

SUPPLEMENTAL/BID BULLETIN NO. 2

This Supplemental/Bid Bulletin is issued to all prospective bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-Bid Conference held on 30 October 2019 for the **Procurement of Full Service Agency for the Philippine-South Korea 70 Years of Diplomatic Relations (DOT-BAC-REI No. 2019-021)**.

A. Clarifications on the Bidding Documents

B. Under Section VII. Technical Specifications of the Bidding Documents

IV. Scope of Work and Deliverable:

On Deliverables

OLD PROVISION	NEW PROVISION
<p>Creation of Multichannel Marketing Plan</p> <ul style="list-style-type: none"> - To create a multichannel marketing plan that will create awareness to the strong diplomatic ties between South Korea and the Philippines. <ul style="list-style-type: none"> o The marketing plan must target both the Filipino and South Korean market; o Proposed content bucket must emphasize the benefits behind the diplomatic relations of both countries by mainly highlighting the tourism sector; o Marketing plan must embody the 2019 It's More Fun In The Philippines campaign branding. 	<p>Creation of Multichannel Marketing Plan</p> <ul style="list-style-type: none"> - To create a multichannel marketing plan that will create awareness to the strong diplomatic ties between South Korea and the Philippines. <ul style="list-style-type: none"> o The marketing plan must target both the Filipino and South Korean market; o Proposed content bucket must emphasize the benefits behind the diplomatic relations of both countries by mainly highlighting the tourism sector; o Marketing plan must embody the 2019 It's More Fun In The Philippines campaign branding. o <i>If flights are involved in the proposal, these must be included on the budget allocation of the project</i>
<p>Event Mounting and Production</p> <ul style="list-style-type: none"> - To produce an event in South Korea that celebrates the 70 years of diplomatic ties between the Philippines and South Korea. <ul style="list-style-type: none"> o Event must cater to at least 250 participants; o Must involve the identified South Korean Celebrity Endorser of DOT (talent fee is waived for the said event) 	<p>Event Mounting and Production</p> <ul style="list-style-type: none"> - To produce an event in South Korea that celebrates the 70 years of diplomatic ties between the Philippines and South Korea. <ul style="list-style-type: none"> o Event must cater to at least 250 participants; o Must involve the identified South Korean Celebrity Endorser of DOT <i>(talent fee is waived for the said event)</i>

OLD PROVISION	NEW PROVISION
<ul style="list-style-type: none"> ○ To provide “It’s More Fun In the Philippines” giveaways to the participants ○ To provide event coverage of the whole event; photo and video documentation 	<ul style="list-style-type: none"> ○ To provide “It’s More Fun In the Philippines” giveaways to the participants ○ To provide event coverage of the whole event; photo and video documentation
<p>AVP Production and Creation</p> <ul style="list-style-type: none"> - To produce at least one (1) AVP <ul style="list-style-type: none"> ○ Aims to feature the top 3 destinations for Koreans in the Philippines – Cebu, Palawan, Manila; ○ Material will be used for digital and OOH placements and events; ○ Length of AVP: Minimum of 1 minute and maximum of 2 minutes ○ Derivatives of 30s, 15s, and 10s ○ May involve the identified South Korean Celebrity Endorser of DOT (talent fee is waived) 	<p>AVP Production and Creation</p> <ul style="list-style-type: none"> - To produce at least one (1) AVP <ul style="list-style-type: none"> ○ Aims to feature the top 3 destinations for Koreans in the Philippines – Cebu, Palawan, Manila; ○ Material will be used for digital and OOH placements and events; ○ Length of AVP: Minimum of 1 minute and maximum of 2:30 ○ Derivatives of 30s, 15s, and 10s ○ May involve the identified South Korean Celebrity Endorser of DOT (talent fee is waived)
<p>Digital Content</p> <ul style="list-style-type: none"> - To produce at least five (5) dynamic and five (5) static digital content <ul style="list-style-type: none"> ○ May involve the identified South Korean Celebrity Endorser of DOT (talent fee is waived) 	<p>Digital Content</p> <ul style="list-style-type: none"> - To produce at least five (5) dynamic and five (5) static digital content <ul style="list-style-type: none"> ○ May involve the identified South Korean Celebrity Endorser of DOT (talent fee is waived) - To provide versions with English and Korean subtitle
<p>OOH Materials</p> <ul style="list-style-type: none"> - To produce at least five (3) dynamic and five (3) static OOH content <ul style="list-style-type: none"> ○ May either be a new and original content or be derived from the AVP; ○ May involve the identified South Korean Celebrity Endorser of DOT (talent fee is waived) ○ Spots for the OOH materials in Korea must be identified and included in the costing 	<p>OOH Materials</p> <ul style="list-style-type: none"> - To produce at least five (3) dynamic and five (3) static OOH content <ul style="list-style-type: none"> ○ May either be a new and original content or be derived from the AVP; ○ May involve the identified South Korean Celebrity Endorser of DOT (talent fee is waived) ○ Spots for the OOH materials in Korea must be identified and included in the costing - To provide versions with English and Korean subtitle

V. Project Duration and Budget Allocation:

OLD PROVISION	NEW PROVISION
The Approved Budget of the Contract (ABC) is Thirty Five Million Pesos (Php 35,000,000.00)	The Approved Budget of the Contract (ABC) is Thirty Five Million Pesos (Php

inclusive of all applicable taxes, bank charges and other fees as may be incurred in the process. The campaign will be implemented from November to December 2019. xxx	35,000,000.00) inclusive of all applicable taxes, bank charges and other fees as may be incurred in the process. <i>The campaign will run for at least three (3) months right after release of Notice to Proceed</i> xxx
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VI. Qualifications:

OLD PROVISION	NEW PROVISION
1. The agency must be a full creative agency with the required manpower/personnel and staff. It shall be duly established in the Philippines. 2. The agency must have been in existence for at least five (5) years, and must have produced a material targeting international audience during the last three (3) years with an aggregate cost of at least fifty percent (50%) of the approved budget cost for this project. 3. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).	1.The agency must be a full creative agency with the required manpower/personnel and staff. It shall be duly established in the Philippines. 2.The agency must have been in existence for at least five (5) years, and must have produced a material targeting international audience during the last three (3) years with an aggregate cost of at least fifty percent (50%) of the approved budget cost for this project. 3. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

VIII. Criteria for Rating:

On Technical Bid/Proposal Criteria and Rating:

OLD PROVISION	NEW PROVISION
B. Expertise and Capability of the Firm	<i>B. Experience and Capability of the Consultant</i>

All unamended portions of the Bidding Documents shall remain the same.

The contents of this Bid Bulletin shall form an integral part of the Bidding Documents.

For the guidance and information of prospective bidders.



ASEC. ROBERTO P. ALABADO III
 Chairperson, Bids and Awards Committee
 Department of Tourism

05 November 2019