the pre-bid conference would not modify the terms of the bidding documents, unless such statement is specifically identified in writing as an amendment of the documents and issued as a supplemental/bid bulletin (IRR-A Section 22.4).
- Bidders were asked if they have seen and checked the Terms of Reference which is posted at the PhilGEPS and DOT websites. Copies of the terms of reference were distributed to the BAC members before the start of the meeting for their reference.

1. Creative Agency for the DOT Accreditation Campaign (ABC: PhP 15,000,000.00)

For the record, DDB Philippines Inc. is the only interested bidder present during the pre-bid conference. Represented by Ms. Elvina Henson, Mr. Denise Banatin, and Mr. Denise Ting.

The following questions and clarifications were raised on the terms of reference after the Mr. Floyd Esguerra of Branding discussed its contents:

- Development of the identity seal shall be added as a requirement
- In the Technical Bid Criteria under C. Plan of Approach and methodology, **AVP Concepts** shall be changed to ***Concept and Treatment of Campaign Material/s*** and **Treatment** shall be changed to ***Content Production and Timeline***
- For the AVP, bidders may provide one (1) for local and one (1) for international
- Bidders may recommend on the design of the identity seal subject to DOT approval
- Bidders were informed that the ATAA research mentioned is open to the public
- A presentation of the Omni-campaign plan shall be required
- The OOH would be for local audience
- Only digital campaigns shall have international audience
- Clarification that the maximum number of translations refer to the target audience's dialects
- Budget allocation shall not be changed; strict implementation of the budget allocation
- Clarification that bidder may proceed to the next milestone upon completion or approval of the prior milestone requirements

- In the Technical Bid Criteria under C. Plan of Approach and Methodology, *Over-all Impact* shall be changed to *Strategy*
- Clarification that DOT's full and exclusive rights on all advertising and creative and original materials shall be permanent
- Branding team shall coordinate with the winning bidder to set the KPIs
- Clarification that the provision in the Bidding Documents regarding the *Alternative Bids* stating: *Consultants participating in more than one bid or associating with any other entity other than those already provided its eligibility documents and allowed by the procuring entity shall be disqualified*" shall not apply to the interested bidder since they are the lone bidder for the project
- Clarification that the bidder shall submit both their technical and financial proposal on 30 July 2019 but only the technical proposal envelope and keep the financial proposal unopened until determination that the bidder's technical proposal passed the evaluation which would only check the presence and absence of required documents
- Clarification that the ninety (90) days for the processing of payment mentioned in the Bidding Documents is the maximum ceiling but may be processed sooner should there be no issues in the delivery and implementation of the contract
- Queries may be sent through email to the BAC Secretariat until 19 July 2019
- Bid bulletin shall be released by 23 July 2019

Adjournment:

With no further instructions from the BAC and clarifications from the body, the Pre-bid Conference was adjourned at 2:18 p.m.

Prepared by:


VAL RAYMUND C. CERVANTES
Staff, BAC Secretariat

Noted by:


GODOFREDO R. MALDONADO, JR.
Head, BAC Secretariat

Approved by:


ASec. ROBERTO P. ALABADO III
BAC Chairperson