



## SUPPLEMENTAL/BID BULLETIN NO. 1

### Procurement of Consulting Services for the New Normal Tourism Products Campaign (DOT-BAC REI No. 2020-017)

This **Supplemental/Bid Bulletin No. 1** is issued to the shortlisted bidder to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Virtual Pre-Bid Conference held on 13 October 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**

Section III Bid Data Sheet	
FROM	TO
14.1 Bids will be valid until February 23, 2021	14.1 Bids will be valid until <i>February 25, 2021</i>
15.2 The bid security shall be valid until February 23, 2021.	15.2 The bid security shall be valid until <i>February 25, 2021</i>
18 The address for submission of bids is 4th Floor, Procurement Management Division office, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City  The deadline for submission of bids is October 26, 2020 (until 9:00 a.m. only).	18 The address for submission of bids is 4th Floor, Procurement Management Division office, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City  The deadline for submission of bids is <i>October 28, 2020</i> (until 9:00 a.m. only).
21.2 The date and time for opening of bids is October 26, 2020 at 10:30 a.m.  The Opening of Technical Bids will be conducted through video conference using the MS Teams platform on October 26, 2020 at 10:30 a.m.  The Shortlisted bidder who are interested in joining the opening of technical bids must send the following details to the BAC Secretariat via e-mail at <a href="mailto:dot.bac@tourism.gov.ph">dot.bac@tourism.gov.ph</a> not later than 5:00 p.m. of October 25, 2020  <ul style="list-style-type: none"> <li>• Name of Representative(s) - Maximum of two (2)</li> <li>• Company Name:</li> <li>• Email Address:</li> <li>• Contact No.</li> </ul>	21.2 The date and time for opening of bids is <i>October 28, 2020 at 10:00 a.m.</i>  The Opening of Technical Bids will be conducted through video conference using the MS Teams platform on <i>October 28, 2020 at 10:00 a.m.</i>  The Shortlisted bidder who are interested in joining the opening of technical bids must send the following details to the BAC Secretariat via e-mail at <a href="mailto:dot.bac@tourism.gov.ph">dot.bac@tourism.gov.ph</a> not later than 5:00 p.m. of <i>October 27, 2020</i>  <ul style="list-style-type: none"> <li>• Name of Representative(s) - Maximum of two (2)</li> <li>• Company Name:</li> <li>• Email Address:</li> <li>• Contact No.</li> </ul>
26.1 The opening of Financial Proposals shall be on November 4, 2020 at 10:30 a.m. (Tentative) at Multi-Purpose Hall, 6th Floor, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City	26.1 The opening of Financial Proposals shall be on <i>November 6, 2020 at 10:00 a.m. (Tentative)</i> at Multi-Purpose Hall, 6th Floor, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City

**B. Section VI. TERMS OF REFERENCE**

**VIII. Terms and Conditions**

<b>Section VI Terms of Reference</b>	
<b>FROM</b>	<b>TO</b>
1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the full creative agency at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation.	1. Segment(s) or phase(s) of the campaign not implemented <b>due to unforeseen circumstances</b> shall be revised/modified by the full creative agency with the approval of DOT at no cost for the purpose of translating said segment(s) or phase(s) for future implementation.

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

<b>Listed are the questions and clarifications from the bidder</b>	<b>Answers and Applied amendments in the Terms of Reference</b>
1. Who is the Bullseye Target in terms of AGE and SEC?	1. Age and SEC shall be identified by the agency based on their proposed IMC.
2. What is the CTA for the campaign?	2. To market the identified tourism products to respective target consumers.
3. What are the specific offerings per product? How are each product currently being marketed?	3. The tourism products are the products itself. This will be the first time the products are marketed in this scale. Tourism products are usually marketed on B2B events such as travel expos.
4. What are the new normal guidelines or protocols that will be implemented per product?	4. Kindly see attached document with the file name: Dive Tourism Protocols - PCSSD MC No. 2020-001.
5. Is it right that the main objective for this campaign would be #3 “to position the Philippines as a premier destination for eco-tourism while ensuring the safety of tourists amid Covid?”	5. Yes
6. What are the final deliverables specific to the pitch presentation only?	6. For the pitch presentation, we are only requesting the agency to present a full IMC for dive tourism. While a big idea and a sample marketing strategy and tactical efforts for the rest of the products. Attached are data about the current initiatives and protocols implemented for dive tourism (Files: Dive Tourism Protocols - PCSSD MC No. 2020-001 and OPMD Dive Initiatives Current and FY2021).
7. To clarify the TOR, on the final versions for the VIDEOS per product consisting of 1 main video (90 sec. to a max of 180 sec.) with 30-sec. and 10-sec. edit downs? In addition to this, we need to produce, 3 mini AVPS per product? We would also like to know what are these “3 mini-AVPs per tourism product?” Are these edits from the main material per product?	7. Each product will produce the following AVP: i. 1 TVC (90s - 180s) with derivatives of 30s and 10s. ii. 3 AVPs (3mins) which may either be an expository documentary, off-screen narration, and the likes depending on what will best fit the campaign the agency will come up with.
8. Can we still move the Oct. 27 presentation please?	The pitch presentation will be scheduled on <i>October 29, 2020 at 1:00 p.m.</i>
9. Are we to also attach a printout of the deck upon submission of technical documents? How many copies?	Yes, submission of 3 copies of the presentation deck.
10. Confirming that e-signatures on personnel CV will be allowed subject to original signature of the authorized signatory.	The e-signatures on personnel CV will be allowed subject to the original signature of the authorized signatory.

### III. On the Pitch Presentation

- Shortlisted bidder who will be declared “passed” during the opening of Technical Bids on 28 October 2020 will be required to present their proposed campaign to the BAC-TWG on 29 October 2020 via MS Teams from 1:00 p.m., as part of the Technical Bid Evaluation.
- A maximum of forty-five minutes (45 minutes) will be given for the agency for their presentation excluding the question and answer portion with BAC and TWG Members and such other individuals to be invited by the DOT.
- Shortlisted bidder is 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 28 October 2020.

Attached are the following:

1. Article about Farm tourism in the Philippines as well as general protocol and guidelines
2. Set of guidelines for the Dive tourism
3. Current initiatives by OPMD Dive

For the guidance and information of all concerned.

  
**ASEC. ROBERTO P. ALABADO III**  
— DOT-BAC Chairperson

October 21, 2020