

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 19, 2019 (Friday), 3:00 p.m.
5th Floor Conference Room, DOT Bldg.

Present were:

Bids and Award Committee:

ASec. Roberto P. Alabado III	-	Chairperson
Atty. Jennifer A. Olba	-	Member
Mr. Raymund Glen A. Agustin	-	Member
Ms. Ma. Luz F. Falcunaya	-	Member

Procurement Management:

Ms. Mary Angelene A. Tolentino	-	Director
--------------------------------	---	----------

BAC Secretariat:

Ms. Melanie Claire P. Singzon	-	Member
Ms. Maria Alma O. Almazan	-	Member
Mr. John Phire P. Villamin	-	Staff
Mr. Val Raymund C. Cervantes	-	Staff

BAC-TWG (Branding Projects):

ASec. Howard Lance Uyking	-	Head
Dir. Czarina Zara Loyola	-	Member
Ms. Nedalin Miranda	-	Member
Ms. Jem Micaiah Turla	-	Member

End-User:

Mr. Floyd Esguerra	-	Branding
--------------------	---	----------

Bidders:

Ms. Katrina Distrajo	-	DDB Phils. Inc.
Mr. Denise Ting	-	DDB Phils. Inc.
Ms. Elvina Henson	-	DDB Phils. Inc.
Mr. Judd Balaya	-	DDB Phils. Inc.

AGENDA

- Creative Agency for Content Production for Opportunity and Emerging Markets

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 2:55 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 Content Production for Opportunity and Emerging Markets (ABC: PhP 100,000,000.00)

For the record, DDB Phils. Inc. was the only shortlisted bidder present during the pre-bid conference.

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

- All twenty-nine (29) countries are priority markets
- Clarification that the project is on a per lot basis
- Clarification that there is no restriction on the responsible team per lot; one (1) personnel/team may be responsible for all lots but it should be indicated in the documentation that such people will be responsible for multiple lots
- Clarification that there would be seven (7) sets of submission per lot
- Budget allocation per lot shall be strictly followed; no reallocation is allowed
- Regarding TPF 2 of the Bidding Documents, the same Consultant's Reference can be used for all the lots
- DOT shall have permanent usage rights on all the deliverables

- There has not been any specific TVC other than the latest refreshment of *It's More Fun Campaign*
- Accessibility was considered in determining the target markets
- It was reiterated the budget of PhP 20,000,000.00 is the Approved Budget for the Contract per lot which the bidders should consider in their financial proposal
- Only bidders who pass the technical bid evaluation shall be required to have a presentation
- Regarding the research type, bidders may decide whether to proceed with qualitative or quantitative approach; End-users were informed that two thousand nine hundred (2,900) respondents for all priority markets would be the minimum for quantitative research
- There is no need to anchor the campaign on sustainability
- Verification that October will be the break date
- The target date for Issuance of Award would be third week of August
- Clarification that a maximum of thirty (30) minutes per lot is the allotted time for the presentation
- Bidders shall be provided with additional insights from DOT's market representatives
- In the Technical Bid Criteria, under C. Plan of Approach and Methodology, *III. Overall Impact* shall be changed to *Research Methodology and Strategy*
- Clarification that should a bidder decide to bid only for three (3) lots and passed the technical bid evaluation, the three lots on which they participated on shall still be awarded to them
- Upon determination of the lots to be awarded, information sharing for the research between DOT and the winning bidder shall commence
- Queries may be sent to the BAC Secretariat until **22 July 2019**


Adjournment:

With no further instructions from the BAC and clarifications from the body, the Pre-bid Conference was adjourned at 3:52 p.m.

Prepared by:


VAL RAYMOND C. CERVANTES
Staff, BAC Secretariat

Noted by:


GODOFREDO R. MALDONADO, JR.
Head, BAC Secretariat

Approved by:


ASec. ROBERTO P. ALABADO III
BAC Chairperson