



SUPPLEMENTAL/BID BULLETIN NO. 2

Procurement of Consulting Services of an Agency for Public Relations (DOT-BAC REI No. 2020-005)

This **Supplemental/Bid Bulletin No. 2** is issued to all shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Virtual Pre-Bid Conference held on 27 July 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 V. SPECIAL CONDITIONS OF CONTRACT

GCC Clause		
53.5(a)	No advance payment is allowed. In lieu of advance payment, the Consultant is allowed to be paid by the Procuring Entity upon completion of the following milestones:	
	Milestones	% of Payment
	Submission of approved research report	10%
	Submission of approved strategy action plan	10%
	Submission of rollout report of the approved PR plan and implementation calendar for the first month of the campaign roll-out	20%
	Submission of rollout report of the approved PR plan and implementation calendar for second month of the campaign roll-out	20%
	Submission of rollout report of the approved PR plan and implementation calendar for third and fourth month of the campaign roll-out	20%
	Submission of terminal report of the whole campaign and workshop	20%
	TOTAL	100%

B. Section VI. TERMS OF REFERENCE

II. Scope of Work, Deliverables and Budget Allocation

SCOPE OF WORK	DELIVERABLES
Phase 1: Research B. Public and Media Relations 1. xxx 2. xxx 3. analysis of each public segment including stakeholders in terms of their wants, needs, and expectations about the current issues, their relationship to the organization, their involvement in communication and with various media, and a variety of social, economic, political, cultural	

<p>and technological trends that may affect them.</p> <p>4. xxx</p>	
<p>Phase 2: Strategy</p> <p>xxx</p>	<p>A detailed and comprehensive public relations strategy.</p> <p><u>Include a step by step work plan on how the agency will execute the PR strategy</u> (additional provision)</p> <p>This will be formally presented to DOT management and has to be approved before it can be accepted as the final output.</p>
<p>Phase 3: Implementation of Strategic Plan</p> <p>The agency must implement each approved plan of action and deliverables proposed by the agency and approved by DOT.</p> <p><u>The following deliverables are the MINIMAL requirements. The agency will be basing the deliverables on the approved PR strategy and other additional requirements stated by DOT during the campaign run.</u> (additional provision)</p>	<p>The following are the minimum requirements of DOT and can be adjusted based on the approved public relations strategy.</p> <ol style="list-style-type: none"> 1. xxx 2. At least 60 press release, or multimedia content. <u>Each press release, advertorial, etc., are required to be featured in at least 3 major media outlets (whether digital or traditional).</u> 3. xxx 4. <u>A comprehensive PR campaign plan and implementation of the following:</u> <ol style="list-style-type: none"> <u>a. Local Tourism Campaign</u> <u>b. New Normal Campaign</u> <u>c. Sustainable Tourism Campaign</u> <u>d. Stakeholder Engagement Campaign</u> <u>e. Tourism Recovery Campaign</u> <p><u>Note: PR campaigns will depend on the activity of the Department, as such new campaigns will be added to this list and the agency must strategize, plan and execute as directed by DOT.</u> (additional provision)</p>
<p>Phase 4: News, social media and sentiment monitoring</p>	<p>Weekly reports on traditional and social media news, issues and sentiments.</p> <p><u>News monitoring should include weekly press pick-ups, a weekly report of the developments and trends in the industry and the recommended action plan.</u> (additional provision)</p>

III. Project Duration and Budget Allocation

1. The campaign shall be for a period of **four (4) months**, to commence upon the receipt of Consultant of the Notice to Proceed (NTP).
2. xxx
3. **The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:**

<u>MILESTONES</u>	<u>% OF PAYMENT</u>
Submission of approved research report	10%
Submission of approved strategy/ action plan	10%
Submission of rollout report of the approved PR plan and implementation calendar for the first month of the campaign roll-out	20%

Submission of rollout report of the approved PR plan and implementation calendar for second month of the campaign roll-out	20%
Submission of rollout report of the approved PR plan and implementation calendar for the third and fourth month of the campaign roll-out	20%
Submission of Terminal Report for the whole campaign and workshop	20%
	100%

4. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

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

A. On the Pitch Presentation

- Shortlisted bidders who will be declared “passed” during the opening of Technical Bids on 10 August 2020 will be required to present their proposed campaign to the BAC-TWG on the same day via MS Teams from 1:00 pm onwards, as part of the Technical Bid Evaluation.
- A maximum of thirty (30) minutes will be given for each agency for its presentation and ten (10) minutes for the question and answer portion with the BAC TWG.
- Requirements on the pitch presentation:
 1. Present a cost estimate for the following deliverables, previous cost estimates or invoices from previous projects are accepted
 - a. Press release
 - b. Research
 - c. Digital Stakeholder meeting
 - d. Project activation
 2. Include a budget proposal and timeline
 3. In the PR plan presentation, it should take into consideration that DOT is also a major economic driver in the country and provides livelihood to millions of Filipinos. As such, we recommend that in the presentation this should be considered in the PR strategy.
 4. The PR presentation should include the overall strategy for 4 months. It should also include an overview of how the bidder plans to execute a PR plan for a specific DOT campaign, specifically for DOT Sustainability campaign.
- Shortlisted bidders are 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 10 August 2020.

III. Response to Additional Inquiries received from Shortlisted Consultants

- While the TOR states that there is no need for international media monitoring , we would like to ask what countries the DOT would like to prioritize should we have enough budget to include it? Hope you can provide your top 3-5 in order or priority

Answer: Thailand, Vietnam, Singapore, South Korea, Taiwan and European countries

- We would like to ask if there is a campaign brief that you can share with us for the new PR campaigns:
 - a. Local tourism campaign
 - b. New normal campaign
 - c. Sustainable tourism
 - d. Rehabilitation of the industry
 - e. Stakeholder consultation

Answer: There is no available campaign brief, but the agencies can use the DOT Sustainable Tourism campaign as an example.

For the guidance and information of all concerned.

03 August 2020


ASEC. ROBERTO P. ALABADO III
 DOT-BAC Chairperson