



## SUPPLEMENTAL / BID BULLETIN NO. 2

This Supplemental/Bid Bulletin is issued to all shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-bid Conference held on 05 August 2019 for the **Procurement of the Services of a Creative Agency for the Content Production of Safe Tourism (REI No. 2019-015)**.

**I. The following portions of the Bidding Documents are hereby amended as follows:**

- **On the Terms of Reference**

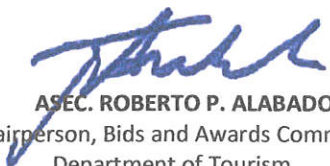
OLD PROVISION		NEW PROVISION	
<b>IV. SCOPE OF WORK AND DELIVERABLES</b>		<b>IV. SCOPE OF WORK AND DELIVERABLES</b>	
<b>Scope of Work</b>	<b>Deliverables</b>	<b>Scope of Work</b>	<b>Deliverables</b>
Conduct a comprehensive research on the violence against women and child in relation to tourism in the Philippines	Recommend an effective media strategy that will align with the tourism branding campaign	Conduct a comprehensive research on <b><u>safe tourism including the violence against women and children</u></b> in relation to tourism in the Philippines  <b><u>Additional:</u></b>  - <b><u>Consultations with women group advocates like Philippine Commission on Women</u></b>	Recommend an effective media strategy that will align with the tourism branding campaign  <b><u>Additional:</u></b>  <b><u>Sex-disaggregated data in relation to tourism that can be used as reference for other informational materials of DOT.</u></b>
Comprehensive Report	To provide monthly assessment and implementation reports to reflect the success rate of the implemented strategies on the immediate reach, effectiveness of placement, and return on investment, and other suggested metrics.	Comprehensive Report	<b><u>Completion of the engagement, assess the outcome of the campaign and aid the DOT in the crafting of the succeeding campaign incorporating the insights and recommendations from the evaluation of creative materials made during the period of engagement.</u></b>
<b>VIII. CRITERIA FOR RATING</b>		<b>VIII. CRITERIA FOR RATING</b>	
<b>B. Technical Bid/Proposal Criteria and Rating (70% passing score)</b>		<b>B. Technical Bid/Proposal Criteria and Rating (70% passing score)</b>	
<b>Criteria</b>	<b>Rating</b>	<b>Criteria</b>	<b>Rating</b>
<b>C. Plan of Approach and Methodology</b>		<b>C. Plan of Approach and Methodology</b>	
III. Over-all Impact	10%	III. <b><u>Strategy</u></b>	10%

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

- Gender-sensitive materials should be visually appealing and can be easily understood by the general public.
- Branding for Safe Tourism will not adhere to the “It’s More Fun in the Philippines” branding campaign.
- Shortlisted bidders must submit their storyboard, together with their technical bid proposal.
- If declared “passed” during the opening of technical bids on **19 August 2019**, shortlisted bidder will be required to present on **20 August 2019 at the 2<sup>ND</sup> Floor Training Room, DOT Building**, as part of the Technical Bid evaluation.
- A maximum of thirty (30) minutes is allotted for each Shortlisted bidder. The shortlisted bidder must present the branding strategy for safe tourism and storyboard for Child Safe campaign **ONLY**. For reference, visit the Child Safe Movement website at <https://thinkchildsafe.org/>. Kindly note that the branding of Child Safe Campaign should not be the basis for developing the Safe tourism brand.
- After the presentation, bidders must submit five (5) sets of print-outs and flash drive of their presentation.

The provisions of this Supplemental/Bid Bulletin shall form an integral part of the Bidding Documents.

For the guidance and information of all concerned.

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

12 August 2019